

DIRECTORATE OF FOREST BASED INDUSTRY Khadi & Village Industries Commission

Ministry of Micro, Small and Medium Enterprise (Govt. of India)

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No:FBI/TBC/KKVI/Trissure/Kerala/2014-15/ Date: 7th March' 2016.

SANCTION ORDER

Jun 25 2016

Sub: Sanction of funds to the tune of Rs. 144.85 Lakhs from Direct Reform Assistance under KRDP (With ADB assistance) in favour of Kerala Khadi & Village Industries Association, Thrissur, Kerala for implementation of Thrissur Beekeeping Cluster - Reg.

Ref: 1.SFC resolution No. V.I./2015-16/18 dated 22/12/2015.
2. Budget Allocation No. BGT /V.I. /Allo. / 2015-16/134 dated 11.02.2016.

In pursuance of the DPR/ Action plan received by this office duly recommended by State office, KVIC, Trivandrum sanction, the F.A. and C.E.O. have extended the approval of total cost of Rs. 144.85 Lakhs (Rupees One Crore Forty Four Lakhs and Eighty Five Thousands Only) comprising of Rs. 15.90 Lakhs (Rupees Fifteen Lakhs Ninety Thousands Only) as own contribution from the Implementing Agency (IA) and Rs. 128.95 Lakhs (Rupees One Crore Twenty Eight Lakhs and Ninety Five Thousands Only) in favour of Kerala Khadi & Village Industries Association, Avinissery,, Ollur, Thrissur- 680 306 (Kerala) for establishing of Thrissur Beekeeping Cluster under KRDP. The head wise summery furnished in "Annexure-I", details of year wise funds sanctioned in Annexure-II and The Roles & Responsibilities of KVIC, KVIB, I.A., CBRTI (T.A.) Beekeepers / Wild Honey Collectors, Cluster Development Executive (CDE), State Bank Of India and Canara Bank, Cluster Development Coordination, Expected Outcome, Targeted No. of Beneficiaries, etc. in Annexure-III. The sanctioned funds shall be routed through State Director, KVIC, Trivandrum to the Implementing Agency.

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Brief summary of funds sanctioned for implementation of THRISSUR BEE KEEPING CLUSTER by the Implementing agency: Kerala Khadi & Village Industries Association, Thrissur, Kerala

Industries Association, Infissur, Relate (Rs. In Lakhs)						
C-	Components of the Scheme	(H				
Sr.	during the intervention	Contribu	Contributi	Total		
No.	during the intervences	tion of	on of			
		IA (25%)	KVIC			
A.	Capacity Building	0.00	10.40	10.40		
В.	(100% grant) Tools & Equipment (100%	0.00	26.85	26.85		
	grant) Common Facility Centre	15.90	47.70	63.60		
C.	Marketing & Promotion (100%	0.00	16.00	16.00		
E.	grant) Management Grant to IA(100%	0.00	9.00	9.00		
F.	grant) Cluster Development	0.00	9.00	9.00		
G.	Executive (CDE) (100% grant) Artisan welfare measures	0.00	6.00	6.00		
Н.	(100% grant)	0.00	4.00	4.00		
	management services (100% grant)					
	Total	15.90	128.95	144.85		

TERMS AND CONDITIONS FOR COMPLIANCE BY THE STATE OFICES, THIRUVANANTHAPURAM, IA, PROGRAMME DIRECTOR UNDER KRD PROGRAMME

1. A agreement will be executed between State Director and Implementing Agency (I.A.) in the prescribed format which may be supplied separately on non-judicial stamp paper as per the stamp Act / Rules existing in the respective sates before extension of Direct Reform Assistance and fulfilment of conditions laid down there upon.

2. KVIC shall extend assistance under KRDP in kind and / or financial support as required. The State /Divisional Director shall operate a separate ESCROW account for operation of fund for implementation of this programme and maintain necessary books of accounts and follow the guidelines circulated vide letter No. VIC/ V.I. Clusters under KRDP/ 2014-15 dated 9th Sept' 2014.

