

TAMIL NADU RURAL TRANSFORMATION PROJECT



Tamil Nadu Rural Transformation Project:

Tamil Nadu Rural Transformation Project (TNRTP) is a transformative project that looks beyond poverty alleviation by building sustainability and prosperity of rural communities through enterprise promotion, access to finance and employment opportunities.



Project Development Objective is to Promote rural enterprises, access to finance, and employment opportunities in Selected Blocks of Tamil Nadu.

Operation of the Project:

The Project will be implemented in 2 phases covering 26 districts, 120 blocks and 3994 village panchayats of Tamil Nadu.

Funding pattern:

This Project will be funded in the ratio of 70:30 by the World Bank and Government of Tamil Nadu at an estimated cost of Rs.918.20 Crores. The loan assistance from World Bank will be Rs.642.74 Crore and the assistance by Government of Tamil Nadu (GoTN) will be Rs.275.46 Crore.

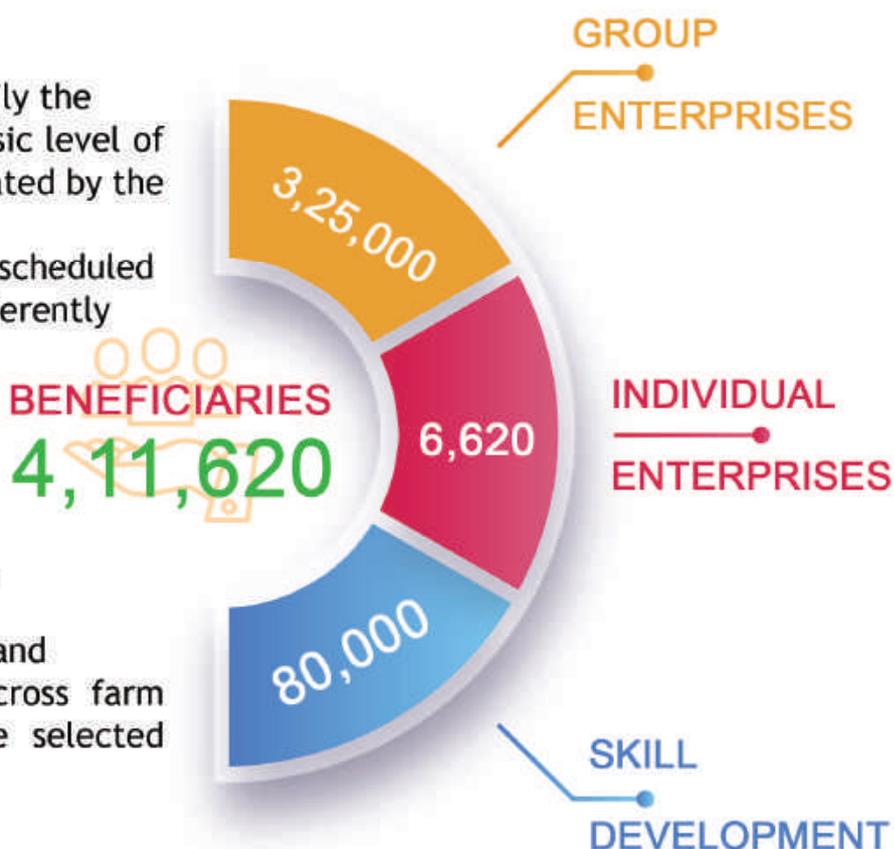
Project Beneficiaries:

