

QUARTERLY NEWSLETTER VOL. 10 April - June 2024



# VALAM

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**Tamil Nadu Rural Transformation Project**  
Vazhndhu Kattuvom Project





**Tmt. S. Divyadharshini, IAS**

Chief Executive Officer  
 TNRTP-VKP, Chennai

**“ We have launched the TN-RISE Women Startup Mission to support aspiring rural women entrepreneurs. 100 of them have been identified through bootcamps held throughout TN ”**

**FROM THE CEO's TABLE**

I am proud to state that the Tamil Nadu Rural Transformation Project (TNRTP) goes beyond mere poverty alleviation in the state's rural areas by significantly enhancing rural enterprise resources. We provide financial support, skill training, and modern technology to industrious and enterprising entrepreneurs, guiding them from the inception to the completion of their ideas and projects. This initiative has led to sustainable industrial growth and increased economic strength, propelling TNRTP along a path to prosperity.

TNRTP has made significant strides in numerous ventures, especially in supporting women self-help groups, their families, scheduled castes, tribals, the differently-abled, and the youth of Tamil Nadu. These efforts have improved employment prospects and promoted agro-based, non-agricultural, and innovative ventures across 31 districts and 3,994 panchayats in the state. Notably, 70% of the supported entrepreneurs are women.

**Some of our latest achievements:**

The formation of 2,526 Community Skill Schools (CSS) has benefited 51,193 youth, both boys and girls. For each session, we invested ₹ 1 lakh, totalling ₹ 19.30 crore to date. To support the farming community, we have conducted 6,000 Community

Farm Schools (CFS) at a cost of ₹ 75,000 per session, amounting to a total expenditure of ₹ 51.01 crore. A highlight of this program is the identification of SPARKS (Skilful, Personal ability, Attitude, Relationship, Knowledgeable) – community members who are self-motivated in the farm sector and who not only learn new skills but also impart these skills to other community members within selected value chains.

Our Entrepreneurship Development Programme provides essential training through partnerships with the Entrepreneurship Development and Innovation Institute, Madras School of Social Work, and Trichy Agri Business Incubation Farm. To further support new entrepreneurs and their ventures, we have established 42 Mathi Siragugal Thozil Maiyam (MSTM) centres. These centres offer services such as business plan preparation, financial support, MSME registration, technical support, market linkage, income tax filing, and linkages to other sectors. So far, we have provided 35,799 services, generating a revenue of ₹ 91.51 lakh.

Thus, the women entrepreneurs will have access to vital resources and guidance, and we will help them to navigate the complexities of business and success in their ventures.



## FOR A BUSINESS, BEAUTIFUL & SUCCESSFUL MATCHING GRANT PROGRAM LOAN WAS BOUNTIFUL

Name : **Pandeeswari**  
Panchayat : **Sanaveli**  
Block : **Rajasingamangala**  
District : **Ramanathapuram**



### All about us & our income

My name is Pandeeswari and reside in the panchayat of Sanaveli in Ramanathapuram district. Married to a daily wage labourer, in a studio, for 12 years, life was full of struggles and I have two children. I also work and try to run the family and manage its expenses with both our expenses.

### Learnt about the TNRTP scheme

I could not make my ends meet despite me earning a fair income. I am also a member of the Annai Teresa Self Help Group. I often used to take a loan from the SHG whenever there is a need or for emergency family situations. In fact, even last year I had taken a loan of Rs. 10, 000 from the SHG and repaid it in full. It was then I learnt that through the TNRTP that I can avail funds from the Matching Grant Program for beginning a small business.

### Sought funds through the MGP

When I discussed about the scheme and assistance with my husband, he encouraged me to inquire about how we could utilize the program to start our own studio. It seemed like a promising idea to me, so I applied to launch my own business. After receiving my application, a selection committee headed by the District Collector selected me as a beneficiary of the Micro Enterprise Fund under the TNRTP co-subsidy scheme to develop my business.

### Running the studio successfully with the help of MGP funds

Through that I got a Matching Grant Programme loan of Rs.3,00,000 and a subsidy amount of Rs. 90,000. This helped me to primarily reduce my debts and today the studio is doing well and giving good returns.