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Cont. at page No.3/-

- 3. The interest accrued on the amount deposited in the bank, if any, for this programme should be refunded to Central Office from time to time under intimation to Directorate of FBI and Director (RID).
- 4. Since RID/ KRDP assistance will be in the form of grants -in-aid, the assets acquired by the institution wholly are substantially out of Government grant shall not be disposed off without obtaining prior approval of KVIC.
- 5. Procurement of other implements related to the RID/ KRDP programme shall be preferably made from the reputed manufacturer/ ensuring the quality, rate reasonableness etc. by **obtaining expert opinion from CBRTI (T.A.).** The purchase terms and conditions should include supply of implements within the stipulated time period.
- 6. The supply contract/ agreement/ condition must include provision for proper skill development training to the master artisan, so that they can be able to handle maintains of the equipment, day to day operational problems etc. by T.A. The training shall also be organized as per project for the artisan so that the artisan could optimize its utilization and be able to ensure qualitative and quantitative production.
- 7. The payment shall be made to the suppliers and other parties strictly by Demand Draft / crossed Cheque only.
- 8. The Institution shall maintain separate record of the details for the assets acquired under this assistance. For procurement of machineries, goods assignment of work, norms prescribed in the GFR shall be followed.
- 9. The grants in aid shall be utilized for the purpose for which it has been sanctioned and shall not be diverted for any other purpose.
- 10. The assets created out of the RID/ KRDP funds be invariably mortgaged / hypothecated to KVIC as the case may be.
- 11. Registers of fixed assets, dead stock, etc., should be maintained in the prescribed proforma by the Implementing Agency (I.A.)
- 12. Details of new artisans proposed to be covered and existing artisans in the project are to be maintained and informed to the State / Divisional Offices from time to time in the reports.
- The utilization of RID/ KRDP fund is subject to the audit and review by a Chartered Accountant acceptable to ADB or internal audit of KVIC.

- 14. The assets and renovation / construction of work completed shall be made available for inspection by any officials of MSME, Govt. of India or its authorized agents or agencies and KVIC.
- 15. The project duration will be three years. After completion of the project the institution must continue the programme in the interest of the artisans and workers of the institution as per the Business plan.
- 16. The Cluster Development Executive (CDE) and State / Divisional Director shall submit the Physical & Financial progress report of the project on quarterly basis by 15th April, July, October and January for the quarter ending 31st March, 30th June, 30th September and 31st December covering details of the expected outcome and achievements against the target projected in the approved Action plan.
- 17. I.A. shall appoint a Cluster Development Executive (CDE) for management of day to day activities for implementation of this programme and also an IT Assistance (ITA) for handling the IT related works. The required qualification and experience of RIO and ITA shall be as prescribed by N.A. utilizing the budget provision earmarked. The Cluster Development Executive (CDE) and IT Assistant must submit their monthly work report on progress of programme to the State Office, KVIC, Trivandrum.
- 18. In order to monitor and evaluate the programme, a Cluster Monitoring Committee (CMC) headed by the State / Divisional Director, Lead Bank Mangers, Representative of KVIB, CDE and T.A. shall be constituted.
- 19. The Cluster Development Executive (CDE) and the State Director should ensure that the minutes of the Field Level execution Committee meeting is prepared and forwarded to Directors (FBI) and Director (RID) within a week time for transparency and speedy implementation of the programme.
- 20. Within the overall fund sanctioned for this programme under various heads, inter change of heads is permitted as per the need on the recommendation of CMC. Any cost escalation over and above the total sanctioned fund will have to be borne by the IA.
- 21. A Target should be given to Implementing Agency (I.A.) in consonance with Forest Based Industry for achievement of production, sales and employment during the annual SLBT meeting.
- 22. CFC day to day activity monitoring committee will be constituted

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This is issued with the administrative approval of CEO to Implementing Agency & State Director, KVIC, Trivandrum execute the agreement and program ensuring compliance of the above condition scrupulously.

The U.C's are to be submitted in time to time by the State Director.

This is issued with the approval of F.A. and CEO of KVIC. Encl: As above

(M.T. Wakode)
DIRECTOR (FBI)

Through: State Director, KVIC, P.B. No. 198, "Gramodaya", M.G. Road, Thiruvananthapuram-695001.

To, The Secretary, Kerala Khadi & Village Industries Association, Ollur, Avinissery, **Thrissur- 680 306 (Kerala)**

Copy for information and necessary action to:

1. State Director, State Office, KVIC, P.B. No. 198, "Gramodaya", M.G. Road, Thiruvananthapuram- 695001 for necessary action.

