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

CIRCULAR

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 :

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Particulars</th>
<th>District Level</th>
<th>State Level/Major Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hall Pendal, Mike, Chairs etc.</td>
<td>Rs.10,000/-</td>
<td>Rs.25,000/-</td>
</tr>
<tr>
<td>2</td>
<td>Publicity/Local Advertisement</td>
<td>Rs.5,000/-</td>
<td>Rs.10,000/-</td>
</tr>
<tr>
<td></td>
<td>including Complementary k.s to VVIPs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Contingency/Mise/Conveyance</td>
<td>Rs.5,000/-</td>
<td>Rs.15,000/-</td>
</tr>
<tr>
<td></td>
<td>including tea refreshment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Minimum No. of Prospective</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>entrepreneurs for the camp</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>Rs.20,000/-</td>
<td>Rs.50,000/-</td>
</tr>
</tbody>
</table>

x Interchange of head wise expenditure is permitted.
### b) Eligible items of expenses for Awareness Camp

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Particulars</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hall, Mike arrangements, electricity, dias.</td>
</tr>
<tr>
<td>2</td>
<td>Printing of Pamphlets Local Advertisement etc.</td>
</tr>
<tr>
<td>3</td>
<td>Contingency expenditure including conveyance, complementary kits to press, VIP etc.</td>
</tr>
<tr>
<td>4</td>
<td>Tea &amp; Refreshment</td>
</tr>
</tbody>
</table>

**c) Participation:**
Unemployed men and women with special focus on SC/ST/OBC/Phys. Handicapped/Ex. Servicemen (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 Convener
- 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 Convener
- 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)
State Level Awareness Camps are also proposed at the State Capital/Major Cities to be organized by 40 State Offices and Divisional offices of KVIC.

1) To Plan a meaningful district Level Awareness Camp, it is recommended to invite local Member of Parliament to inaugurate and District Collector and other State Government functionaries as a guest of honor.

2) For State level Awareness Camp, Hon’ble Union Minister of ARI, Govt. of India may be invited to inaugurate the camp and Chief Minister of the State will be invited to preside over.

e) Activities to be undertaken in the Awareness Camp :-

i) Distribution of sanction letters to REGP entrepreneurs who have been sanctioned the project by bank through Hon’ble Minister of ARI (as per his convenience)

ii) Presentation of the scheme by KVIC Officials

iii) Presentation by Lead Bank of the area.

iv) Presentation by successful REGP Entrepreneurs.

v) Press Conference

vi) Publicity, Banners, Posters, Hoardings and Press advertisement in local newspapers to be done.

vii) Data on potential beneficiaries may be collected through an application format circulated to caps which will collect details like profile of beneficiaries, skill available, background and qualification experience, project interested in etc. A committee consisting of lead Bank, KVIC/KVIB and Principal, MDTC will short list the beneficiaries and send them for skill up gradation, Orientation and Skill Development training as well as RICS for project formulation and to Bank for project sanction.

f) Implementing Agencies :-

i) Field offices of KVIC

ii) State KVI Board

iii) KVI/REGP federation

iv) DWCD, NYKS, AVVA

v) Through NGOs having at least five years experience and expertise in Project Consultancy, in Small, Agro & Rural Industrial Promotion and Technical Consultancy Services, Rural Development, Social Welfare having requisite infrastructure and manpower and capable of reaching village and Taluka level in the State or districts. NGOs
should have been funded by State or National Level Government Agency for any of its programme in previous 3 years period.

vi) Professional Institutions/Technical Colleges recognized by Government/university and UGC/AICTE having department for vocational guidance of technical courses providing skill based training like ITI, Rural Polytechnic, Food Processing Training Institute, etc.

vii) Certified KVI Institution aided by KVIC/KVIB. Provided these are in category A+, A or B and are having required infrastructure, manpower and expertise for the role.

viii) Departmental and Non-Departmental Training Centers of KVIC/KVIB.

ix) REGP Federation.

g) Publicity Awareness :-

Advertisement will be released in English, Hindi and Local language newspapers. For Dist. Level event, quarter page advertisement will be released. for State level event, half page advertisement will be released. Care may be taken that all the newspapers are covered in the campaign on rotation basis. This is to invite unemployed rural youth of weaker section category to awareness camps.