## CSS SCHOOL TRAINING STOOD ITS GROUND PERMANENT INCOME WAS SMOOTH AND SOUND

Name : Kalairani  
Panchayat : Koodalur  
Block : R. S. Mangalam  
District : Ramanathapuram



### In my entrepreneurial endeavour of tailoring

My name is Kalairani and I belong to R. S. Manglam in Ramanathapuram District. My husband is a daily wage labourer and I am blessed with two children (a girl and a boy). My husband's income was not sufficient to run the family and I felt that I have to put in my share of hard work. I decided to take up a job or start something on my own to add to the family income. My tailoring skills stood by me and as a first step I began stitching blouses for women for a meagre sum of Rs. 100 per piece.

### Was given training to stitch jute bags

But this was not enough to run my family and it was then I came to know through the Panchayat association that the TNRTP was giving training to stitch jute bags. Soon, jute bag sewing training began in our village through the community skill school, organized by the TNRTP. The training was held for 30 days and all

participants were taught to make ropes, bags, handbags and other handcraft items in jute.

### Learnt the skill and doing good business

The training boosted my confidence and motivated me to begin my own jute bag business. The venture turned out to be a successful one. My products are exhibited in TNRTP's exhibitions and put to use in its offices.

### Earn a steady income

As my business is a steady one, I can earn around Rs. 500 – Rs. 1,000 depending on the job I undertake. This amount is very useful as it augments my family income. I would like to express my gratitude to the Community Skill School and the TNRTP programme for providing this wonderful opportunity.



## A PROVISION STORE IN A HILLY AREA A PERMANENT INCOME IN THE NILGIRIS

Name : Vinodha  
Panchayat : Eppanadu  
Block : Udthagamandalam  
District : Nilgiris



### Grocery store in the hills

My name is Vinodha. I am 36 years old and I have studied up to class 7. I reside in the hamlet of Aanaikatti in Nilgiris District along with my husband (a daily wage labourer) and three children. I am a member of the Tulasi SHG for five years. Residents in this area lack access to a well-stocked grocery store nearby, often needing to make the trek to Masinagudi for their shopping needs, where the goods may not always be satisfactory. I decided to begin a grocery store in the front portion of my house. With a capital amount of Rs. 10,000, I bought the groceries at a wholesale rate and began the business.

### Wanted to expand my business

I could only buy small quantities of groceries for my shop and the profit by selling it was just Rs. 200 – 300 per day. I wanted to

sell more groceries and increase my profit but I did not have the financial power. I planned to sell more groceries in my store and I tried to get a business loan from Banks at Masinagudi, where I have a savings account but failed in my attempts. Meanwhile, I learnt that one could obtain loan for running business through the TNRTP scheme.

### Loan with the help of ECP

I applied for the loan online, with the help of Enterprise Community Professionals. I explained about my business in the local committee meeting. I was sanctioned a loan amount of Rs. 2,00,000. With that I purchased a lot of groceries for the shop and expanded my business (sell goods worth Rs. 4,000 – 5,000 everyday). My profit is Rs.500-600 per day. I thank the TNRTP scheme for giving me an opportunity to build my entrepreneurial skills.





## QUALITY FARM TRAINING REVOLUTIONIZES CHILLI PRODUCTION PROLIFIC & GREEN

Name : **Agricultural Producer Group**  
Panchayat : **Panaikulam**  
Block : **Thirupulani**  
District : **Ramanathapuram**



### **Agriculture is our livelihood**

We reside in the Panaikulampanchayat of Ramanathapuram district for more than 30 years. The entire neighbourhood is dependent on agriculture. We meet our family's needs solely with the income generated from our agricultural endeavours.

### **Chilli production is our main harvest**

But in the current scenario of modernization, we are lagging and are unable to make use of full benefits of agriculture. In a concerted effort to transform the situation, we rallied together and formed a collective dedicated to chilli production. Moreover, chilli is our chief crop.

### **For cultivating high-quality chilli, a CFS was established**

Due to favourable soil conditions for chilli cultivation, we have chosen to sow it. However, our lack of familiarity with modern equipment and limited awareness of contemporary farming techniques hinders our ability to maximize yield according to current scientific and technological advancements. Recognizing this need for knowledge and skill enhancement, a Community Farm School (CFS) was established as part of the TNRTP program. Thirty individuals from our agricultural community in the Panchayat were selected to participate in this program, aimed at providing comprehensive farm training to improve our agricultural practices.

