

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

No:PMEGP/Publicity/2012-13

May 18, 2012

C I R C U L A R

Sub:- Publicising and projecting PMEGP in Press and Media and other appropriate forums in the States.

PMEGP scheme is the flagship scheme of Ministry of MSME and KVIC and has been receiving very encouraging response in the country. It has become a major tool for generating employment opportunities and ushering in industrialization in the country.

2. Ministry of MSME, Govt. of India, has increased the budget allocation for PMEGP from Rs.800.00 crores (B.E.) margin money in 2011-12 to Rs. 1238.00 crores in 2012-13. This is expected to provide 4,30,608 persons employment opportunities through setting up 53826 Micro enterprises in the country.

3. All the States have been provided target allocation for 2012-13 to generate employment opportunities in the State under PMEGP. The cumulative employment opportunity generated in various states in the country has already touched a figure of 16.10 lakh persons.

4. It is, therefore, necessary to publicize and promote the success and achievement of PMEGP scheme being implemented by KVIC alongwith partner agencies, DICs and KVIBs under the control of Ministry of MSME, Govt. of India. This may be taken up in the various forums including the following for which State/Divisional Directors may take immediate necessary action:-

- (i) State Level Workshop
- (ii) Awareness camps
- (iii) Press Conference
- (iv) Handing out press brief for highlighting the success stories in local media including print electronic media.
- (v) Give talks on local All India Radio and Doordarshan under appropriate programme on PMEGP and its achievement.
- (vi) Ensuring free press coverage of activities and achievements of PMEGP in local newspapers and electronic media.
- (vii) Bringing to the notice of appropriate State Govt. departments as well as public representatives regarding the scheme and its impact.
- (viii) Budget provision provided under Publicity and Promotional head of B&F linkages under PMEGP as well as provision provided under Press conference head by Directorate of Publicity may be utilized for this purpose by the State/Divisional Directors.
- (ix) Zonal Members and Zonal Dy. CEOs may also be invited and involved in press conference and press briefing as per their convenience.

4. The above directions may kindly be complied with by all State/Divisional Directors under guidance of Zonal Members and Zonal Dy. CEOs.

Sd/-

(D.C. Pattanayak)
Chief Executive Officer

To

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