Exhibitions :-

a) Pattern for District, State Level, Zonal Level & National Level Exhibition :-

<table>
<thead>
<tr>
<th>Sr No</th>
<th>Details</th>
<th>Dist. Level Amt Rs</th>
<th>State level Amt Rs</th>
<th>Zonal Level Amt Rs</th>
<th>National Level Amt Rs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pandal/stalls fabrication etc.</td>
<td>25,000/-</td>
<td>2,00,000/-</td>
<td>6,00,000/-</td>
<td>12,00,000/-</td>
</tr>
<tr>
<td>2</td>
<td>Printing Material</td>
<td>15,000/-</td>
<td>50,000/-</td>
<td>2,00,000/-</td>
<td>4,00,000/-</td>
</tr>
<tr>
<td>3</td>
<td>Display Demonstration</td>
<td>35,000/-</td>
<td>50,000/-</td>
<td>5,00,000/-</td>
<td>10,00,000/-</td>
</tr>
<tr>
<td>4</td>
<td>Adv. In local Newspapers at the time of exhibition/hoardings, Radio ads, Local TV etc.</td>
<td>15,000/-</td>
<td>1,00,000/-</td>
<td>5,00,000/-</td>
<td>10,00,000/-</td>
</tr>
<tr>
<td>5</td>
<td>Misc Expenses</td>
<td>1,00,000/-</td>
<td>1,00,000/-</td>
<td>2,00,000/-</td>
<td>4,00,000/-</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>1,00,000/-</td>
<td>5,00,000/-</td>
<td>20,00,000/-</td>
<td>40,00,000/-</td>
</tr>
</tbody>
</table>

x Interchange of head wise expenditure is permitted within the total allocation
### b) Duration and No. of Participants

<table>
<thead>
<tr>
<th>Sr.No</th>
<th>Level of Exhibition</th>
<th>Minimum duration</th>
<th>Minimum No. of REGP units</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>District level</td>
<td>5 days</td>
<td>10 units</td>
</tr>
<tr>
<td>2</td>
<td>State Level</td>
<td>10 days</td>
<td>50 units</td>
</tr>
<tr>
<td>3</td>
<td>Zonal level</td>
<td>20 days</td>
<td>100 units</td>
</tr>
<tr>
<td>4</td>
<td>National level</td>
<td>30 days</td>
<td>200 units</td>
</tr>
</tbody>
</table>

### C) ELIGIBLE ITEMS OF EXPENDITURE FOR ALL EXHIBITIONS:

1. Hall Rent
2. Erection of Pavilion/stalls
3. Theme Pavilion
4. Decoration of Stalls
5. Electricity Charges
6. Printing & Stationery
7. Transportation
8. Back up support like insurance, Security, First Aid etc.
9. Publicity including press conference
10. Inaugural & Valedictory function
11. Shields and trophies for participations
12. Misc Contingency
13. Technical demonstrations
14. Tea & Refreshment charges for meetings
15. Arrangements of Dais
16. Complimentary kits VIPs
17. Advertisement in local News paper and Radio Leaflets/Banners

### d) ORGANISING COMMITTEE FOR EXHIBITIONS FOR STATE/ZONAL/NATIONAL LEVEL EXHIBITION:

<table>
<thead>
<tr>
<th>Sr.No</th>
<th>State level</th>
<th>Zonal level &amp; National Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>State Chairman</td>
<td>x Zonal Dy.CEO as Chairman</td>
</tr>
<tr>
<td>2</td>
<td>CEO, KVIB – Member</td>
<td>State Director of the State where the exhibition is to be conducted – member</td>
</tr>
<tr>
<td>3</td>
<td>Khadi and VI Federation – member</td>
<td>Representative of KVI Federation – Member</td>
</tr>
<tr>
<td>4</td>
<td>Representative of good REGP units/REGP Federation – member</td>
<td>CEO of the State Board where exhibition is to be conducted – member</td>
</tr>
<tr>
<td>5</td>
<td>AD State Office is – member Convener</td>
<td>x Zonal member will be as Chairman of the Committee as and when the Commission is formed</td>
</tr>
</tbody>
</table>