### **Diverse training sessions**

We received diverse training sessions tailored to our needs. Roselyn was selected as our instructor at the Community Farm School, given her expertise in chilli production and extensive training in agriculture. Under her guidance, we underwent farm training focusing on chilli cultivation, soil fertility management, crop selection, and utilization of modern farming tools. Through the comprehensive program at the Community Farm School, we learned valuable skills to enhance our agricultural practices.

### **Flourishing chilli yield**

Thanks to the on-farm training we received, our expertise in chilli production has significantly improved. Despite our familiarity with agriculture, we lacked proper structure and approach to maximise yields. However, the nuances taught and the training provided at the Community Farm School has been transformative. We have honed our skills, leading to a notable increase in our agricultural production and profits. The training we received has been instrumental in empowering us to master the intricacies of agricultural practices, resulting in significantly improved yields. We extend our heartfelt appreciation to the Tamil Nadu Rural Innovation Program for establishing the Community Farm School in our Panchayat and enabling us to fully harness the benefits of agriculture.



## LEARNED THE INTRICACIES OF FITNESS CENTRE I AM NOW FIT TO RUN MY OWN GYM

Name : P. Vidya  
Panchayat : Eetiveerampalayam  
Block : Tiruppur  
District : Tiruppur



### **I learnt fitness, despite being a home maker**

My name is Vidya and I am 26 years old. I hold a bachelor's degree in mathematics. I reside in the panchayat of Eetiveerampalayam in Tiruppur district. My husband runs a gym for men in Perunganallur. I have a daughter and used to take care of my family. Slowly, I was enthused to learn about fitness. My husband also motivated me to learn about fitness and I began to work in my husband's gym for a monthly salary of Rs. 8,000.

### **Tried to start my own gym**

The notion of starting my own gym, despite being employed, suddenly dawned on me, but when I shared it with my husband, we found ourselves hesitating to proceed further due to a lack of funds. Since I was a member of the Kamarajar Self Help Group, I learnt about the TNRTP scheme and the funds that can be acquired through it, whenever I attended SHG meetings. I approached the TNRTP project officers through the professional social workers in our panchayat and after knowing the necessary details, I applied for loan under the Matching Grant Program (MGP). Within a very short period, I got many benefits without any hassle.

### **Obtained funds through the MGP**

They assisted us in drafting a comprehensive business plan and facilitated the acquisition of the essential Udayam certificate for our company. Additionally, they played a crucial role in securing the MGP fund amounting to Rs. 5,68,020. With these funds, we were able to procure and install the necessary gym equipment, setting our business on the path to success.

### **I began a gym and increased my income**

I now operate a gymnasium named "Kalam" in our neighbourhood of Valipalayam. On average, we train between 80 to 100 members each day. This has resulted in average monthly earnings ranging from Rs. 25,000 to Rs. 30,000.

### **I have now employed 5 people**

I have now employed five individuals to work at the gymnasium. I remain optimistic that both the number of members and trainers will steadily increase over time. It brings me great joy to transition from being a wage earner to becoming the employer of these five individuals. I am deeply thankful to the TNRTP program for providing me with this opportunity and for their ongoing support in my journey towards success.





## KURUMBA PAINTINGS IN THE NILGIRIS...

## ART WITH A LEGACY SPANNING 4000 YEARS, NOW TRAVELS INTO REALMS OF THE DIGITAL WORLD!

Name : Balasubramani  
Place : Paavaiyur  
Panchayat : Kengarai  
Block : Kothagiri  
District : Nilgiris  
Contact : 8489001673



### Business Activity

People of the Kurumba Community collect green leaves from different kinds of vegetation in the hills, extract natural colours from them and use them for painting.

My name is Balasubramani. Our SHG called Malaiarasan, functions well in the Kothagiri block in the Kengarai Panchayat. Nearly 10 members from our SHG collect leaves from the plants in the hills, extract colours from them and give it to those who are involved in drawing Kurumba paintings. This art has been passed down through generations from our ancestors.

