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**KHADI AND VILLAGE INDUSTRIES COMMISSION
3, IRLA ROAD, VILE PARLE (WEST), MUMBAI -56**

No:PMEGP/Social Category/2012-13

July 5, 2012

C I R C U L A R

Sub:- Utilization of Margin Money Subsidy allocated for Scheduled caste sub plan and Tribal Sub plan by Ministry of MSME under PMEGP.

The Ministry of MSME allocates and releases margin money subsidy fund to KVIC statewise for implementation of PMEGP scheme in the country. While sanctioning and releasing the fund Ministry stipulates the fund component for Scheduled caste sub plan, Tribal Sub plan, general category and NER component which is to be kept in mind during the utilization.

2. It is however, observed that against the specific allocation of SC and Tribal sub component the actual utilization achieved is much lower at field level. This is an area of concern.

3. State/Divisional Directors of KVIC were advised to ensure achieving of social category targets especially for SC and ST under PMEGP. The issue had also been taken up during various review meetings and also with CMDs of Banks. However, results have not been very encouraging.

4. Accordingly it has been decided to go in for intensive campaign to achieve the social category targets especially for SC & ST categories for which separate allocation have been made by Ministry of MSME for PMEGP.

5. All out efforts should be made to achieve 15% for SC and 8.20% towards ST category under PMEGP. States having higher percentage of SC in their population for example Punjab (28.9%), Himachal Pradesh (24.7%),

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West Bengal (23%) and Uttar Pradesh (21.1%) should aim to achieve proportionate utilization for SC, in their States. Similarly for STs, states like NER which have 80% to 90% ST population and States like Chattisgarh (31.8%), Jharkhand (26.3%), Orissa (22.1%), Madhya Pradesh 20.3% etc., should make efforts to achieve proportionate targets for ST in their states so that allocation and targets fixed at National level are achieved.

6. Statewise SC and ST population is detailed in Annexure-I. State /Divisional Directors are requested to ensure achieving of SC and ST targets in proportion to the population of SC & ST in their States.

7. For this purpose State/Divisional Directors are requested to work out specific action plan and also deliberate the issue in SLMC, SLBC, DLTF and monitor achievement closely with all stakeholders including KVIBs, DICs, banks and at DTFC level.

8. Special awareness campaigns for SC & ST may also be conducted by the State/Divisional Directors in district-wise which have a predominant SC & ST population and applications may be collected for PMEGP.

9. Zonal Dy. CEOs should monitor compliance of the above directions which are pro-active guidelines to ensure that the funds sanctioned for SC & ST are fully utilized under PMEGP and the all India targets of 15% and 8.20 % for SC, ST are achieved.


Rahman
05/12
(D.C. Pattayanak)
Chief Executive Officer

To

1. All State/Divisional Directors
2. All State/UT KVI Boards
3. All Director of Industries

Copy for kind information to:

1. All Members of the Commission
2. All Zonal Dy.C.E.O.s
3. P.S. to Chairman
4. OSD to CEO Cell
5. A.O. to FA Cell
6. D.D. to CVO Cell
7. Sr.PA to Jt. CEO
8. All Industry/Programme Directors in Central Office
9. Director (IT) with a request to place the circular on KVIC website.
10. Director (Publicity) with a request to publish the same in the ensuing issue of Jagriti.
11. Director (Hindi) with a request to translate the same in Hindi version.


(K.S. Rao)
Director (PMEGP)