- 2. The Asst. Director I/C, (CBRTI), KVIC, Pune (T.A.) with request to extend necessary technical assistance to I.A. of the Trissure Beekeeping Cluster as per the approved DPR through SBEC, Thrissur.
- 3. The Dy. C.E.O (South Zone), KVIC, MDTC Campus, Near FCI Goddown, Doorvani Nagar, Post-Vijinapura, Bangalore- 560 0016 for information and necessary action.
- 4. CEO, Kerala Khadi Village Industries Board, Vanchiyoor, Thiruvananthapuram- 695 035.

5. Secretary, SFC (V.I.), KVIC, Mumbai - 56 for information

6. The Director (RID & New Scheme), KVIC, Mumbai - 56 for information.

7. The Director (Budget), KVIC, Mumbai -56 for information.

8. The Director (IT), OCKVI, Mumbai- 56 with request to upload in the KVIC website under Directorate of Forest Based Industry.

9. Director (Accounts), OCKVI, Mumbai-56 for release funds on receipt of Pay order.

10. In charge, State Beekeeping Extension Centre (SBEC) for coordinating with I.A., CBRTI (T.A.) and State Director and organize the Skill Upgradation Programs and other cluster execution activities.

(M.T. Wakode)
DIRECTOR (FBI)

ग्रामोदया 3, इर्ला रोड, विले पार्ले (पश्चिम), मुम्बई — 400056. Gramodaya, 3, Irla Road, Vile Parle (W), Mumbai – 400056. Phone: 022-26708064, Fax: 022-26708064 Emall – fbi@kvic.gov.in Web: www.kvic.gov.in



DIRECTORATE OF FOREST BASED INDUSTRY

ANNEXURE - I Brief summary of funds sanctioned for implementation of TRISSURE BEE KEEPING CLUSTED by the Lord

S.	Components of the			
No.	Scheme during the	Contribution	Contribution	s. In Lakhs
	intervention	of IA (25%)	of KVIC (75%)	Total
A.	Capacity Building	0.00	10.40	10.40
В.	Tools & Equipment	0.00	26.85	26.85
C.	Common Facility Centre	15.90	47.70	63.60
D.	Marketing & & Promotion	0.00	16.00	16.00
E.	Management Grant to IA	0.00	9.00	9.00
F.	Cluster Development Executive (CDE)	0.00	9.00	9.00
G.	Artisan welfare measures	0.00	6.00	6.00
H.	Cost of T.A. /Project management services	0.00	4.00	4.00
	Total	15.90	128.95	144.85

(M.T. Wakode)
Director (FBI)

DIRECTORATE OF FOREST BASED INDUSTRY

ANNEXURE -II

Detailed year wise funds sanctioned for implementation of TRISSURE BEE KEEPING CLUSTER by the Implementing agency

S.	Proposed intervention's	1st	2nd	3rd	Amount
No.	financial outlay	Year	Year	Year	(Rs. In Lakhs)
A.	Capacity Building				Dell'illo)
i.	Trust building activity	1.00	0.00	0.00	1.00
ii.	One Master beekeeping training programme at CBRTI	0.00	2.00	0.00	2.00
iii	10 Awareness Programme	0.50	0.50	0.00	1.00
iv	200 New entrants (Beekeeping for beginners)	0.00	0.80	0.80	1.60
v.	380 Skill Up gradation training A/C and Trigona for existing beekeepers	1.20	1.20	0.00	2.40
vi.	Spl. Training on honey processing and analysis to 5 beekeepers	0.00	0.60	0.00	0.60
vii	Hygienic honey collection training from A.D 125 wild honey hunters	0.60	0.40	0.00	1.00
vii	Women Spl. programme on Apis cerana 100 nos.	0.00	0.00	0.80	0.80
	Sub-Total	3.30	5.50	1.60	10.40
B.	Tools & Equipment				
i.	Bee Colonies and tools for 200 new entrants (15.a.iv)	4.70	4.70	0.00	9.40
ii.	One honey extractor to each skill upgraded 300 trainee	3.75	3.75	0.00	7.50
Iii.	20 Honey testing kit with honey collection containers	1.50	0.00	0.00	1.50
	Apis dorsata Tools & Kits (25 kits)	2.25	1.50	0.00	3.75
	Bee colonies and tools for 100 women	0.00	0.00	4.70	4.70
	Sub Total	12.20	9.95	4.70	26.85