### Nuances of the Kurumba Painting

- Our Kurumba art has been in vogue for over 4000 years. All the paintings drawn by us are offered to our family deity 'Kurumbadevan'. These paintings, in earlier times, were done on pots and cloths.
- Three colours \_yellow, brown and black are obtained from the Malabar Kino tree. It is extracted from the liquid that is collected in a coconut shell from the bark of the tree. Dark Green and light-yellow colours are extracted, without adding water from other plants in the hills.
- Our art is truly a unique one as it created with products from nature. Visitors are drawn to it and prefer to buy it, due to its close association with nature.





## Traditions and Gifting

The Kurumba paintings are unique to the district of Nilgiris. It was the C.P.RamasamyAiyer Foundation which brought out the art to the world. The speciality of the region is the presence of EluthuPaarai, 3,000-year-old ancient rock art site in the Kothagiri region of the Nilgiris district.

Generally, Kurumbas are hunters but they are also well-versed in medicine and body of patients with incurable disease are painted with medicinal materials. Our ancestors have given these gifts to us to be part of our livelihood. We will pass on the nuances of the art to the younger generation.

## Challenges we encountered in our work

Our production was very much affected during the covid pandemic and we encountered many challenges to carry on with our work. It was then the TNRTP scheme came to our aid and the staff of the project formed a working group for us.

The best part of it was the training imparted to the group for increasing productivity and building business through the Community Skill School (CSS) and for taking the art to the next level.

They also imparted training for high productivity through the Community Skills School and for commercialization of the paintings on a small scale. The working group was given Rs. 75,000 as start-up funds and it greatly helped us to run our business smoothly.

They TNRTP personnel also helped us to reach our goods in the market. In fact, were trained to sell our goods online in



Amazon, Flipkart and other ecommerce platforms.

Plans are afoot to set up an outlet at the district headquarters to sell the products created by the tribals.

They have also facilitated to sell our products through online selling platforms like Amazon, Flipkart etc.

Arrangements are also being made to sell the products through public sector undertakings of the government

## Advertising and Sponsorship

- To keep this art alive, we need a business identity and support from government and vocational training institutes. We also need funds for branding and marketing.
- In today's era, products must be marketed uniquely to be popular in the market.
- We are actively engaged in various kinds of initiatives activities to promote our products among the public.

**Uniqueness:** Our Kurumba paintings are unique. We are trying to preserve this art and pass it on to the next generation. There are many other communities, apart from ours, interested in learning this art. If individuals show interest to learn this art, we are committed to supporting them and facilitating opportunities for them to earn a sustainable income through their mastery of this craft.





## NO OF SEWING MACHINES GREW, JOB OPPORTUNITIES FOR 15 PEOPLE GREW!

Name : S. Manimekalai  
Panchayat : Periyakulam  
Block : Periyakulam  
District : Theni



### The pathway of tailoring

I am S. Manimegalai, 36 years old, and a proud member of the Muperundevi women SHG. Together with my husband Ramanathan, we initially stitched garments for our neighbours using the two sewing machines we have at home. However, the income was insufficient to support our family. Determined to expand our tailoring business and create employment opportunities for those in need, we embarked on a journey to transform our venture.

### We expanded our business and provided jobs

I first learned about the Matching Grant Program offered by the TNRTP for entrepreneurs through the local panchayat association and other social workers. Encouraged by this opportunity, I applied for the Matching Grant Programme loan through the Enterprise Community Professionals. After completing all the necessary documentation, I received a sum of Rs. 2,80,000, which enabled me to purchase all the required machines, tailoring accessories, and equipment for my business. Today, we are thriving, employing 15 people in our organization and earning a monthly income of Rs. 35,000. I am immensely grateful to TNRTP for transforming my dreams into reality.





## I WAS BATTLING IN LIFE, ALL ALONE, TNRTP STOOD BY ME, SOLID AS STONE!

Name : **Sukanya Devi**  
Panchayat : **U. Ammapatti**  
Block : **Uthamapalayam**  
District : **Theni**



### My life's challenges

My name is Sukanya and I am 39 years old. I have been living in U. Ammapatti in Theni district for a long time. I lost my husband 7 years ago. Initially, I worked as a nursery school teacher but the income was a meagre one. I am also a member of the Mariammal SHG for nearly 5 years now.

