

(217)

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

No.PMEGP/SC/ST/2012-13/192

Date : 4.6.2012

C I R C U L A R

**Subject : Special drive to achieve SC/ST targets
under PMEGP.**

The Ministry of MSME has stipulated social category targets which are to be achieved while implementing the PMEGP scheme. The targets are 15% for Scheduled Caste and 7.5% for Scheduled Tribes respectively. However the All India Social category achievement during 2011-12 has been as follows :

Category	% of Achievement for 2011-12	
	Margin Money	Project
Scheduled Caste	9.3	10.5
Scheduled Tribes	4.5	6.9

2. It is also noted that in many of the States like Punjab while the population of SC is 28.9%, the M.M. utilized for SC category in 2011-12 is 13.42 %. Similarly, in Orissa, the ST population is 22.1% whereas the M.M. utilization is 3.3%. The States having a predominant SC /ST population are also not achieving the targets stipulated in the scheme.

3. Since financial inclusion is a priority of Govt. of India, the following initiatives are proposed for compliance by all State /Divisional Directors, KVIC:

- i. Advertisement in Leading Local Newspapers in English, Hindi and Regional Languages may be issued inviting applications from eligible SC and ST candidates who are desirous of setting up Micro Enterprises under PMEGP.

- ii. State Level SC/ST Development Corporation may be contacted to collect list of SC/ST individuals trained by them under various schemes and desirous of setting up of units under PMEGP.
- iii. Special Awareness camps may be carried for SC/ST youths to create an awareness of PMEGP scheme amongst them. Applications forms should also be distributed to interested individuals during such camps.
- iv. Guidance should be provided to SC/ST individual in preparing project proposals for PMEGP by State /Divisional office of KVIC.
- v. State /UT KVIB and DIC should also be requested to conduct exclusive SC/ST awareness camps and generate applications from them to be forwarded to DTFC.
- vi. All out efforts should be made that applications being forwarded to DTFC carry adequate number of SC/ST proposals for sanction.
- vii. State /Divisional Directors should identify districts having predominant / concentration of SC/ST population and launch special drive to create awareness of PMEGP and mobilize project proposals from these categories.
- viii. State /Divisional Directors should also collect and send list of districts having concentration of SC/ST population to Director, PMEGP.
- ix. Director, HRD and Principals of MDTCs should make special efforts for training SC /ST candidates who can be linked to PMEGP scheme.
- x. State /Divisional Directors should prepare an action plan on above directions alongwith time lines and forward to Director, PMEGP after consulting Zonal Dy.C.E.O.

- xi. Zonal Dy.C.E.O. should monitor achievement of social category targets especially SC/ST through monthly review and also this aspect be reviewed in the zonal committee meetings.

4. The above directions may be complied with on top priority.

B. C. Pattanayak

(D. C. Pattanayak)
Chief Executive Officer

01/06/12

To

1. All State/Divisional Directors, KVIC
2. All CEO/State/UT KVIBs
3. All Director Industries

O/c

Copy for information to :

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

K.S. Rao

(K.S. Rao)
Director, PMEGP

