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**DIRECTORATE OF REGP
KHADI AND V.I. COMMISSION
IRLA ROAD, VILE PARLE (WEST)
MUMBAI 56.**

NO : REGP/B & F Linkages/Guidelines/06-07

Dt : 19/6/2006

C I R C U L A R

**Sub : Guidelines of Backward and Forward Linkages under REGP –
regarding.**

Under Backward and Forward Linkages of REGP, Promotional support is being provided to develop the REGP scheme in the country. These activities include Awareness Camp, Bankers Workshop, Exhibition, EDP Physical Verification, Publicity & Advertisement etc. Taking into consideration the Golden Jubilee Celebration of KVIC a detailed action plan has been prepared for conducting participation of Awareness Camp and Exhibition with supporting publicity inputs for 2006-07 and the State/Divisional Office wise budget allocation has already been issued by the Director (REGP) to the field offices. The detailed guidelines for organizing the events are detailed below for implementation.

1. Awareness Camps :-
- Location :-
1. District Head Quarter
 2. State Capital/Major Cities.

a) Pattern for Awareness Camp for District and State Level :-

Sr.No.	Particulars	District Level	State Level/Major Cities
1	Hall Pandal, Mike, Chairs etc.	Rs.10,000/-	Rs.25,000/-
2	Publicity/Local Advertisement including Complementary kits to VVIPs	Rs.5,000/-	Rs.10,000/-
3	Contingency/Misc/Conveyance including tea refreshment	Rs.5,000/-	Rs.15,000/-
4	Minimum No. of Prospective entrepreneurs for the camp	50	100
	Total	Rs.20,000/-	Rs.50,000/-

x Interchange of head wise expenditure is permitted.

b) Eligible items of expenses for Awareness Camp

<i>Sr.No.</i>	<i>Particulars</i>
1	Hall, Mike arrangements, electricity, dias.
2	Printing of Pamphlets Local Advertisement etc.
3	Contingency expenditure including conveyance, complementary kits to press, VIP etc.
4	Tea & Refreshment

c) **Participation :-**

Unemployed men and women with special focus on SC/ST/OBC/Phy.Handicapped/Ex.Servicement (This list may be obtained from State Level Organisation like SC/ST Corporation AWWA, NYKS, reputed NGOS and Employment Exchange).

d) **Invitees :****Dist. Level :**

- a. Local MP/MLA, etc.
- b. District Collectors
- c. DRDA Officials
- d. Officials from SC/ST/OBC/Minority Corporation/PHC
- e. DWCD Officials
- f. AWWA, NYKS, DWCD
- g. Social Welfare Organization
- h. Press
- i. Major Banks including Lead Bank, DLBC Convenor
- j. Reputed NGOs
- k. Representative of KVIB
- l. Principal of MDTC (if available nearby)

State Level

- a. Union Minister of ARI
- b. Chief Minister
- c. Minister of Rural Development of Industries
- d. Secretaries of State Govt. Dept. like Rural Development
- e. MDs of SC/ST Minority & Women Development Corpn.
- f. NYKS, AWWA, DWCD
- g. SLBC Convenor
- h. CEO of the KVIB
- i. Social Welfare Organization
- j. Press
- k. Major Banks including Lead Bank
- l. Reputed NGOs
- m. Principal of MDTC (if available nearby)

State Level Awareness Camps are also proposed at the State Capital/Major Cities to be organized by 40 State Offices and Divisional offices of KVIC.

