



### **ABSTRACT**

Micro, Small and Medium Enterprises Department –Schemes – Implementation of Tamil Nadu Women Entrepreneur Empowerment Scheme (TWEES) from the year 2025-2026 onwards - Necessary modalities / guidelines for implementation of the scheme and sanction of funds - Orders - Issued.

### **Micro, Small and Medium Enterprises (D2) Department**

**G.O. (Ms.) No.51**

**Dated:25.08.2025**

**திருவள்ளூர் ஆண்டு 2056**

**விசுவாவசு வருடம், ஆவணி- 9**

**Read:**

1. Announcement made by Hon'ble Minister (Finance, Environment & Climate Change) during the Budget Speech 2025-2026 on 14.03.2025.
2. From the Industries Commissioner and Director of Industries and Commerce, Guindy, Chennai-32, letter Rc.No. 10730/DIC2/2025 dated: 09.05.2025.

### **ORDER:**

The Hon'ble Minister for Finance, Environment and Climate Change during the Budget Speech 2025-2026(para 248) has made the following announcement:-

"தமிழ்நாட்டின் பொருளாதார வளர்ச்சியில் பெண்களின் பங்கு மேலும் அதிகரிக்க வேண்டும் என்ற நோக்கத்துடன், அடுத்து வரும் ஐந்து ஆண்டுகளில் ஒரு இலட்சம் மகளிரை தொழில் முனைவோராக உயர்த்திடும் பெருந்திட்டம் ஒன்று செயல்படுத்தப்படும். இத்திட்டத்தின் கீழ் 20 சதவீதமானியத்துடன் 10 இலட்சம் ரூபாய் வரை வங்கிக்கடன் பெற்று, மகளிர் பல்வேறு தொழில்கள் தொடங்கிட உரிய திறன் மேம்பாட்டுப் பயிற்சிகள், விற்பனைக்கான ஆலோசனைகளும் வழங்கப்படும். 2025-2026 ஆம் ஆண்டில் இத்திட்டத்திற்கான மானிய நிதியுதவிக் கென 225 கோடி ரூபாய் ஒதுக்கப்படும்."

2. Based on the above announcement, the Industries Commissioner and Director of Industries and Commerce in the letter second read above has submitted the following proposal: -

(i) There is a growing need to create a robust avenue for women entrepreneurs, especially from economically and socially disadvantaged backgrounds among the 1.77 Crore women in the age group of 18 to 49 years.

(P.T.O)

(ii) In line with the above, this initiative will not only uplift women financially but also contribute to the State's MSME growth, employment generation, and inclusive economic development. The primary target group comprises **aspiring women aged between 18 and 55 years** who are interested in pursuing entrepreneurship. This includes women from diverse educational and socio-economic backgrounds who possess the ambition, drive, or potential to start, manage, or scale their own businesses.

(iii) The scheme is intended to support one lakh women across the State over five years to become self employed by setting up of new Manufacturing or Service or Trading enterprises by availing loan upto a maximum of Rs. 10lakh, with subsidy assistance from the State Government @20% of the project cost and 6% Interest subvention on the loan component. This will also match the quantum of assistance being provided in other existing schemes implemented by the Micro, Small and Medium Enterprises Department.

(iv) To encourage and facilitate women empowerment through entrepreneurship, an exclusive entrepreneurship development scheme with the following key Components is formulated.

- (a) Entrepreneurship Development and skill training
- (b) Entrepreneurial Mentorship & Handholding Support.
- (c) Financial Assistance

(v) To approve the proposed draft guidelines for implementation of **"Tamil Nadu Women Entrepreneurs Empowerment Scheme (TWEES)"**.

(vi) (a) An allocation of Rs.225 crore is provided only for Individual Based subsidy in the Budget Estimate for the year 2025-2026 under the Individual Based Subsidy Head of Account.

b) Budgetary Allocation Plan for the Inception year 2025-2026:-

- Individual based Subsidy covers the largest share, allowing support for women with varied enterprise sizes upto the project cost of Rs.10.00 lakh.
- Training, handholding and mentorship includes entrepreneurship and skill, business planning, legal literacy, marketing, digital tools, etc,.

- Scheme Advertisement & Publicity covers the promotion and awareness activities related to the scheme. This includes the preparation and dissemination of brochures, pamphlets, banners, posters, media advertisements (print, electronic, and social media), organizing awareness camps, workshops, and other outreach initiatives aimed at informing and educating potential beneficiaries about the scheme and its benefits.

