



Directorate of Prime Minister's  
Employment Generation Programme  
**Khadi & Village Industries Commission**  
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कामधे दुखतमानम् ।  
प्राणिनाम् अस्तिनाशनम् ।

NO.PMEGP/E-MKT/Webportal/2013-14/

Date: 11/10.2013

## C I R C U L A R

23/10/2013

### **Sub: Availing of Online marketing services by PMEGP units.**

During the 8<sup>th</sup> meeting of Core Group chaired by Secretary, MSME it was decided that PMEGP units should be encouraged to utilize available online marketing services offered by agencies like e-bay, flipkart.com, OXL.in, amazon.com or any other such agencies who could market products of PMEGP entrepreneurs through e-commerce.

2. Accordingly State / Divisional Directors are requested to guide the PMEGP entrepreneurs under their jurisdiction / state to contact such online marketing agencies in case they are interested, for marketing their products.

3. **It may also be clarified that Khadi & V. I. Commission (KVIC) will have no role or liability in the transaction between PMEGP units and such online marketing agencies. PMEGP units can approach such agencies like e-bay, Flipkart.com, Amazon.com, OXL.in etc in case they are interested for utilizing their platform for selling their PMEGP products. The choice of availing the services should be left to the PMEGP beneficiaries.**

4. The contents of the above Circular may be brought to the notice of Khadi & Village Industries Boards and District Industry Centers and State Level Monitoring Committee (SLMC) with a request to disseminate the above information to the PMEGP beneficiaries sponsored by them.

This is issued with the approval of FA & CEO, KVIC.

Director (PMEGP)

To,

1. All State/Divisional Directors, KVIC.
2. All State/UT. KVI Boards.
3. The Heads of all State/UT DIC.
4. All Zonal Dy. CEO's KVIC.

5. All Principal Secretaries, State Governments
6. All CMDs, of Public Sector Banks

Copy for kind information to:-

1. All Members of the Commission
2. Director, Ministry of MSME, Govt. of India, New Delhi

Copy for kind information in Central Office:

1. Secretary to Hon'ble Chairman, KVIC, Mumbai
2. OSD to Chief Executive Officer, KVIC, Mumbai
3. A.O. to Finance Advisor, KVIC, Mumbai-56
4. P.A. to Jt. CEO, KVIC, Mumbai-56
5. All Industry/Programme Directors, KVIC, Mumbai-56
6. The Director (IT) with a request to place the circular on KVIC/PMEGP website
7. The Director Publicity with a request to publish the same in the ensuing issue of 'Jagruti'
8. The Director (Hindi) for translation in Hindi

Director (PMEGP)