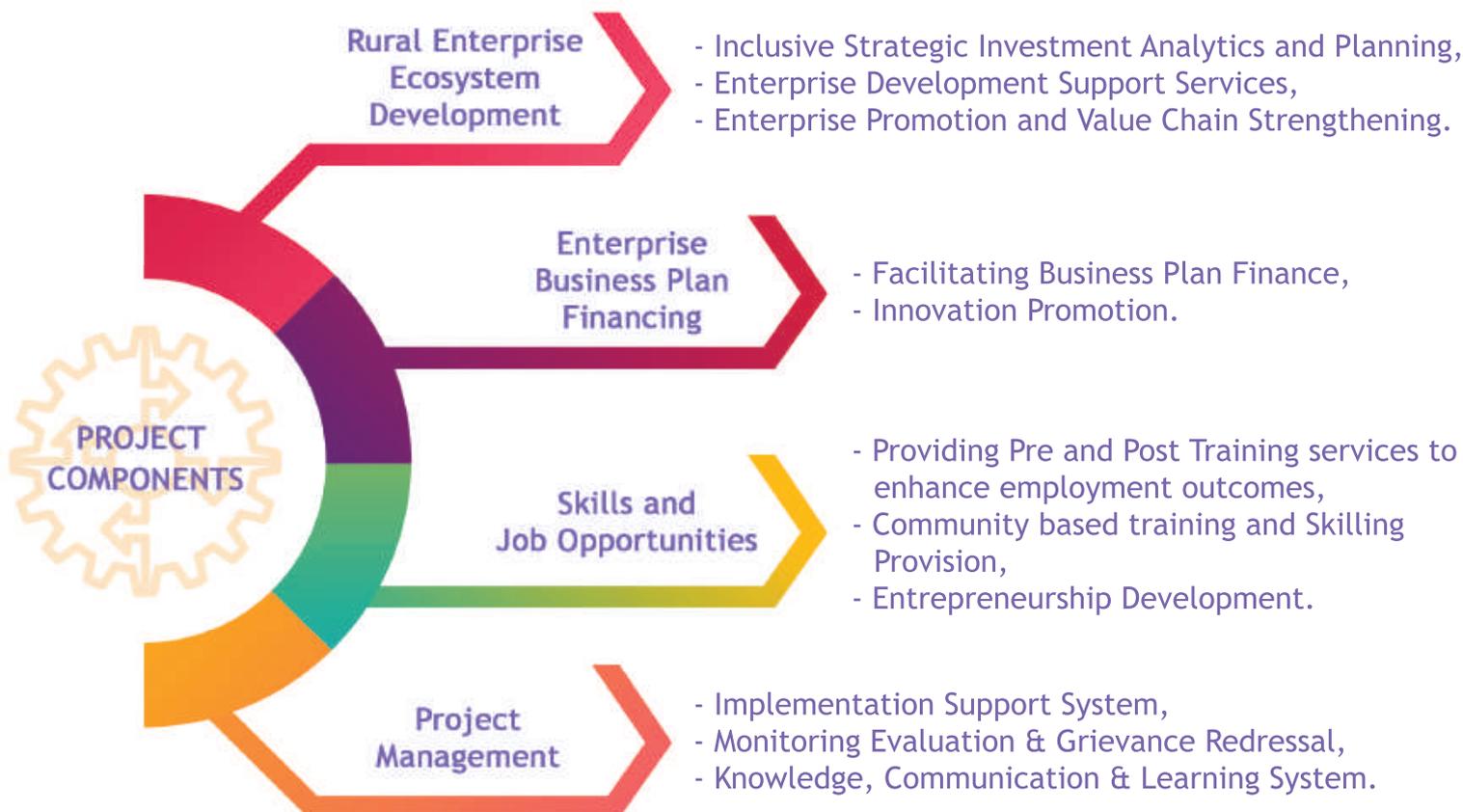
The project will target primarily the SHG households, who have basic level of assets, resource and skills created by the previous projects;

- the focus will be on women, scheduled tribes, scheduled castes, differently abled, youth and aspiring entrepreneurs.

The beneficiaries

- will be producer households,
- aggregated into producer groups/producer collectives and
- individual entrepreneurs across farm and non-farm sectors in the selected project blocks.





Rural Enterprise Ecosystem Development:

The main objective of this component is to create an enabling rural business development ecosystem. It will include undertaking diagnostics (district analysis, value chain analysis, sector/sub-sector identification), identification of potential enterprises through participatory methods for promotion of rural enterprises (group and individuals), strengthening of existing rural enterprises, identifying market and value chain development opportunities, provide business development support services and informed pathways to develop sustainable business. The component will also focus on promoting women-led enterprises and green enterprises.

Enterprise Business Plan financing:

The component will facilitate access to finance for business plans of individual and group enterprises through Matching Grant Program (MGP) and other financial services by financial Institutions.

Innovation Promotion:

This component will contribute to the design, promotion and implementation of transformational ideas that use technology, innovation, and partnerships to tackle development challenges in Tamil Nadu.

Skills and Job Opportunities:

The objective of this component is to

- (a) Create sustainable wage and self-employment opportunities
- (b) Promote relevant skills for higher value agriculture and allied activities and
- (c) Enable entrepreneurship through market responsive skills and entrepreneurship development.

This sub-component will target skill upgrades for 80,000 youth (40,000 through convergence with existing flagship government skilling schemes and 40,000 through community based skilling provision). The sub-component will also aim to have 40 percent women among the total beneficiaries trained. This component will also include pre and post training services including identification and mobilisation of targeted youth.

Project Management:

The objective of this component is to provide support services, develop management and monitoring systems, create delivery processes for Financial Management, Procurement Management, Human Resource Management, Social, Environmental and Tribal safeguards and Information Communication Technology (ICT) for effective implementation of the project.



Tamil Nadu Rural Transformation Project
2nd Floor, Annai Teresa Mahalir Valagam,
Valluvarkottam High Road,
Nungambakkam, Chennai - 600034.