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**Directorate of PMEGP
Khadi and Village Industries Commission,
3, Irla Road, Vile Parle (West), Mumbai-400 056**

No.PMEGP/Circular/Policy Guidelines/2013-14 / Date: 23.07.2013

C I R C U L A R

**Subject: Clarification on textile manufacturing activities
of readymade garments only to khadi under
PMEGP scheme reg.**

Prime Ministers Employment Generation Programme (PMEGP) Scheme is being successfully implemented by Ministry of MSME through KVIC, KVIBs & DICs in the country. KVIC is the single nodal agency for the scheme.

2. While implementing the scheme at grass root level, it has been observed that there was query that restricting textile manufacturing activity of readymade garments only to Khadi . In this regards Commission in its meeting No 613 dated 27.05.2013 deliberated the issue and decided not to restrict readymade garment unit activities under PMEGP Scheme 'to only khadi' and Commission further decided as below:-

- (i) Display and sale of PMEGP non-khadi textile products should not be allowed in exclusive khadi exhibitions.
- (ii) In case of joint venture exhibitions with PMEGP funds , provision for separate enclosure for display and sales of PMEGP non- khadi textile and other products should be made.
- (iii) Display and sale of khadi products is permitted in PMEGP exhibitions.
- (iv) Zonal committee shall decide the season/ period/ venue of (1) exclusive khadi exhibitions (2) exclusive PMEGP exhibitions (3) joint

venture (Khadi & PMEGP) exhibitions and (4) Joint venture special Exhibitions consisting of Khadi & PMEGP both .

(v) Certification Rules should be adhered to by participants while participating in khadi exhibitions.

3. While confirming the Commission decision No 613 dated 27.05.2013 in its meeting No 614 dated 26 /27 27.06.2013 Commission took note of observations of Expert Member(RD) that whenever textile products are being displayed by PMEGP entrepreneurs in exhibitions which may be a part of Khadi exhibition or an exclusive PMEGP exhibition or being sold at PMEGP sales outlets, a separate board/note should be displayed/attached to the textile products specifying that the textile products are not khadi, handspun and hand woven products. This input should also be incorporated in the guidelines/regulations of marketing of PMEGP textile products.

Accordingly it is directed that above directions of the Commission may be noted for compliance by all State/Divisional Directors, KVIC in respect of displaying PMEGP textile products in PMEGP and Khadi exhibitions.

Jt. CEO and Dy. CEO, KVIC may monitor the compliance.

This is for information and necessary action for all concerned.

This is issued with the approval of FA and CEO, KVIC.



(K. S. Rao)
Director (PMEGP)

Copy for information and necessary action to:

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