- 1) To Plan a meaningful district Level Awareness Camp, it is recommended to invite local Member of Parliament to inaugurate and District Collector and other State Government functionaries as a guest of honor.
- 2) For State level Awareness Camp, Hon'ble Union Minister of ARI, Govt. of India may be invited to inaugurate the camp and Chief Minister of the State will be invited to preside over.

e) Activities to be undertaken in the Awareness Camp :-

- i) Distribution of sanction letters to REGP entrepreneurs who have been sanctioned the project by bank through Hon'ble Minister of ARI (as per his convenience)
- ii) Presentation of the scheme by KVIC Officials
- iii) Presentation by Lead Bank of the area.
- iv) Presentation by successful REGP Entrepreneurs.
- v) Press Conference
- vi) Publicity, Banners, Posters, Hoardings and Press advertisement in local newspapers to be done.
- vii) Data on potential beneficiaries may be collected through an application format circulated in camps which will collect details like profile of beneficiaries, skill available, background and qualification experience, project interested in etc. A committee consisting of lead Bank, KVIC/KVIB and Principal, MDTC will short list the beneficiaries and send them for skill up gradation, Orientation and Skill Development training as well as RICS for project formulation and to Bank for project sanction.

f) Implementing Agencies :-

- i) Field offices of KVIC
- ii) State KVI Board
- iii) KVI/REGP federation
- iv) DWCD, NYKS, AVVA
- v) Through NGOs having at least five years experience and expertise in Project Consultancy, in Small, Agro & Rural Industrial Promotion and Technical Consultancy Services, Rural Development, Social Welfare having requisite infrastructure and manpower and capable of reaching village and Taluka level in the State or districts. NGOs

should have been funded by State or National Level Government Agency for any of its programme in previous 3 years period.

- vi) Professional Institutions/Technical Colleges recognized by Government/university and UGC/AICTE having department for vocational guidance of technical courses providing skill based training like ITI, Rural Polytechnic, Food Processing Training Institute, etc.
- vii) Certified KVI Institution aided by KVIC/KVIB, Provided these are in category A+, A or B and are having required infrastructure, manpower and expertise for the role.
- viii) Departmental and Non-Departmental Training Centers of KVIC/KVIB.
- ix) REGP Federation.

g) Publicity Awareness :-

Advertisement will be released in English, Hindi and Local language newspapers. For Dist. Level event, quarter page advertisement will be released. for State level event, half page advertisement will be released. Care may be taken that all the newspapers are covered in the campaign on rotation basis. This is to invite unemployed rural youth of weaker section category to awareness camps.

Exhibitions :-

a) Pattern for District, State Level, Zonal Level & National Level Exhibition :-

Sr No	Details	Dist. Level Amt Rs	State level Amt Rs	Zonal Level Amt Rs	National Level Amt Rs
1	Pendal/stalls fabrication etc.	25,000/-	2,00,000/-	6,00,000/-	12,00,000/-
2	Printing Material	15,000/-	50,000/-	2,00,000/-	4,00,000/-
3	Display Demonstration	35,000/-	50,000/-	5,00,000/-	10,00,000/-
4	Adv. In local News papers at the time of exhibition/hoardings, Radio ads, Local TV etc.	15,000/-	1,00,000/-	5,00,000/-	10,00,000/-
5	Misc Expenses	10,000/-	1,00,000/-	2,00,000/-	4,00,000/-
	Total	1,00,000/-	5,00,000/-	20,00,000/-	40,00,000/-

x Interchange of head wise expenditure is permitted within the total allocation

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b) Duration and No. of Participants

Sr.No'	Level of Exhibition	Minimum duration	Minimum No. of REGP units
1	District level	5 days	10 units
2	State Level	10 days	50 units
3	Zonal level	20 days	100 units
4	National level	30 days	200 units

c) ELGIBLE ITEMS OF EXPENDITURE FOR ALL EXHIBITIONS

1. Hall Rent
2. Erection of Pavilion/stalls
3. Theme Pavilion
4. Decoration of Stalls
5. Electricity Charges
6. Printing & Stationery
7. Transportation
8. Back up support like insurance, Security, First Aid etc.
9. Publicity including press conference
10. Inaugural & Valedictory function
11. Shields and trophies for participations
12. Misc Contingency
13. Technical demonstrations
14. Tea & Refreshment charges for meetings
15. Arrangements of Dais
16. Complementary kits VVIPs
17. Advertisement in local News paper and Radio Leaflets/Banners

d) ORGANISING COMMITTEE FOR EXHIBITIONS FOR STATE/ZONAL/NATIONAL LEVEL EXHIBITION.