State/Divisional Directors of may be invited for at least one of the meetings of the Committee.
Exhibition finance Committee (Applicable for departmental organized exhibition.

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>State Level</th>
<th>Zonal/National Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>State Director – Chairman</td>
<td>Zonal Member/Zonal Dy.C.E.O.- Chairman</td>
</tr>
<tr>
<td>2</td>
<td>FA, KVIB – Member</td>
<td>FA, KVIB, member</td>
</tr>
<tr>
<td>3</td>
<td>KVI/REGP Federation – member</td>
<td>Rep. of Major KVI/REGP Federation – member</td>
</tr>
<tr>
<td>4</td>
<td>Major Khadi and V.I. Institution (A &amp; A +)</td>
<td>State Director – member</td>
</tr>
<tr>
<td>5</td>
<td>AO/Accountant/ SO KVI member convenor</td>
<td>A.O /Accountant, State Office – member/Convenor</td>
</tr>
</tbody>
</table>

(wherever possible the REGP Exhibition may be coincided with marketing Exhibition)

If the exhibition(s) are organized by any other agency namely viz: - Any KVIC aided institution/federation or State KVIB, they should constitute a Finance Committee themselves to deal with financial aspects of such exhibition. The recoupment bill of expenditure (along with forms of accounts) may be sent to the Directorate of REGP within one month after the exhibition is over along with the detailed report on exhibition.

1) **Implementing Agencies:**

1) Field Offices of KVIC
2) State KVI Board
3) KVI Federation/REGP Federation
4) Certified KVI Institution aided by KVIC/KVIB, provided these are in category A+, A or B and are having required infrastructure, manpower and expertise for the role.

3) **Bankers Meeting:**

It was observed during various review meetings conducted under the chairmanship of Commissioner, KVI that involvement of Bankers for expeditious settlement of Margin Money claim as well as sanction of project is very much required. Accordingly, 3 tier Banker’s Meetings are proposed during 2006-07 as detailed below:-

1. State Level
2. Zonal Level
3. National Level (Top Level)
h) Pattern for Bankers Meeting

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Particulars</th>
<th>State Level Rs</th>
<th>Zonal Level Rs</th>
<th>National Level Rs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hiring Hall, Mike, Stationery etc.</td>
<td>10,000/-</td>
<td>25,000/-</td>
<td>1,00,000/-</td>
</tr>
<tr>
<td>2</td>
<td>Contingency/Tea, refreshment etc.</td>
<td>10,000/-</td>
<td>25,000/-</td>
<td>80,000/-</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>20,000/-</td>
<td>50,000/-</td>
<td>1,80,000/-</td>
</tr>
</tbody>
</table>

ii) Participants for State Level Meeting:
1) Regional/Zonal Managers of the Nationalized Banks
2) Branch Managers of the Nodal Branches in the State
3) CEO or his representative of State KVI Board
4) State Director and Divisional Director of the Divisional offices.