### I am into tailoring business for 10 years

With my expertise in tailoring and ownership of two sewing machines, I have been stitching women's garments in my neighbourhood of Ammapatti for some time. I earn a monthly sum of Rs. 7,000 from this venture. However, my capacity to take on more orders is limited by the number of machines I own. Particularly, during the festival season, when demand surges, I am unable to fulfil additional orders due to this machinery constraint.

### Obtained funds through the MGP

When I was attending a women SHG meeting, they told me that I

could avail a loan through the Matching Grant Program (MGP) of the TNRTP for business expansion.

After that they introduced me to the professional social workers in the group meeting. It was a god given opportunity and I applied online for a loan under the MGP through a professional social worker. I submitted all the necessary documents to the bank and got a loan of Rs. 3, 00, 000 with 30% subsidy.

### Providing training to improve business

I have bought a power machine and a computer embroidery machine with the funds. And, I am training 10 women in this field. Through this I get an income of up to Rs. 20,000 per month. I am repaying the loan as monthly instalments (Rs. 7,300) from July 2023.

This amount has helped me a lot to improve my life. Also, as part of the programme we were taught business strategies such as business development, selling of products in the market and so on.





## TNRTP SIGNS MOU WITH FIA TECHNOLOGIES PVT. LTD



The Tamil Nadu Rural Transformation Project (TNRTP) has recently entered a Memorandum of Understanding (MoU) with FIA Technologies Pvt. Ltd to encourage micro enterprises to avail loans through commercial institutions.

This collaboration is designed to empower rural enterprises and entrepreneurs across Tamil Nadu. By facilitating access to financial resources, the partnership aims to foster economic growth and stability in rural areas, enabling small businesses to thrive.

Additionally, this initiative or strategic partnership will provide the much-needed support in terms of financial literacy and business development, ensuring that entrepreneurs have the knowledge and tools necessary to succeed. Together, TNRTP and FIA Technologies Pvt. Ltd are committed to driving sustainable development and improving the livelihoods of rural communities in Tamil Nadu.

## BUSINESS ASPIRANTS SELECTED FOR TN-RISE PITCHING SESSION!



Launch of a new initiative by the Government of Tamil Nadu is poised to promote self-growth of women in the state. Called TN-RISE, it is aimed at empowering entrepreneurs with innovative ideas, high-growth potential and social impact.

The women entrepreneurs will have access to essential resources and be given guidance which will enable them to navigate the complexities of business ownership. These gestures will in turn nurture growth and success in their ventures.

As part of the initiative, the government has screened 1286, shortlisted 505, and finalised 100 aspirants to pitch their business ideas for resources, funding and support to turn their dreams into reality!



## TALLY SOFTWARE APPLICATION WORKSHOP FOR PRODUCER COLLECTIVES



To operationalize the use of computerized accounting systems for Producer Collectives, a two-day workshop on Tally software was conducted for CEOs and accountants of Producer Collectives. The training included sessions on institutionalizing the practice of in-year financial reporting.

The workshop which was held in May covered topics such as Companies Act, Significance of company accounts, Methods of preparation of accounts in Tally software and Hands on training on Tally software. Following the training, 51 out of 53 Producer Collectives have successfully installed the software on their computers.