Sr.No.	State level	Zonal level & National Level
1	State Director, Chairman	x Zonal Dy.CEO as Chairman
2	CEO, KVIB – Member	State Director of the State where the exhibition is to be conducted – member
3	Khadi and VI Federation – member	Representative of KVI Federation – Member
4	Representative of good REGP units/REGP Federation – member	CEO of the State Board where exhibition is to be conducted – member
5	AD State Office is – member Convenor	x Zonal member will be as Chairman of the Committee as and when the Commission is formed
		State/Divisional Directors of may be invited for at least one of the meetings of the Committee.

d) ~~Organizing Committee for exhibition for~~ state promote total exhibit
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c) ~~d)~~ Exhibition finance Committee (Applicable for departmental organized exhibition.

Sr.No.	State Level	Zonal/National Level
1	State Director – Chairman	Zonal Member/Zonal Dy.C.E.O.- Chairman
2	FA, KVIB – Member	FA, KVIB, member
3	KVI/REGP Federation – member	Rep. of Major KVI/REGP Federation – member
4	Major Khadi and V.I. Institution (A & A +) – Member	State Director – member
5	AO/Accountant/ SO KVI member convenor	A.O /Accountant, State Office – member/Convenor

(wherever possible the REGP Exhibition may be coincided with marketing Exhibition)

If the exhibition(s) are organized by any other agency namely viz :- Any KVIC aided institution/federation or State KVIB, they should constitute a Finance Committee themselves to deal with financial aspects of such exhibition. The recoupment bill of expenditure (along with forms of accounts) may be sent to the Directorate of REGP within one month after the exhibition is over along with the detailed report on exhibition.

f) Implementing Agencies :-

- 1) Field Offices of KVIC
- 2) State KVI Board
- 3) KVI Federation/REGP Federation
- 4) Certified KVI Institution aided by KVIC/KVIB, provided these are in category A+, A or B and are having required infrastructure, manpower and expertise for the role.

3) Bankers Meeting :-

It was observed during various review meetings conducted under the chairmanship of Commissioner, KVI that involvement of Bankers for expeditious settlement of Margin Money claim as well as sanction of project is very much required. Accordingly, 3 tier Banker's Meetings are proposed during 2006-07 as detailed below :-

1. State Level
2. Zonal Level
3. National Level (Top Level)

i) h) Pattern for Bankers Meeting

Sr.No.	Particulars	State Level Rs	Zonal Level Rs	National Level Rs
1	Hiring Hall, Mike, Stationery etc	10,000/-	25,000/-	1,00,000/-
2	Contingency/Tea, refreshment etc.	10,000/-	25,000/-	80,000/-
	Total	20,000/-	50,000/-	1,80,000/-

ii) Participants for State Level Meeting :-

- 1) Regional/Zonal Managers of the Nationalized Banks
- 2) Branch Managers of the Nodal Branches in the State
- 3) CEO or his representative of State KVI Board
- 4) State Director and Divisional Director of the Divisional offices.

iii) Participants for Zonal level Bankers Meeting :-

1. CEO/Commissioner, KVI
2. GM/DGM of major banks
3. SLBC Convenor of the Zone
4. Representative of RBI
5. State directors of concerned zone
6. CEO of the concerned Boards
7. Zonal DY.CEO
8. Dy.CEO(REGP) & Director (REGP)

iv) participants for National Level Bankers Meeting

1. Joint Secretary, Ministry of ARI
2. CEO/Commissioner, KVI
3. CMDs/Senior Executives of nationalized Bank
4. Senior Executive of RBI
5. Dy.CEO(REGP)
6. Director(REGP)

v) Objectives for State Level bankers Meeting :-

1. The State Level bankers meeting will be held bi-monthly by the State offices where all the major bankers including SLBC convenors Nodal Branches and controlling officers of at the financing banks to review the Bankwise performance of each Bank.

