

Directorate of PMEGP
Khadi and Village Industries Commission,
3, Irla Road, Vile Parle (West), Mumbai-400 056

No.PMEGP/Ministry/2/2011-12

Date: 28.08.2012

4/9/

CIRCULAR

Sub: Inclusion of business/trading activities under Prime Ministers Employment Generation Programme for availing assistance

The Ministry of MSME vide their letter no. 4(83)/2007-KVI-pt. dated 23.07.2012 has communicated the approval of inclusion of business/trading activities for availing assistance under Prime Ministers Employment Generation Programme.

The salient guidelines for inclusion are as detailed below :

(i) Business / trading activities in the form of sales outlets may be permitted in NER, LWE-affected districts and A&N Islands. The LWE-affected districts, the extant classification on MHA may be adopted. The same was recently obtained from MHA vide MHA's ID dated 08.02.2012 (copy enclosed.)

ii) Retail outlets backed by manufacturing (including processing) / service facilities may be permitted (across the country).

Note : That the retail outlets are backed by bonafide manufacturing / service facilities may be certified to be so by the district level task force committee which recommends the case and specifically checked and certified to be so by the bank which sanctions the loan.

iii) The maximum cost of the project for business / trading activities as above {(i) and ii)} may be Rs.10 lakh (at par with the maximum project cost for service sector.)

iv) Maximum 10% of the Margin Money allocation in a year in a state may be used for business / trading activities as above {(i) , (ii) and (iii)}.

v) The products sold from these sales outlets/retail centers may not fall in the negative list of PMEGP.

vi) It may be ensured that the trading/business units should not exceed 10% of the financial allocation of the Margin Money allocated for the year to the State including the targets of KVIC, KVIB and DIC. Margin Money targets for trading/business activities Statewise and implementing agencies wise for 2012-13 is detailed at annexure – I.

vii) It is also clarified that for those States where on account of large pending margin money claims, no fresh sanctions are possible under PMEGP for 2012-13, in such case no business/trading units should be sanctioned, which may be noted.

viii) Further at para ii retail outlets backed by manufacturing/service facility can be sanctioned only to new units/projects being submitted for sanction under PMEGP.

ix) This will be a single composite project. For **manufacturing** with retail outlet the project cost should not exceed ₹. 25.00 lakhs. For **service projects** with sales outlets the maximum project cost should not exceed ₹. 10.00 lakhs.

x) State/Divisional Directors of KVIC are requested to note the above guidelines and circulate in SLMC, SLBC and also bring it to the notice of implementing agencies, banks, District Collectors and all concerned.

xi) The contents of the above circular may be given due publicity thorough advertisement, awareness camp, workshop etc.

xii) It may be kept in mind that margin money targets allotted to the States should be strictly adhered to and in no case should be exceeded.

This is issued with the approval of CEO



(K.S.RAO)
Director(PMEGP)

Encl: As above

To

1. All State /Divisional Directors of KVIC
2. All CEOs of State/UT KVI Boards
3. Director of Industries of all State/UT Govts
4. CMDs of Banks.

Copy for information to:

1. Jt. Secretary, Ministry of MSME, GOI, New Delhi.
2. All Members of the Commission
3. Secretary to Hon'ble Chairperson
4. O.S.D to C.E.O, KVIC
5. A.O to F.A Cell ,KVIC
6. Dy. Director , CVO cell , KVIC
7. P.A. to Jt.C.E.O, KVIC
8. Director (IT) for web-site
9. Director (Publicity) for publishing in Jagriti
10. Director (Hindi Cell) for Hindi version.