(vii) By enabling women to start or scale their businesses, this initiative is expected to contribute to employment generation, economic independence for women, and overall socio-economic development in the region. It will enable the establishment of at least 1,00,000 new women-led micro and small enterprises across diverse sectors such as manufacturing, services, food processing, retail, textiles, Agro-based industries, etc. Each enterprise is expected to employ 2 to 5 persons, resulting in approximately 3 lakh new employment opportunities, with a strong focus on local and rural job creation. Strengthen the entrepreneurial ecosystem through targeted skill development, financial access, mentoring, and support services for women. Boost the participation of women in the state's Micro, Small and Medium Enterprises sector. Facilitate access to institutional credit for over 1 lakh women, improving their formal credit history and banking relationships. Promote financial literacy and digital payment adoption among women entrepreneurs. The dual objective of financial and social upliftment of women is central to the mission of empowering aspiring women entrepreneurs.

3. In view of the above, the Industries Commissioner and Director of Industries and Commerce has requested the Government to issue necessary orders for implementing the above scheme.

4. The Government carefully examined the proposal of the Industries Commissioner and Director of Industries and Commerce and issue the following orders: -

(a) Administrative sanction is accorded to implement the scheme called "**Tamil Nadu Women Entrepreneur Empowerment Scheme (TWEES)**" and financial sanction is accorded for utilizing the fund of Rs.225.00 Crore provided in BE 2025-2026 to meet out the expenditure towards various components of the scheme from the year 2025-2026 onwards.

(b) The guidelines as detailed in Annexure-I & II to this order are approved for the implementation of **"Tamil Nadu Women Entrepreneur Empowerment Scheme (TWEES)"**.

(c) The Industries Commissioner and Director of Industries and Commerce is permitted to issue directives to the Task Force Committee concerning projects falling under the Focus/Priority Sectors.

(d) The Industries Commissioner and Director of Industries and Commerce is authorized to engage PMUs through FaMeTN at the Commissionerate of Industries and Commerce and at the districts for monitoring and reporting the performance of the scheme and also permitted to incur the expenditure towards PMUs to be met out from the funds of FaMe TN.

(e) The Industries Commissioner and Director of Industries and Commerce is authorized to amend the guidelines in line with the G.O of this scheme based on the evolving needs of the scheme, feedback from stakeholders, and administrative grounds.

(f) The Industries Commissioner and Director of Industries and Commerce is instructed to ensure that under TN Wesafe project reimbursements for DLI achieved has to be credited / reimbursed to State Government.

(g) Subsidy is capped at 25% and restricted it to a maximum of Rs.2 lakhs for Tamil Nadu Women Entrepreneur Empowerment Scheme (TWEES).

(h) Interest subvention is not applicable for Tamil Nadu Women Entrepreneur Empowerment Scheme (TWEES).

(i) Preference to be given to the priority sectors.

5. The expenditure sanctioned in para 4 (a) above shall be debited into the following Head of Account: -

"2851 - 00 Village and Small Industries - 102 Small Scale Industries - State's expenditure - NK Scheme for Women Entrepreneur - 311 Subsidies - 01 Individual based subsidy."

**(IFHRMS: 2851 - 00 - 102 - NK -31101)**

6. The Industries Commissioner and Director of Industries and Commerce is authorized to draw and disburse the amount sanctioned in para 4(a) above.

7. This order issues with the concurrence of Finance Department vide its e file No.1656/Finance (Industries)/ 2025, dated 15.07.2025.

**(BY ORDER OF THE GOVERNOR)**

**ATUL ANAND**  
**ADDITIONAL CHIEF SECRETARY TO GOVERNMENT**

**To**

The Industries Commissioner and Director of Industries and Commerce, Guindy, Chennai-32.

✓ The Pay and Accounts Officer (East), Egmore, Chennai-8.  
The Accountant General, Chennai-18.

**Copy to**

The Office of the Hon'ble Chief Minister, Secretariat, Chennai - 9.

The Senior Personal Assistant to Hon'ble Minister (MS&ME), Secretariat, Chennai-9.

The Senior Personal Assistant to Hon'ble Minister (Finance, Environment and Climate Change), Secretariat, Chennai-9.

The Private Secretary to Chief Secretary to Government, Secretariat, Chennai-9.

The Private Secretary to Additional Chief Secretary to Government, Micro, Small and Medium Enterprises Department, Secretariat, Chennai-9.

The Private Secretary to Principal Secretary to Government, Finance Department, Secretariat, Chennai-9.

The Principal Accountant General (Audit-I) Tamil Nadu, Resident Audit Officer, Secretariat, Chennai-9.

The Finance (Industries) Department, Secretariat, Chennai-9.

The Micro, Small and Medium Enterprises (OP/Bills) Department, Secretariat, Chennai-9.

Stock file / Spare copy.

