



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

No.REGP/PMEGP/Scheme/08-09

Date : 12-12-2008

C I R C U L A R

The Ministry of MSME, Govt. of India has launched a new Credit Linked Subsidy Scheme i.e. Prime Minister's Employment Generation Programme (PMEGP) w.e.f. 15th August, 2008 by merging REGP and PMRY that were in operation till 31st March, 2008. Khadi and Village Industries Commission is the nodal agency at National level for implementation of the scheme and the programme will be implemented through field offices of KVIC, Khadi and Village Industries Boards and District Industries Centers.

2. Guidelines of the scheme envisage for selection of beneficiaries by the District Task Force Committee constituted under the Chairmanship of District Collector/Magistrate of the concerned district. For the purpose, applications are invited from prospective beneficiaries through advertisement and to be submitted to KVIC, KVIB and DICs as the proposal may be in terms of claim of Margin Money (Subsidy).

3. All most in all the states and union territories , KVIBs and DICs have their own offices, man power and net work at District Level and are well placed for smooth implementation of PMEGP scheme. i.e. collection of applications, conducting awareness camp, providing information at District Level etc. However, KVIC have offices only at State Level and in some state at Divisional Level. This poses problems for the prospective entrepreneurs who are desirous of availing the benefit of scheme from KVIC. It is observed that the persons have to come all the way from remotest village to the state capital i.e. State Office, KVIC or Divisional Office, KVIC for information, and for submission of application or for any other purpose related with the scheme.

4. Keeping in view the above stated problems; for smooth implementation of the scheme and providing relief to the prospective entrepreneurs by way of extending the benefits of the scheme at their door steps, the following has been decided:

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- i) The State/Divisional Director will nominate one of their officer/staff as Nodal Officer for PMEGP Scheme. He will co-ordinate the implementation of PMEGP Scheme under the supervision of State/Divisional Director. If the State has more than 20 districts, two officers can be nominated as a Nodal Officer.
- ii) All the state and Divisional Offices of KVIB will nominate one suitable staff each of their office as District Co-ordinator, PMEGP, KVIB for a district or two of the state. It may be more if situation demands. Their name and Mobile numbers will be circulated widely in the district through the KVIB and DICs.
- iii) The District Co-ordinator will visit the district preferably for two days and minimum once in a week and may sit at DIC/ KVIB District Offices as found suitable. The same also may be widely publicized through KVIB and DICs.
- iv) The job of the District Co-ordinator while at District Office , KVIB or DIC is to collect the application from prospective beneficiaries, providing information to the people on the scheme , contact District Level Officers for the purpose of awareness camp, workshop, to ensure achievement of target etc and other related work of PMEGP in the allotted District.
- v) He will function under the overall supervision of the Nodal Officer, PMEGP of the State/Divisional Office.

5. The State/Divisional Directors of KVIB may initiate action on the above immediately and the details may be provided to the Director, PMEGP, Central Office, Mumbai.

6. This will come into force with immediate effect.

7. It be treated as MOST URGENT.

(J. S. Mishra)
Chief Executive Officer

Copy for information and necessary action to:

1. All State/Divisional Directors of KVIB
2. C.E.O. KVIB of State / U.T. for issuing instructions on 4(iii).
3. Director / Commissioner, Industries for issuing instructions on 4(iii)

Copy for information to :

1. Members of KVIC
2. Financial Advisor, KVIC, Mumbai
3. C.V.O., KVIC, Mumbai
4. All Zonal Dy. Chief Executive Officers
5. All C.E.O, State/UT KVIB with a request to instruct their District Offices to allot a seat for KVIC official.
6. Director, Industries, Govt. of _____ with a request to instruct their District Offices to allot a seat for KVIC official.
7. Secretary to Chairperson
8. CEO Cell
9. All Programme / Industry Directors, Mumbai.
10. Director (IT) for website
11. Director (Publicity) for publishing in Jagriti.



(A. K. Dwivedi)
Director (PMEGP/REGP)
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