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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)

