

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

No.PMEGP/CC/metgs./ATR/10-11

Date: 3.11.2010

CIRCULAR

**Sub: Conducting of Awareness Workshops for
PMEGP entrepreneurs and publicizing
quality control norms etc.**

For conducting Awareness Workshops for PMEGP entrepreneurs highlighting importance of following standards, manufacturing specifications as well as quality control procedures and publicizing quality control norms and standard specifications to be followed by PMEGP entrepreneurs who are selling goods through KVIC sales outlets, the Commission in its meeting held on 23rd and 24th September, 2010 resolved that quality control and standards is the priority programme of the Commission and KVI institutions and REGP/PMEGP units should be made aware of the following standardized quality specifications including quality control checks for products especially when they are sold through KVI outlets and exported abroad.

2. It was also decided to conduct awareness workshops for entrepreneurs under PMEGP highlighting the importance of standard manufacturing specifications as well as quality control procedures.
3. Further, commission directed to release a half page awareness advertisement in news papers all over the country stating that PMEGP entrepreneurs who are producing goods and also institutions who are selling their goods through KVIC sales outlets are required to follow all certification norms, quality control guidelines and standard specifications as specified from time to time compulsorily without fail.
4. State/Divisional Directors should therefore adhere to the directions of the commission and release an advertisement for creating awareness for maintaining the quality and standards in producing the KVI products.

5. Expenditure for release of advertisement may be met out of Publicity funds under print media of B&F linkages of PMEGP. Compliance report in this regard may be submitted to this Directorate.

6. The above Circular is brought to the notice of all State/Divisional Directors for compliance. Zonal Dy.C.E.Os may kindly monitor the implementation.

Arshdeep
31/11/10

CHIEF EXECUTIVE OFFICER

Copy for information and immediate action:

1. All State/Divisional Directors of KVIC
2. All State/UT KVI Boards
3. All Directors of Industries of State Govts.

Copy for information to:

1. Jt.Secretary, Ministry of MSME, Udyog Bhavan, New Delhi-110 011.
2. All Commission Members
3. All CMD's of Public Sector Banks
4. Principal Secretary, Industry _____ State
5. All Zonal Dy.CEO's KVIC
6. All Industry/Programme Directors
7. Secretary to Chairperson
8. C.E.O.Cell
9. F.A.Cell
10. C.V.O.Cell
11. Jt.CEO, KVIC, Mumbai
12. Director (IT) for web-site
13. Director (Publicity) for publishing in "Jagriti"
14. Director (Hindi Cell) with a request to issue Hindi Version.

Arshdeep
31/11/10

CHIEF EXECUTIVE OFFICER