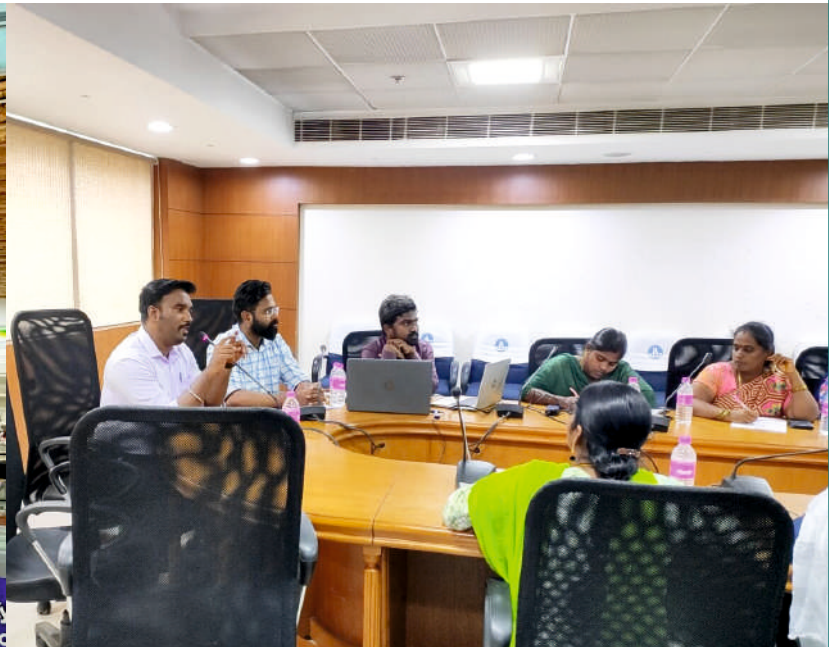


## ERODE COLLECTOR VISITS SAKTHI BHAVANI WOMEN FARMER PC



Erode District Collector, Mr. Raj Gopal Sunkara, IAS, visited the Sakthi Bhavani Women Farmers' Producer Company, created under the TNRTP project, on June 20, 2024. He reviewed and commended their diverse operations, which include oil production, trading activities, livestock feed manufacturing, and fertilizer sales.

Additionally, he lauded the Millet Café restaurant, which has been a notable success, operating for 161 days and achieving impressive sales of Rs. 22.60 lakh. Impressed by their accomplishments, he provided valuable guidance for their continued success in the future and encouraged them to strive for even greater achievements.





# For Greening the World

## We have enriched Tamil Nadu

### In the Industrial Development of Tamil Nadu Green Resource Activities of the TNRTP



#### Roundup of the project

The Tamil Nadu Rural Transformation Project is fostering eco-friendly industrial ventures across 31 districts, 120 localities, and 3,994 panchayats in the state. Funded by the World Bank and the Tamil Nadu Government, the project primarily supports 70% women entrepreneurs. It focuses on promoting and supporting organic farming, handicrafts, and innovative green products in agro-based industries. Additionally, it offers vocational training, financial assistance, and technical support to these initiatives.

#### Conservation of arable lands

In Tamil Nadu, farmers in panchayat areas across each district are identified for arable land assessment. The deficiencies in their crop yields are investigated and corrected, with an emphasis on encouraging organic farming. Soil and water tests are conducted, and natural fertilizers are recommended to rejuvenate nutrient-deficient lands. Additionally, suitable crop varieties, intercropping, and crop rotation are promoted based on soil fertility and water availability.

#### Support for making natural fertilizers



Farmers have traditionally relied on chemical fertilizers to boost yields and protect crops from pests. However, this practice has gradually depleted soil nutrients, adversely affecting crop yields. To address this issue, the Tamil Nadu Rural Transformation Project (TNRTP) is providing agricultural training through Community Farm Schools in every panchayat. Farmers are being trained to prepare natural fertilizers such as vermicompost, panchagavya, fish amino acid, and whey solution. These trained farmers are now producing their own natural fertilizers, enriching soil fertility, and achieving higher yields, leading to sustainable economic prosperity.

#### Promotion of Green products

Identifying sources of traditional and innovative green industries in rural areas is





key to sustainable development. The Tamil Nadu Rural Transformation Project (TNRTP) encourages women and youth to produce green handicrafts and innovative green products by providing vocational training through community skill schools. Here are some of the products:

- Palm Handicrafts
- Banana Fibre value-added products
- Water hyacinth stem value-added products
- Handicrafts items made of Lantana Camara

These various products not only support the local economy but also

help maintain and protect green resources.

#### Green activities of producer associations

Organic agricultural products are supported through the TNRTP program's producer cooperatives. These associations work towards a green environment by using solar dryers to dry grain products and by adhering to Green Enterprise Act compliances. They have received green awards for their efforts. In this way, the Tamil Nadu Rural Transformation Project is striving for a sustainable global green environment!





