



Directorate of Prime Minister's
Employment Generation Programme
Khadi & Village Industries Commission

Ministry of MSME (Govt. of India)

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No.PMEGP/MM Target/2013-14/

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C I R C U L A R

Subject: Allocation of margin money target in the proportionate of 30:30:40 in respect of KVIC, KVIB and DICs for implementing PMEGP scheme - reg.

Prime Minister's Employment Generation Programme (PMEGP) scheme guidelines approved by the Ministry of Micro, Small and Medium Enterprises (MSME) circulated vide office order No. 2027 dated 01.10.2008 and published in the book "PMEGP Road to Pride and Progress" stipulates the following allocation of targets for three implementing agencies:

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|---|-------|
| a. Khadi & Village Industries Commission (KVIC) | - 30% |
| b. Khadi & Village Industries Board (KVIB) | - 30% |
| c. District Industries Centers (DICs) | - 40% |

2. Above targets are worked out State wise based on the criteria of rural population of the State, backwardness of the State, urban unemployment and past performance. The target allocated to KVIC and KVIB are bifurcated 50:50 basis except in the States of Jammu and Kashmir, Goa, Mizoram, West Bengal and Nagaland. In these States, the targets between KVIC and KVIB are allocated in the ratio of 30:70 and issued by Khadi & Village Industries Commission (KVIC) to all State Offices for circulation placing it in State Level Banker's Meetings (SLBC).

3. Instances have been noticed that in many States the margin money target allocation has been changed at local level and revisions are made in the targets of KVIC, KVIB and DICs without the approval of KVIC which is the single nodal agency for implementation of PMEGP scheme.

4. This is a violation of the PMEGP scheme guidelines and it is, therefore, instructed that no violation of the target allocation between the implementing agencies should be done at local level / State level without written approval of Chief Executive Officer (CEO), KVIC, Central Office, Mumbai.

5. State / Divisional Director should ensure that proportion of target fixed and allocated by Directorate of PMEGP with the approval of Ministry of MSME should be implemented and no change should be effected at any local forum including State Level Monitoring Committee (SLMC) without written approval of CEO, KVIC.

6. Zonal Dy. CEO, KVIC may kindly monitor for any violation of the above directions and also, bring to the notice of the undersigned if any deviation noticed under their jurisdiction.

This is issued with the approval of FA, CEO and Hon'ble Chairman, KVIC.



DIRECTOR (PMEGP)

Copy for information and necessary action to:

1. State / Divisional Directors, KVIC
2. All Zonal Dy. Chief Executive Officers
3. Principal Secretary, Industries, State Government
4. C.E.O., KVIB of State / U.T.
5. Director / Commissioner, Industries

Copy to:

1. Hon'ble Members of KVIC - for kind information
2. Joint Secretary, Ministry of MSME, Govt. of India, New Delhi - for kind information

Copy in Central Office, KVIC, Mumbai:

1. Secretary to Chairperson - for kind information
2. OSD to CEO Cell - for kind information
3. AO, FA Cell - for kind information
4. CVO Cell - for kind information
5. Senior PA, Jt. CEO Cell - for kind information
6. All Programme / Industry Directors, Mumbai.
7. Director (IT) - for placing on website
8. Director (Publicity) - for publishing in Jagriti
9. Director (Hindi Cell) - for translating the Circular