C.	Common Facility Centre				
i.	Construction of new shed for HPP 20X25X18= 500 @Rs. 2000/-	10.00	0.00	0.00	10.00
ii.	Honey processing Plan (HPP)300 Kg cap per shift	12.00	0.00	0.00	12.00
iii.	Semi-Automatic Bottling unit	3.00	0.00	0.00	3.00
iv.	Cap sealing machine	0.00	0.50	0.00	0.50
v.	Raw honey storage SS containers (10 Nos. with capacity of 100 Kgs.)	0.00	1.50	0.00	1.50
vi.	Processed honey storage SS containers (3 Nos. with capacity of 1000 Kgs.)	0.00	1.50	0.00	1.50
vii.	Generator cap. 20 KW	3.00	0.00	0.00	3.00
viii.	Hand operated CF Mill with melting unit	1.20	0.00	0.00	1.20
ix.	Pouch packing machine	0.00	0.60	0.00	0.60
x.	Labelling machine	0.50	0.00	0.00	0.50
xi.	Honey bee colonies Migratory grant (exp. On hiring vehicle shifting colonies from place to places)	4.00	4.00	4.00	12.00
xii.	Honey hut / honey parlour	0.00	7.00	5.00	12.00
Xiii	Two Honeybee Nursery	5.80	0.00	0.00	5.80
	Sub Total	39.50	15.10	9.00	63.60
D.	Marketing & Promotion				
i.	Buyers sellers meet	0.00	1.00	1.00	2.00
ii.	Two National & international exhibitions	0.00	1.25	1.25	2.50
iii.	2 Exposure visits	0.00	1.25	1.25	2.50
v.	Advertisement SMSP packages	0.00	1.00	1.00	2.00
vi.	IT and managerial	0.00	3.00	0.00	3.00
vii.	Product Design Development	0.00	2.00	0.00	2.00
viii.	Brand registration	0.00	0.00	1.00	1.00
ix.	Value added Product development	0.00	0.00	1.00	1.00
x.	Sub Total	00.00	9.50	6.50	16.00

F.	Management Grant to IA	3.00	3.00	3.00	9.00
G.	Cluster Development Executive (CDE)	3.00	3.00	3.00	9.00
H.	Artisan welfare measures	2.00	2.00	2.00	6.00
I.	Cost of T.A.	1.00	2.00	1.00	4.00
	Grand Total	64.00	50.05	30.80	144.85

M.T. Wakode) Director (FBI)

Operational mechanism and roles & responsibilities for the Thrissur Beekeeping Cluster

- The financial assistance have different components like Trust building among the cluster stakeholders, training, Capacity 1. Building with tools supply, Establishment of Common Facility Centre, Marketing Promotion, Product Development and Design Development, Operational Exp., Remuneration to CDE, Cost of TA and Beekeepers Welfare Measures, etc.
- The funds should be utilized strictly as per the need based and ascertaining rate reasonableness through competitive bidding / 2. quotation etc. in a transparent manner, following GFR norms of the programs mentioned at Sr. No. 1 above.
- The State Director should ensure that all the artisans/ beekeepers, supplied tools, covered under social security measures launched by 3. the Govt. Of India recently like Jandhan Yojana, Prdhanmantri Suraksha Bima Yojana, Etc., issue of Identity Cards, health insurance, linkages with the Banks for Credit, linking all beneficiaries through Adhaar Number / Ration Card Nos., etc. so that these beneficiaries can be uploaded in KVIC website while implementing the project. The respective data and information must be maintained at S.O., KVIC, Thiruvananthapuram and I.A., send a copy to the Directorate of Forest Based Industry.
 - The Circular No. VIC/ VI Cluster under KRDP/ 2014-15 dated 9th Sept' 2014 should be complied in all respect during the 4. implementation.
 - To ensure the proper implementation of the cluster project, a monitoring committee comprising the following members (Cluster 5. Monitoring Committee (CMC)) under the control of State Director, KVIC, Thiruvananthapuram as Chairman be constituted. (Quarterly meeting shall be conducted). The committee; Chairman

