

DIRECTORATE OF PMEGP
KHADI AND VILLAGE INDUSTRIES COMMISSION,
3-IRLA ROAD, VILE PARLE (W) MUMBAI - 400 056

No.PMEGP/PMAJY/Circular/2010-11 | 888 Date: 25.2.2011

9/3

C I R C U L A R

Sub : Covering villages identified under Pradhan Mantri Adarsha Gram Yojana (PMAGY) to give special thrust to Scheduled Caste category under PMEGP.

The Government of India have approved implementation of new centrally sponsored pilot scheme, called Pradhan Mantri Adarsha Gram Yojana (PMAGY) from the current financial year 2010-11 for integrated development of 1000 villages in the country, each for more than 50 per cent scheduled caste population. In the pilot phase, the scheme will be taken up in 5 states mainly Uttar Pradesh, Bihar, Rajasthan, Tamil Nadu (225 villages in each state) and Assam (100 villages). PMAGY aim to achieve all-round development of selected villages in the following manner:

- (i) **primarily,** through **convergent implementation** of all relevant Central and State Schemes in such villages, and
- (ii) to the extent their needs cannot be met through (i) above, by meeting such needs through **"gap-filling" funds** for which central assistance will be provided @ Rs.10 lakh per village, with State Government also expected to make a suitable - preferably matching contribution.

Secretary, Ministry of Social Justice and Empowerment, Govt. of India, New Delhi has requested Ministry of MSME to take steps in the matter to implement scheme of Ministry of MSME in PMAGY villages in the convergent manner. Scheme guidelines and list of villages are enclosed.

It is therefore brought to the notice of State / Divisional Directors of KVIC, CEO of State KVI Boards, Secretary, Industries of all these states and are requested to make all out efforts for implementing PMEGP in the villages selected in the pilot 5 states for ensuring coverage of scheduled caste under the PMEGP scheme. Special awareness camp may also be planned in these Blocks/villages and DLTFC convener may also give special attention to applications received from these villages for PMEGP.

The above direction may also be brought to the notice of Banks and District Magistrate / Collectors for their necessary action.

Zonal Dy. CEO may monitor compliance and seek action taken report from the State / Divisional Directors in the matter.

Encl : As above



G. Alvar
25/2/11
Chief Executive Officer

Forwarded to :-

1. State Director, KVIC, U.P., Bihar, Rajasthan, Tamil Nadu and Assam.
2. Chief Executive Officer, KVIB, U.P., Bihar, Rajasthan, Tamil Nadu and Assam.
3. The Secretary (Industries), Govt. of UP, Bihar, Rajasthan, Tamil Nadu and Assam.

Copy for information to :

1. Dy. Chief Executive Officer, KVIC, Central Zone, Bhopal
2. Dy. Chief Executive Officer, KVIC, East Zone, Kolkata
3. Dy. Chief Executive Officer, KVIC, North Zone, New Delhi
4. Dy. Chief Executive Officer, KVIC, South Zone, Bangalore
5. Dy. Chief Executive Officer, KVIC, North East Zone, Guwahati.
6. Shri Sesh Kumar Pulipaka, Jt. Secretary, Ministry of MSME, Govt. of India, New Delhi.

Director (PMEGP)