iii) Participants for Zonal Level Bankers Meeting:
1. CEO/Commissioner, KVI
2.GM/DGM of major banks
3. SLBC Convenor of the Zone
4. Representative of RBI
5. State directors of concerned zone
6. CEO of the concerned Boards
7. Zonal DY.CEO
8. Dy.CEO(REGP) & Director (REGP)

iv) Participants for National Level Bankers Meeting:
1. Joint Secretary, Ministry of ARI
2. CEO/Commissioner, KVI
3. CMDs/Senior Executives of nationalized Bank
4. Senior Executive of RBI
5. Dy.CEO(REGP)
6. Director(REGP)

v) Objectives for State Level Bankers Meeting:
1. The State Level bankers meeting will be held bi-monthly by the State offices where all the major bankers including SLBC convenors Nodal Branches and controlling officers of the financing banks to review the Bankwise performance of each Bank.
2. The CEO, KVICs and in charge of the Divisional offices will be invited to monitor and review the REGP progress against the quarter-wise target of Margin Money, Projects and employment.
3. To ensure 100% utilization of Margin Money subsidy allotted to various Nodal branches vis-a-vis the bank wise target allotted.

vi) Objectives for Zonal level Bankers Meeting :-

1. To review the performance of REGP of the concerned State of the Zone.
2. To focus an quarterly achievement against the quarterly of the Zone and also to identify the State having the shortfall and work out the remedial majors to complete the back-log and achieve the target.
3. The performance of the various banks in the different states will also be reviewed with respective margin money utilization and sanction of the project of REGP against the said target.

vii) Objectives for National Level Bankers Meeting :-

The main objective of national Level Bankers meeting is to focus on reviewing the progress against the target as well as to examine policy issues relating to REGP, Banks issues for implementation of the scheme by KVI. The meeting will be held once in a year, chaired by Commissioner, KVI

4. PROMOTIONAL ACTIVITIES

The promotional activities includes the following activities to promote the REGP scheme and a budget of Rs.61.00 Lakhs is provided to the field offices during the year 2006-07. The activities includes Posters/Banners, workshop on REGP etc. Under this head the following areas to be covered.

1. Publishing posters on REGP
2. Leaflets & literature on REGP scheme includes RICS in local languages.
4. For all the above activities in each advertisement, KVIC name, REGP scheme and Ministry of ARI be compulsorily printed and while sending reports/photos/clippings of such advertisement bearing KVIC, REGP and in absence of which no further fund will be released.
V. Publicity expenditure on the occasion of VVIP's visits such as Chairman's Visit, minister of ARI visit and State Minister's visit. The budget for the above visits is as under:

1. Chairman's Visit Rs.25,000/-
2. Minister of ARI Visit Rs.50,000/-
3. State Minister's visit Rs.35,000/-
(Minimum participation of 100 REGP entrepreneurs).

EDP TRAINING TO BENEFICIARIES

Each beneficiary financed under REGP – Gramodyog Rozgar Yojana has to undergo three days EDP training at designated training centers after release of first installment of loan by the Bank and before release of second installment.

The budget for conducting EDP training at Departmental Training Centers (MDTCs) and non-departmental training centers (accredited training centers) is as under:

1) MDTCs -m Batch of 40 candidates – Rs.20,000/- per batch
20 Non - MDTCs – do - Rs.35,000/- per batch

(Additional amount for monitoring and strengthening Rs.3,000/- per batch)

Physical verification:

As per recent Office Order N. REGP/M-629/Phy.Ver/2006-07 dated 30th May, 2006, the Physical units will be conducted on random sampling basis. The detailed guidelines of sampling plan is already issued to the field offices of KVIC. The rate for conducting the physical verification of the units will be Rs.100 Verification of the /- per unit. The new guidelines will be effective from 1/6/2006.
6. Monthly reporting:-

State/Divisional Directors should send monthly report about promotional activities like Awareness Camps, Exhibitions etc. carried out under Backward and Forward Linkages to Director (REGP) for the purpose of monitoring. The report should include events undertaken as well as expenditure incurred and related achievements.

CEO/Commissioner

To,

1. All State/Divisional Offices of KVIC
2. The Heads of all State/UT KVI Boards
3. All Dy.CEOs at Central Office.
4. The Dy. CFO (NEZ), KVIC, Guwahati (Assam)
5. All Training Centers of KVIC (RICS)

Copy to :-

1. P.A. to CEO/Commissioner, KVI
2. P.A. to Financial Advisor
3. The Jt. C.F.O.