Director, S.O., KVIC, Thiruvananthapuram Member Lead Bank Manger Member Representative of Kerala KVIB - Member Representative of T.A (CBRTI) - Member In charge, SBEC - Convener Secretary of NGO (IA)

Role of the members of CMC in cluster development- Appointing CDE under I.A.

a. Director, S.O., KVIC, Thiruvananthapuram:

Play the role of Nodal Agency. Provide timely funding support as per the action plant placed in the Committee, monitor and guide in the programme execution. Extended support services for the effective implementation of the programme. Cont. at page No.2/-

ii. The State Director, S.O., KVIC, Thiruvananthapuram may be made as nodal officer for the Thrissur Beekeeping Cluster and technical officials (Supervisor) of Forest Based Industry posted at State Office, KVIC, Thiruvananthapuram for proper monitoring and day to day reporting.

b. Implementing agency:

- i. Kerala Khadi & Village Industries Association, Ollur, Trissur, Kerala will be the implementing agency of the cluster development programme. The NGO is expected to play a key role in coordinating and implementing all proposed activities of the cluster as per the schedule.
- ii. Prepare Annual Action Plan in consultation with T.A., and CDE place in the CMC meeting quarterly for approval and release of funds from N.A.
- iii. The procurement price would be mutually decided based on quality and market demand of honey in the general body meeting each year as per the prevailing market rate by the State Director, S.O., KVIC, Thiruvananthapuram / Secretary of the IA (SPV)
- iv. The IA would in turn sell processed honey in different markets through established networks and also supported with Honey Parlour provided through this program.
- v. To carry out the business activity the artisan SHGs will be linked with the Bank for necessary credit support.
- vi. The IA will engage suitable persons for the smooth management of the CFC
- vii. The centre would be equipped with computer and other infrastructure facilities and machineries for processing and production of quality honey.
- viii. A work shed along with other facilities should be established.
- c. **CBRTI, Pune**: The CBRTI, KVIC, Pune is the technical agency of the cluster development programme under KRDP. T.A. will provide technical support towards the effective functioning of the cluster. TA will monitor the programme implementation on a regular basis and guide the CDE and the IA in preparation of annual and quarterly action plans for smooth implementation of the cluster. TA will also guide the CDE and the IA in preparation of action plans and their validation in the (CMC). CBRTI will ensure the tools supplied are of standard specification in the Cluster.
- d. Cluster development Executive (CDE); CDE will be an employee of the NGO and work under the guidance of T.A, I.A. and the nodal Officer of KVIC. CDE is the key functionary of the project, who will lead the entire project under the guidance of I.A., TA and NA. He is expected to implement programmes as per plan and co-ordinate with other stakeholders for their involvement in the programme execution process.

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e. KVIB, Kerala: KVIB Kerala will be the overall catalyst agency who will help the beekeepers and honey hunter in terms of getting the programme benefits. They will also co-ordinate with the IA for development and smooth execution of the programmes.

f. Lead Bank Manager: Expected to provide working capital support to the IA and other stakeholders for undertaking beekeeping on a commercial basis. Also help in execution of credit cards, micro financial credits and operation of bank accounts of IA and Beekeepers / SHG.

g. State Beekeeping Extension Centre (SBEC) Trissur: Technical knowhow as well as in skill-upgradation training etc., ensure standard tools supply, and levy charges and show as IRG from the scheme for the service rendered.

6. Proposed operational Mechanism of Common facility Centre

Secretary of NGO (IA)

In charge, SBEC, Trissure

Three leading beekeepers

CDE

- Chairman

- Member

Members

- Member convener

TOR of the Committee:

> The committee will meet fortnightly for smooth functioning of the cluster with following functions

> A CFC maintenance committee consisting of leading beekeepers needs to be formed to look after the effective day to day functioning of the CFC

> The IA would be the custodian of the CFC for the development of the

> The beekeepers may avail the machinery support at the CFC for processing and packaging of their honey or sell the honey to CFC

> The artisans will be provided with a kit and storing drums with bee colonies, medicines as proposed in the action plan / DPR

> The IA would mobilize fund from Banks and other sources to run the honey Processing Plant at the CFC.