# Empowering Youth Through Skill Development

## Role of TNRTP on International Youth Skills Day



### Introduction:

International Youth Skills Day, observed on July 15th each year, highlights the importance of equipping young people with the skills they need to thrive in the workforce and contribute to society. In Tamil Nadu, India, the Tamil Nadu Rural Transformation Project (TNRTP) plays a pivotal role in empowering youth through skill development initiatives. TNRTP's skill-building initiatives in 31 districts, 120 blocks and 3994 villages, has helped to unlock the potential of youth and drive sustainable development.

### TNRTP: A Catalyst for Rural Transformation

The Tamil Nadu Rural Transformation Project (TNRTP) is a flagship initiative aimed at promoting inclusive and sustainable rural development in Tamil Nadu. Launched with support from the World Bank, TNRTP focuses on enhancing rural livelihoods, nurturing entrepreneurship, and empowering marginalized communities. Central to its objectives is the empowerment of youth through skill development programs tailored to address the evolving needs of the rural economy.

By establishing 2526 Community Skill Schools (CSS) in various fields such as handling machinery, handicrafts etc, the TNRTP has successfully trained many men and women to acquire skills and contribute to the economy of the state.

### Training in making various products

These schools established at the community level, has trained over 51,193 youth, interested in activities such as making palm leaf products, bio seed rolls, broom sticks, pottery, and cashew value addition. Interested women are trained in tailoring related activities such as Aari embroidery, Thoda embroidery, stitching foot mats, jute bags and readymade dresses. Weaving baskets, carving handicraft items with banana fibre and seashells.

Community Skill schools (CSS) also focus on training men and women in making sambirani, Tanjore dancing dolls, and handy products with Vettiver. Young men are also trained by special trainers to become successful as AC mechanics, 2-wheeler mechanics, making LED bulbs, and by learning the nuances of welding.





The CSS makes skill training accessible to rural youth who may otherwise face barriers to access traditional education and training facilities. The curriculum designed in consultation with local communities and experts is tailored to the specific needs and aspirations of rural youth. Each training session is delivered to 30 participants, with a funding allocation of Rs. 1 lakh.

The best part of the training is that the CSS give hands-on learning experiences through workshops, and on-the-job training opportunities. This experiential learning prepares the youth for demands of the job market and promotes entrepreneurship. The aspirants receive guidance on business planning, market research, financial management, and other essential aspects of starting and running a business.

#### **Youth Empowerment through Skill Development**

On International Youth Skills Day, TNRTP reaffirms its commitment to empowering young people by providing them with access to quality skill development opportunities. Through various training programs, workshops, and vocational courses, TNRTP equips youth with the technical, entrepreneurial, and soft skills necessary to succeed in diverse sectors such as agriculture, agribusiness, manufacturing, and service industries.

The impact of TNRTP's skill development initiatives extends beyond individual empowerment to catalysing broader socio-economic transformation in rural communities. By investing in youth education and training, TNRTP creates a pool of skilled workforce capable of driving innovation, increasing productivity, and stimulating economic growth at the grassroots level. Moreover, empowered youth are more likely to become agents of change within their communities, fostering social cohesion and sustainable development.

#### **Celebrating Achievements**

International Youth Skills Day serves as an occasion to celebrate the achievements of youth who have benefited from TNRTP's skill development programs. Through success stories and testimonials, TNRTP highlights the transformative impact of skills training in unlocking opportunities, enhancing employability, and fostering entrepreneurship among rural youth. These stories inspire others to pursue skill development as a pathway to a brighter future.

While TNRTP has made significant strides in empowering rural youth, challenges remain in ensuring equitable access to skill development opportunities, especially for marginalized groups and remote communities. By leveraging partnerships and innovative approaches, TNRTP continues to expand its reach and impact, turning challenges into opportunities for inclusive growth.

#### **Conclusion**

As the world commemorates International Youth Skills Day, TNRTP reaffirms its commitment to empowering rural youth through skill development initiatives that unlock their potential and drive sustainable development. By investing in the skills and talents of young people, TNRTP paves the way for a brighter future where every youth can realize their aspirations and contribute to building thriving, resilient communities in Tamil Nadu and beyond.







## **Tamil Nadu Rural Transformation Project**

### **Vazhdhu Kattuvom Project**

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