(K.S.RAO)
Director(PMEGP)

AGENCY WISE 10% ALLOCATION OF THE MARGIN MONEY TARGET OUT OF TOTAL MM TARGET OF 2012-13 FOR TRADING ACTIVITIES under PMEGP

								Annexure : 1	
Sr. NO	NAME OF THE STATE/UT	MARGIN MONEY (RS.IN LAKHS)						Total MM	10% Total
		KVIC	10%	KVIB	10%	DIC	10%		
		Total		Total		Total			
1	2	3	4	5	6	7	8	9	10
NORH ZONE									
1	UT Chandigarh	81.23	8.12	81.23	8.12	108.30	10.83	270.76	27.08
2	Delhi	368.98	36.90	368.98	36.90	0.00	0.00	737.96	73.80
3	Haryana	569.56	56.96	569.56	56.96	759.42	75.94	1898.54	189.85
4	H.P	434.94	43.49	434.93	43.49	579.92	57.99	1449.78	144.98
5	J & K	300.18	30.02	700.40	70.04	667.05	66.70	1667.63	166.76
6	Punjab	507.20	50.72	507.20	50.72	676.27	67.63	1690.68	169.07
7	Rajasthan S.O.	1389.56	138.96	2021.17	202.12	2694.90	269.49	6105.63	610.56
8	Bikaner D.O.	631.62	63.16	0.00	0.00	0.00	0.00	631.62	63.16
	TOTAL	4283.27	428.33	4683.47	468.35	5485.86	548.59	14452.60	1445.26
EAST ZONE									
9	A & N Islands	0.00	0.00	179.70	17.97	119.80	11.98	299.50	29.95
10	Bihar	4340.66	434.07	4340.66	434.07	5787.55	578.76	14468.88	1446.89
11	Jharkhand	2037.82	203.78	2037.81	203.78	2717.09	271.71	6792.72	679.27
12	Orissa	2381.28	238.13	2381.28	238.13	3175.04	317.50	7937.60	793.76
13	West Bengal	1318.74	131.87	3077.08	307.71	2930.56	293.06	7326.38	732.64
	TOTAL	10078.50	1007.85	12016.53	1201.65	14730.04	1473.00	36825.08	3682.51
SOUTH ZONE									
14	A.P. S.O.	1688.06	168.81	2156.96	215.70	2875.96	287.60	6720.98	672.10
15	Vizag D.O.	468.90	46.89	0.00	0.00	0.00	0.00	468.90	46.89
16	Karnataka	1115.65	111.57	1115.65	111.57	1487.54	148.75	3718.84	371.88
17	Kerala	979.68	97.97	979.68	97.97	1306.23	130.62	3265.59	326.56
18	Lakshadweep	0.00	0.00	160.32	16.03	106.88	10.69	267.20	26.72
19	Pondicherry	0.00	0.00	160.63	16.06	107.09	10.71	267.72	26.77
20	Tamilnadu S.O.	728.5	72.85	1075.37	107.54	1433.83	143.38	3237.70	323.77
21	Madurai D.O.	346.89	34.69	0.00	0.00	0.00	0.00	346.89	34.69
	TOTAL	5327.67	532.77	5648.61	564.86	7317.53	731.75	18293.82	1829.38
WEST ZONE									
22	Goa	139.56	13.96	325.65	32.57	310.14	31.01	775.35	77.54
23	Gujarat	942.01	94.20	942.01	94.20	1256.02	125.60	3140.04	314.00
24	Maharashtra	1414.40	141.44	2062.66	206.27	2750.20	275.02	6227.26	622.73
25	Nagpur D.O.	648.27	64.83	0.00	0.00	0.00	0.00	648.27	64.83
	TOTAL	3144.24	314.42	3330.32	333.03	4316.36	431.64	10790.92	1079.09
CENTRAL ZONE									
26	Chattisgarh	1337.06	133.71	1337.07	133.71	1782.75	178.27	4456.88	445.69
27	Madhya Pradesh	2949.52	294.95	2949.51	294.95	3932.69	393.27	9831.72	983.17
28	Uttarakhand	593.75	59.38	593.75	59.38	791.67	79.17	1979.18	197.92
29	U.P (Lucknow)	1439.01	143.90	4436.93	443.69	5915.92	591.59	11791.86	1179.19
30	Varanasi D.O.	779.46	77.95	0.00	0.00	0.00	0.00	779.46	77.95
31	Meerut D.O.	1498.97	149.90	0.00	0.00	0.00	0.00	1498.97	149.90
32	Gorakhpur D.O.	719.52	71.95	0.00	0.00	0.00	0.00	719.52	71.95
	TOTAL	9317.28	931.73	9317.26	931.73	12423.03	1242.30	31057.59	3105.76
NORTH EAST ZONE									
33	Aru. Pradesh	174.43	17.44	174.44	17.44	232.59	23.26	581.47	58.15
34	Assam	1984.22	198.42	1984.22	198.42	2645.62	264.56	6614.06	661.41
35	Manipur	317.19	31.72	317.20	31.72	422.92	42.29	1057.32	105.73
36	Meghalaya	358.46	35.85	358.47	35.85	477.95	47.79	1194.88	119.49
37	Mizoram	217.36	21.74	217.36	21.74	289.81	28.98	724.52	72.45
38	Nagaland	314.84	31.48	314.85	31.49	419.79	41.98	1049.48	104.95
39	Tripura	217.83	21.78	217.84	21.78	290.44	29.04	726.12	72.61
40	Sikkim	129.65	12.97	129.65	12.97	172.85	17.29	432.16	43.22
	TOTAL	3714.00	371.40	3714.03	371.40	4952.00	495.20	12380.00	1238.00
	G. TOTAL	35864.97	3586.50	38710.23	3871.02	49224.81	4922.48	123800.00	12380.00