(C. No.1656/D2/2025)

**//FORWARDED BY ORDER//**

*N. Rajinikanth*  
**UNDER SECRETARY TO GOVERNMENT**  
v.g. 15/8/25

....ContinueAnnexure-I

**Annexure to the G.O.(Ms).No.51, Micro, Small and Medium Enterprises (D2) Department, Dated 25.08.2025.**

**Annexure - I**

**GUIDELINES FOR TAMIL NADU WOMEN ENTREPRENEUR EMPOWERMENT SCHEME (TWEES)**

**1. Scheme Introduction:**

The "**Tamil Nadu Women Entrepreneur Empowerment Scheme (TWEES)**", is proposed to be launched by the Micro, Small and Medium Enterprises Department, in line with the announcement (Para No.248) made by the Hon'ble Minister for Finance and Human Resource Development during the presentation of the Budget Estimates 2025 – 2026 to the Legislative Assembly on 14<sup>th</sup> March, 2025.

The scheme envisions entrepreneurship providing women with the following:-

- I. **Training:** Skill development training and entrepreneurial guidance.
- II. **Entrepreneurial Mentorship:** Ongoing guidance and support through Government-nominated business associated mentors.
- III. **Financial Assistance:**
  - a. Bank loans up to Rs.10 lakh.
  - b. 25% subsidy (maximum Rs.2 lakh per beneficiary).
- IV. **Handholding Support:** Assistance in business registration, compliance, marketing, and scaling up will be done by FaMeTN.

**2. Eligibility criteria:**

- I. Women who are domiciled in Tamil Nadu possessing family Ration Card.
- II. Age above 18 years not exceeding 55 years.
- III. No educational qualification is prescribed.
- IV. Priority to SC/ST, transgender persons, persons with disabilities, widows / destitute widows and women from Below Poverty Line (BPL) families.
- V. There is no income ceiling applicable for availing benefits under the scheme.

VI. The scheme will be restricted to one member per family where family refers to father, mother and unmarried children.

**3. Activities covered:**

- i. All economically viable new manufacturing, service and trading activities excluding direct agricultural activities like raising crop, Animal husbandry activities and the negative list of activities prescribed in the MSME Policy 2021.
- ii. Preference will be given to activities under the Focus/Priority Sectors listed in Annexure-II. The upper investment limit for these sectors may be relaxed on a case-to-case basis.

**4. Project cost:**

(i) The maximum permissible project cost is Rs.10 lakh for new enterprises in the manufacturing, service and business sectors. Project costs include both capital expenditure and working capital. Projects that consist solely of working capital may not be considered.

(ii) The Projects of value Rs.2lakh and lesser falling under the specified trades of the KKT scheme may be encouraged in KKT scheme only. Whereas, KKT women beneficiary who intends to avail loan for their expansion can be top up under this scheme and the difference in subsidy after deducting the subsidy availed under KKT Scheme may be released subject to the condition that minimum 75% of the additional loan is for new asset creation.

**5. Promoter's Contribution:**

The promoter is required to contribute a minimum of 5% of the total project cost from their own resources.

**6. Individual based Subsidy:**

The subsidy amount will be 25% of the total approved or actual cost of the project, not exceeding Rs.2lakh. Front end subsidy will be released directly to the lending bank upon loan disbursal.

## **7. Training:**

- i. After the loan is sanctioned, a 3-day mandatory Entrepreneur Development Training will be conducted by the Entrepreneurship Development and Innovation Institute (EDII)-TN.
- ii. For manufacturing enterprises, based on the demand, skill training shall be provided by the Tamil Nadu Skill Development Corporation (TNSDC).

## **8. Selection of beneficiaries:**

Beneficiaries will be screened by the District Task Force Committee, headed by the General Manager of the respective District Industries Centre.

## **9. Task Force Committee:**

### **Chairman and Convenor**

The General Managers of District Industries Centre / Regional Joint Director, Chennai.

### **Members**

1. Lead Bank Representative
2. Representative from the District MSME Association
3. Representative of Project Officer, MahalirThittam not below the rank of AD, MahalirThittam

The District Task Force Committee will be responsible for scrutinizing the applications placed before it, selecting suitable projects, and recommending them to the banks. The Committee will also decide on projects falling under the Focus/Priority Sectors.

## **10. Sanction of loan:**

Sanctioning of projects by the financing bank branches will be subject to an assessment of their financial viability, in line with the recommendations of the Task Force Committee.

**11. Financial Institutions:**

All Commercial banks including Nationalized Banks, Private Sector Banks, Small Finance Banks, NBFCs, TAICO Bank, and other Co-operative Banks.

**12. Collateral:**

No collateral is required.

**13. Bank Loan:**

Banks shall sanction and disburse 95% of the project cost as a loan, which includes the 25% Government subsidy. Banks may also sanction and disburse loans exceeding the recommended project cost; however, the subsidy will be calculated based on the recommended project cost only.

**14. Rate of interest:**

In accordance with banking norms.

