ABSTRACT

Tamil Nadu Rural Transformation Project - "Vazhndhu Kattuvom" as an Official Brand Name for Tamil Nadu Rural Transformation Project – Orders - Issued.

Rural Development and Panchayat Raj (CGS-3) Department

G.O.(Ms) No.12 **Dated: 07.02.2022**
பிலவ வருடம், தை 25
திருவள்ளுர் ஆண்டு 2053

Read:

1. Minutes of 51st Screening Committee meeting of Department of Economic Affairs, Ministry of Finance, dated 24.08.2015.
2. Letter from World Bank Dated 28.02.2018.
3. G.O.(Ms) No.73, Rural Development and Panchayat Raj (CGS.3) Department, dated 30.06.2017.
4. G.O.(Ms) No.74, Rural Development and Panchayat Raj (CGS.3) Department, dated 30.06.2017.
5. G.O.(Ms) No.106, Rural Development and Panchayat Raj (CGS.3) Department, dated 29.09.2017
6. G.O.(Ms) No.63, Rural Development and Panchayat Raj (CGS.3) Department, dated 07.05.2018.
7. G.O.(Ms) No.166, Rural Development and Panchayat Raj (CGS.3) Department, dated 20.11.2018.
8. From the Chief Executive Officer, Tamil Nadu Rural Transformation Project, letter No.118/A/2020, dated 31.01.2020, 22.09.2021 and 29.09.2021.

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ORDER:-

In the 51st Screening Committee meeting of Department of Economic Affairs, Ministry of Finance, the Principal Secretary to Government, Rural Development and Panchayat Raj Department, Government of Tamil Nadu has presented the proposal of Tamil Nadu Rural Transformation Project to bring transformation changes in rural households with special attention on youth, since the first phase of the project called "Tamil Nadu Pudhu Vaazhvu Project" covered 26 Districts, 120 Blocks and 4174 Village Panchayats was due for closure in September 2016.

2. Based on the meeting of Screening Committee and in view of a strong need to empower the poor and vulnerable people and to financially empower the existing Self Help Groups and help the youths by providing placement linked skill training, a new project in the name of Tamil Nadu Rural Transformation Project (தமிழ்நாடு ஊரக புத்தாக்கத் திட்டம்) was signed between the World Bank and the Government of Tamil Nadu and the project was declared as "Effective" by the World Bank on 28.02.2018 with 70% World Bank funding and 30% State Government funding.

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3. Tamil Nadu Rural Transformation Project (தமிழ்நாடு ஊரக புத்தாக்கத் திட்டம்) is focused on the following areas of strategic engagement namely:

(1) Enterprise promotion
(2) Creating job opportunities
(3) Value Chain Based approach
(4) Convergence with existing skill training programmes
(5) Public private partnerships
(6) Leveraging the strength of existing Community Based Organisations
(7) Investment driven by market opportunities and by community – centre invest plans.

The Project Development Objectives is to "promote rural enterprises, access to finance and employment opportunities".

4. In the G.O. third read above, orders have been issued for the formation of new society of Tamil Nadu Rural Transformation Society for the implementation of Tamil Nadu Rural Transformation Project in Tamil Nadu, which is registered under Tamil Nadu Society Registration Act, 1975.

5. In the G.O. fourth read above, the Government have approved the Memorandum of Association (MoA) and bye-laws of the Tamil Nadu Rural Transformation Society at the State level and District Rural Transformation Society at the District level.

6. In the G.O. fifth read above, the Government have approved for creation of post and sanction to form a core team for expediating preparatory work of finalization or Project Implementation Plan (PIP), Tamil Nadu Rural Transformation Society Registration, Finalization of manuals for Finance, Procurement and Human Resources (HR), etc., for Tamil Nadu Rural Transformation Project and in G.O. sixth read above, the Government have accorded administrative sanction for the implementation of Tamil Nadu Rural Transformation Project.

7. In the letter eighth read above, the Chief Executive Officer, Tamil Nadu Rural Transformation Project has informed that, it is pertinent and right time to brand an official name for the Tamil Nadu Rural Transformation Project, so as to make it reach the people effectively as the World Bank assisted previous project Tamil Nadu Empowerment and Poverty Reduction Project(TNEPRP) named as "Tamil Nadu Vazhndhu Kattuvom Project" which became very popular and extensively reached all sectors of people. It would be befitting to mention that the project name "Vazhndhu Kattuvom" (வாழ்ந்து காட்டுவோம்) name itself is self-explanatory bringing confidence and enthusiasm among the poor people in the rural villages. Furthermore, under this brand name of "Vazhndhu Kattuvom" (வாழ்ந்து காட்டுவோம்), the project also gained larger visibility among the line departments which lead to effective convergence due to which the project was able to successfully demonstrative empowerment of the poorest of the

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poor through Community Driven Development approach. Tamil Nadu Rural Transformation Project's vision is to look beyond poverty alleviation by promoting rural enterprises both farm and non farm by promoting individual and collective enterprises. The enterprise promotion is a step forward and encompasses growth beyond basic livelihood activity.

8. The Chief Executive Officer, Tamil Nadu Rural Transformation Project has therefore proposed "Vazhndhu Kattuvom Valarndhu Kattuvom" (வாழ்ந்து காட்டுவோம் வளர்ந்து காட்டுவோம்) as official brand name to Tamil Nadu Rural Transformation Project for tall and grand vision aiming to achieve growth and development in rural area indicating growth and upward mobility.

9. The Government after careful examination have decided to accept the request of the Chief Executive Officer, Tamil Nadu Rural Transformation Project and permit to use "Vazhndhu Kattuvom'' (வாழ்ந்து காட்டுவோம்) as an official brand name to Tamil Nadu Rural Transformation Project (தமிழ்நாடு ஊரக புத்தாக்கத் திட்டம்) for tall and grand vision aiming to achieve growth and development in rural area indicating growth and upward mobility.

(BY ORDER OF THE GOVERNOR)

P. AMUDHA
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Chief Executive Officer,
Tamil Nadu Rural Transformation Project, Chennai- 600 032.
The Director of Rural Development and Panchayat Raj, Chennai – 600 015.
The Managing Director,
Tamil Nadu Corporation for Development of Women Limited, Chennai – 600 034.
The Executive Director,
Tamil Nadu Corporation for Development of Women Limited, Chennai - 600 034.
All District Collectors,
(through the Chief Executive Officer, Tamil Nadu Rural Transformation Project)
The Accountant General, Chennai –6/18/35.
The Director of Treasuries and Accounts, Chennai- 600 005.
Copy to:
The Chief Minister's Office, Secretariat, Chennai – 600 009.
The Senior P.A to Hon'ble Minister, (RD), Chennai-600 009.
The Finance (RD/EAP) Department, Chennai-600 009.
The Rural Development and Panchayat Raj (B&C) Department, Chennai – 600 009.
The Principal Private Secretary to Principal Secretary to Government,
Rural Development and Panchayat Raj Department, Chennai- 600 009.
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//Forwarded By Order//

SECTION OFFICER

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