2. The CEO, KVIBs and in charge of the Divisional offices will be invited to monitor and review the REGP progress against the quarter-wise target of Margin Money, Projects and employment.
3. To ensure 100% utilization of Margin Money subsidy allotted to various Nodal branches vis-a-vis the bank wise target allotted.

vi) **Objectives for Zonal level Bankers Meeting :-**

1. To review the performance of REGP of the concerned State of the Zone.
2. To focus on quarterly achievement against the quarterly target of the Zone and also to identify the State having the shortfall and work out the remedial measures to complete the back-log and achieve the target.
3. The performance of the various banks in the different states will also be reviewed with respect to margin money utilization and sanction of the project of REGP against the said target.

vii) **Objectives for National Level Bankers Meeting :-**

The main objective of national Level Bankers meeting is to focus on reviewing the progress against the target as well as to examine policy issues relating to REGP, Banks issues for implementation of the scheme by KVI. The meeting will be held twice in a year, chaired by Commissioner, KVI

4. **PROMOTIONAL ACTIVITIES**

The promotional activities include the following activities to promote the REGP scheme and a budget of Rs.61.00 Lakhs is provided to the field offices during the year 2006-07. The activities include Posters/Banners, workshop on REGP etc. Under this head the following areas to be covered.

- 1) Publishing posters on REGP
- ii) Leaflets & literature on REGP scheme includes RICS in local languages.
- iii) Printing of REGP Directory.
- iv) For all the above activities in each advertisement, KVIC name, REGP scheme and Ministry of ARI be compulsorily printed and while sending reports/photos/clippings of such advertisement bearing KVIC, REGP and in absence of which no further fund will be released.

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V. Publicity expenditure on the occasion of VVIP's visits such as Chairman's Visit, minister of ARI visit and State Minister's visit. The budget for the above visits is as under :-

1. I)	Chairman's Visit	Rs.25,000/-
2. II)	Minister of ARI Visit	Rs.50,000/-
3. III)	State Minister's visit	Rs.35,000/-

(Minimum participation of 100 REGP entrepreneurs).

5) 4.

EDP TRAINING TO BENEFICIARIES

Each beneficiary financed under REGP – Gramodyog Rojgar Yojana has to undergo three days EDP training at designated training center after release of first installment of loan by the Bank and before release of second installment..

The budget for conducting EDP training at Departmental Training Centers (MDTCS) and non-departmental training centers (accredited training centers) is as under ;-

1)MDTCS –m Batch of 40 candidates – Rs.20,000/- per batch

20 Non – MDTCS – do - Rs.35,000/- per batch

(Additional amount for monitoring and strengthening Rs.3,000/- per batch)

6) 5.

Physical verification ;

As per recent Office Order N. REGP/M-629/Phy.Ver/2006-07 dated 30th May, 2006, the Physical units will be conducted on random sampling basis. The detailed guidelines of sampling plan is already issued to the field offices of KVIC. The rate for conducting the physical verification of the units will be Rs.100 Verification of the /- per unit. The new guidelines will be effective from 1/6/2006.

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7 6. **Monthly reporting :-**

State/Divisional Directors should send monthly report about promotional activities like Awareness Camps, Exhibitions, etc carried out under Backward and Forward Linkages to Director (REGP) for the purpose of monitoring. The report should include events undertaken as well as expenditure incurred and related achievements.

CEO/Commissioner

To,

1. All State/Divisional Offices of KVIC
2. The Heads of all State/UT KVI Boards
3. All Dy. CEOs at Central Office.
4. The Dy. CEO (NEZ), KVIC, Guwahati (Assam)
5. All Training Centers of KVIC (RICS)

Copy to :-

1. P.A. to CEO/Commissioner, KVI
2. P.A. to Financial Advisor
3. The J. C.E.O.

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