**15. Repayment period:**

Repayment period may be for a minimum period of 5 years or as decided by the financing branch after an initial moratorium period of 3 to 6 months.

**16. Operational guidelines**

- a) The beneficiary application process will be facilitated through a completely online process. The application page should be in bilingual viz... Tamil as the primary language and English as the secondary language.
- b) Applicants will be required to submit only minimal supporting documents to apply for benefits under the scheme, including Aadhaar, mobile number, bank account details and a project report with quotes for machines or equipment to be procured. Identification cards or registration certificates issued by other departments will also be leveraged for the same. To simplify the application process, a project report template will be made available on the online portal for applicants to download, complete, and submit.

- c) There shall be no fees or charges for enrolment under the scheme.
- d) The applications received online by District Industries Centres will be scrutinized and shall be placed before the Task Force Committee for selection and recommendation to the banks.
- e) The Selection will be based on the viability of the project.
- f) The selected applications will be sent to the bank branches for sanction of loan.
- g) The sanctions given by the banks shall be intimated to the beneficiary under intimation to the concerned District Industries Centres.
- h) The District Industries Centres shall arrange a mandatory three-day Entrepreneurship Development training program, conducted online and skill training for new entrepreneurs may be provided on demand basis by the Tamil Nadu Skill Development Corporation, Chennai (TNSDC, Chennai). Upon completion of Entrepreneurship Development Programme Training, EDII-TN will issue training certificates.
- i) After successful completion of Entrepreneur Development Programme training, the beneficiary shall deposit the Promoter's Contribution with the bank. Thereafter, the bank will disburse the 1<sup>st</sup> installment or the total amount of the bank finance to the beneficiary on production of the training completion certificates.
- j) The respective disbursement advices should be forwarded to the District Industries Centres along with the subsidy claims.
- k) On receipt of Subsidy claim raised by the financing branch the General Manager, District Industries Centre, will release the subsidy to financing bank branches.

## **17. Monitoring framework:**

### **a) Physical Verification:**

With respect to follow up and to know the impact of the scheme and to ensure proper utilization of Government subsidy, on expiry of one year of implementation of the scheme, a performance audit of 5% of beneficiaries shall be conducted through an independent agency.

**b) Review and Monitoring:**

The progress of the Scheme will be reviewed by the District Collector at the Bankers Standing Committee, District Level Co-ordination Committee (DLCC) /District Level Review Committee (DLRC) meetings conducted periodically with the Bankers. At the State level, the progress of the Scheme will be reviewed by the Industries Commissioner and Director of Industries and Commerce and monitored by the State Level Bankers Committee (SLBC).

**ATUL ANAND**  
**ADDITIONAL CHIEF SECRETARY TO GOVERNMENT**

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*Rajalaxmi* 25/08/25  
SECTION OFFICER  
11/11/25

**Annexure to the G.O.(Ms).No.51, Micro, Small and Medium Enterprises (D2) Department, Dated 25.08.2025.**

**Annexure - II**

**List of Focus / Priority Sectors to be considered under the TWEES Scheme (Non-exhaustive list):**

**1. Eco friendly and sustainable products**

- i. Up cycled fashion(using textile waste) and accessories
- ii. Biodegradable accessories-Cutlery, plates and packaging materials.
- iii. Cups and plates from straw and other agro wastes
- iv. Coir Garden articles
- v. Manufacturing Biodegradable napkins and Carry Bags
- vi. Pencil out of Paper Waste
- vii. Banana and sisal fibre products

**2. Handicrafts product**

- i. Designer Handloom and Smart fabrics
- ii. Fashion/ Imitation Jewellery
- iii. Customised gift articles, handmade greeting cards
- iv. Cut glass articles
- v. Water painting and mirror articles
- vi. Photo frame with decorative
- vii. Silk thread jewellery making

**3. Sunrise Service Activities**

- i. Day care Centre/ Child care Service
- ii. Home based Cloud Kitchens
- iii. Interior designing
- iv. Fashion design studio
- v. Mehandi and Tattoo studios
- vi. Bridal Studio
- vii. Wellness and Fitness centres
- viii. Yoga studio
- ix. Pet care centres
- x. Nutritionist
- xi. Laundry service

**4. Nutrition Products**

- i. Nutrition balls (like laddu) made from nuts, honey, dry fruits with no processed sugar.
- ii. Health Mix Millet based Bakery products
- iii. Millet Ice Cream

**5. Herbal Products**

- i. Lemon grass oil, vettiver or khus oil, palmarosa oil

**6. Unique Activities**

- i. Hydroponics
- ii. Lantena products ( as in Gudalur, The Nilgiris)

**ATUL ANAND  
ADDITIONAL CHIEF SECRETARY TO GOVERNMENT**

**//TRUE COPY//**

*Shayalath* 25/08/25  
**SECTION OFFICER**  
24/8/25