83 districts included under the SRE Scheme

<p><u>Andhra Pradesh</u></p> <ol style="list-style-type: none"> 1. Anantapur 2. Adilabad 3. East Godavari 4. Guntur 5. Karimnagar 6. Khammam 7. Kurnool 8. Medak 9. Mehboobnagar 10. Nalgonda 11. Prakasam 12. Srikakulam 13. Visakhapatnam 14. Vizianagaram 15. Warangal 16. Nizamabad 	<p><u>Chhattisgarh</u></p> <ol style="list-style-type: none"> 32. Bastar 33. Bijapur 34. Dantewada 35. Jashpur 36. Kanker 37. Korea (Baikunthpur) 38. Narayanpur 39. Rajnandgaon 40. Sarguja 	<p><u>Maharashtra</u></p> <ol style="list-style-type: none"> 60. Chandrapur 61. Gadchiroli 62. Gondia
<p><u>Bihar</u></p> <ol style="list-style-type: none"> 17. Arwal 18. Aurangabad 19. Bhojpur 20. East Champaran 21. Gaya 22. Jamui 23. Jehanabad 24. Kaimur 25. Munger 26. Nalanda 27. Nawada 28. Patna 29. Rohtas 30. Sitamarhi 31. West Champaran 	<p><u>Jharkhand</u></p> <ol style="list-style-type: none"> 41. Bokaro 42. Chatra 43. Dhanbad 44. East Singhbhum 45. Garhwa 46. Giridih 47. Gumla 48. Hazaribagh 49. Koderma 50. Latehar 51. Lohardagga 52. Palamu 53. Ranchi 54. Simdega 55. Saraikela-Kharaswan 56. West Singhbhum 57. Khunti 58. Ramgarh 	<p><u>Orissa</u></p> <ol style="list-style-type: none"> 63. Gajapati 64. Ganjam 65. Keonjhar 66. Koraput 67. Malkangiri 68. Mayurbhanj 69. Navrangpur 70. Rayagada 71. Sambhalpur 72. Sundargarh 73. Nayagarh 74. Kondhamal 75. Deogarh 76. Jajpur 77. Dhenkanal
	<p><u>Madhya Pradesh</u></p> <ol style="list-style-type: none"> 59. Balaghat 	<p><u>Uttar Pradesh</u></p> <ol style="list-style-type: none"> 78. Chandauli 79. Mirzapur 80. Sonebhadra <p><u>West Bengal</u></p> <ol style="list-style-type: none"> 81. Bankura 82. Midnapore 83. Purulia