> The primary producers through their SHGs would sell honey to the production centre / CFC and get the price immediately, instead of middle men exploitation and distribute of incentives from the profits to associated beekeepers.

> The beekeepers will get adequate information from the CFC on marketing of product and would be provided with opportunities for participation in exhibitions, sales in local and district level markets, trade fair etc. on their own or with the support of the IA.

> The beekeepers on a rotation basis would be given opportunity to work at the production centre and get income.

> Trainings and meetings, etc. would be conducted at the CFC and it would serve as a centre for beekeeper's development.

> In the long run after the project is completed, a nominal charges will be collected (service charge) from the beekeepers through their SHGs towards the maintenance cost of the machineries on being used by them.

Cont. at page No. 4/-

> Beekeeper and Honey Hunter are principal stakeholders. They are involved directly in the honey extraction, collection and other activities from Thrissur area as well as forest. They are expected to be the active participants in the programme implementation process since the beginning.

> In the long run after the project over nominal charges will be collected from the beekeepers through their SHG/Kudumba sthree towards the

maintenance cost of the machineries on being used by them

> To carry out the business activity the beekeepers SHGs/Kudumba sthree will be linked with the Bank for necessary credit support

> The IA will engage suitable person for the smooth management of the CFC and the centre would be equipped with computer and other infrastructure facilities and machineries for processing and production of quality honey. A work shed along with other facilities should be established

7. Intervention Plan: Capacity building:

- > Trust Building workshop: Meeting of the stakeholders of the cluster explaining the programme and bring them to confidence to run the cluster successfully.
- Conducting Awareness Programme and select new entrepreneurs train them with new technology of beekeeping
- > Master beekeeping training to the progressive beekeeper
- > Training in Hygienic Honey collection for Bee hunter

> Training to women Tribal about Apis cerana training

- > Distribution of bee equipment to the Cerana beekeeper and Beeman's kit for Bee hunters.
- > Honey analysis and plant operation training.

8. Common Facility Centre:

- > Construction of work shed
- > Instillation of Honey processing Plant with bottling unit and lab set up
- > Set up of carpentry unit etc.
- > Procuring of storage items.

9. Market promotion:

- > Establishment of Honey parlour
- > Conducting buyer seller meet
- > Exposure visit
- > IT managerial and advertisement.

10. Product Development and Design Intervention.

- > Design development
- > Brand Registration
- > Sales out let

11. Appointing CDE

> Planning to execute he programme

12. Beekeepers welfare measures:

- > Social development of beekeepers and bee hunters
- > Arranging health camp
- > Issuing identity card etc.

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Expected outcome:

S. No.	Partic	ulars	Pre Intervention	Post Interventi A.cerana	on	Post Inter on A.doi		% increas e	
1		ction oney /ax	1 ton (A.d) 26 tons (A.c) 1173 kg	129.30 ton 2587 kg	ıs	10 To	kg	100% 480%	
2	No. of colonie		5869	12938	12938		3	220%	
3	Sales (lakhs) 1.hone 2. Wax 3 Bee	: y	61.04 2.34 17.21	194.07 5.1 103.50		10.00 2.64		330% 300% 600%	
4	Emplo	yment f persons)	500	1200		120		264%	
5	Beekee Averag Earnir	ge ngs/vear	Rs. 10001 to 25000/-	Rs. 5000 to 80,000/-		-),000/	500%	
	Target Beneficiaries proposed to be covered under the project: (No. Of persons)								
	Sr. No		Year	Beekeepers		Bee hunters			
	1.	2015-1	6	100		60			
	2.	2016-1	7	100 +20	0	60 +	50		
	3. 2017-18		R	100 +200		110			
	J.	2011	O						
	Targe	t Benefici	aries – categories						
	Targe perso	t Benefici	aries – categories Scope for Total	- category Total No.					
	Targe perso	t Benefici ns)	aries – categories Scope for Total No. Of						
	Targe perso: Sr. No	t Benefici ns) Year	aries – categories Scope for Total	Total No.	Of em	ployme	nt will	include	
	Targe person Sr. No	t Benefici ns)	aries – categories Scope for Total No. Of employment	Total No. (Of em SC	ployme ST	ont will OBC	include Others	

(M.T. Wakode) Director (FBI)