

31-
Keeping in view the significance of publicity and promotional activities required to be undertaken for PMEGP, sufficient amount will be allocated during each financial year. Up to 25 % of such funds may be earmarked by KVIC for other IAs for release of advertisement/ publicity of the Scheme, in accordance with the guidelines framed by KVIC while ensuring maximum coordination and synergy of efforts with KVIBs, DICs and other IAs.

23. MIS Package, Application Tracking System, E-Portal and other supporting packages

23.1 E-governance is a vital requirement for effective monitoring and reviewing of the scheme. In addition, database of existing REGP beneficiaries as well as PMRY have also to be documented. A separate PMEGP website has been developed by KVIC, including all the relevant linkages with Ministry of MSME, State KVIBs, DICs, other IAs, NIC and Banks, providing all the necessary information.

Based on the information available in the PMEGP website, including

- i Date of application by the beneficiaries
- ii Date of forwarding by the IAs
- iii Sanction of loan applications by the banks
- iv Release of installments of loans from banks to beneficiaries
- v Submission of Margin Money claimed by the banks
- vi Release of Margin Money subsidy by the nodal bank and adjustment of Margin Money after due physical verification, etc.

Necessary provisions shall be further incorporated in the portal to effectively monitor the performance of the scheme and address the shortcomings, if any. These will include, but not limited to -

- i Time taken by IAs in processing and by Banks in sanctioning the application
- ii Timely release of loan installment to the beneficiaries after sanction of loan
- iii Reasons of rejection
- iv Delay in Margin Money subsidy adjustment in the beneficiary account, etc.

Application tracking system has also been introduced by KVIC in coordination with other IAs for PMEGP beneficiaries. In addition, Rural Industrial Consultancy Services' (RICS) software package for project preparation of KVIC will be extended to all training centers in the country for assisting potential beneficiaries to prepare project under PMEGP. A separate provision is available under Backward and Forward Linkages for the purposes for use by KVIC.

31

23.2 KVIC will issue further guidelines in regard to utilization of funds for the purposes outlined in the Backward and Forward Linkages by ensuring proper documentation etc., from KVIBs, DICs and other IAs. Proper account of the expenditure in this regard will be maintained by State/KVIBs/DICs/ other IAs and monitored by KVIC regularly.

24.

24.1 Proposed Estimated Targets under PMEGP

- (i) An outlay of Rs. 13,554.42 Crore has been approved for PMEGP for five Financial Years (2021-22 to 2025-26) to set up about 4 lakh projects with creation of 30 lakh employment @8 persons per unit). In addition, 1,000 Units will be upgraded in each FY.
- (ii) Initially, state offices of KVIC, KVIBs and DIC were implementing the scheme in the ratio of 30:30:40. However, with the advent of PMEGP on-line portal, there is no limit on receiving of applications. Hence, there is no relevance of 30:30:40 ratio. The concept of First In – First Out would be observed in the processing of applications by all the concerned IAs and the ratio of 30:30:40 will be dispensed with.
- (iii) The annual allocation of targets would be issued State-wise to the IAs by the KVIC HQ. The target communicated to KVIC and IAs are indicative and the IAs and Banks can achieve over and above the allocated target.

24.2 Criteria for distribution of targets under PMEGP

The following are the broad suggested criteria for distribution of state-wise targets

- (i) Extent of backwardness of State;
- (ii) Extent of unemployment;
- (iii) Extent of fulfillment of previous years targets
- (iv) Population of State/Union Territory; and
- (v) Availability of traditional skills and raw material.
- (vi) Special focus shall be given to aspirational districts identified by NITI Aayog

24.3 KVIC will assign targets to State KVIC Directorates/ KVIBs, DICs and other IAs. Target at district levels will be decided by State Level Bankers Coordination Committee. SLBCC will ensure that targets are evenly distributed within each district. The State-wise targets in respect of KVIC/KVIBs/DICs/ other IAs will be made available by KVIC to SLBCC where overall allocation of district-wise targets will be decided. Any modification

33-
of the targets for which KVIC is directly responsible will be permitted only with the concurrence of the Ministry.

For assigning the indicative targets of subsidy and other parameters (number of units, employment opportunities, etc.) to KVIC Directorates/KVIBs/DICs/Other IAs, KVIC will adopt the criteria of rural population of the State, backwardness of the State (based on Aspirational Districts identified by NITI Aayog), urban unemployment level and past performance under PMEGP Scheme for deciding the targets.

25. Rehabilitation of Sick Units

Sick units under PMEGP for their rehabilitation will be linked with RBI's guidelines for rehabilitation of sick small scale industrial units issued to all Scheduled Commercial Banks from time to time.

26. Registration

(a) **Registration** with the KVIC/KVIBs/State DICs under the scheme is voluntary. However, all the PMEGP units should be encouraged to register under Udyam Portal and MSME data Bank. No registration fee will be charged from the beneficiaries and the funds available under Backward and Forward Linkage will be utilized to meet expenses on documentation cost, etc.

Beneficiary will submit quarterly report about production, sales, employment, wages paid etc. to the State/Regional Director of the KVIC/KVIB/State DIC, and other IAs and KVIC will in turn analyze and submit a consolidated report to the Ministry of MSME, every six months.

(b) **Geo-tagging of units:** All the micro enterprises already setup and to be set up under PMEGP will be Geo-tagged, which will facilitate maintaining contact with the units.

27. Role of Private Sector (Scheduled, Commercial / Co-operative) Banks in the implementation of PMEGP

PMEGP will also be implemented through the Private Sector Scheduled Commercial Banks/Co-operative Banks regulated by RBI, after verification of intending Banks' last 3 years' balance sheet and ascertaining quantum of lending portfolio by the KVIC who will map all these Banks on PMEGP Portal. Margin Money (subsidy) portion will be paid on actual reimbursement basis to the Banks by KVIC.

28. Monitoring and evaluation of PMEGP

28.1 Role of Ministry of MSME

Ministry of MSME will be the controlling and monitoring agency for implementation of the scheme. It will allocate target, sanction and release required funds to KVIC.

34

Quarterly review meeting will be held in the Ministry on the performance of PMEGP CEO-KVIC, Principal Secretaries / Commissioners (Industries) responsible for implementation of the scheme in States through DICs, Representatives of State KVIBs and Senior officials of Banks will attend the meeting.

28.2 Role of KVIC

- (i) KVIC will be the single Nodal Agency of the scheme at the National level. CEO-KVIC will review the performance with State KVIBs, DICs and other IAs and Banks every month and submit a monthly performance report to the Ministry. The report will include the component wise details of beneficiaries indicating the amount of the Margin Money (subsidy) allotted, employment generated, and the projects set up. KVIC will ensure that the Margin Money (subsidy) is utilized as per the subcomponent plans approved for SC, ST, Women, etc. The targets and achievement will also be monitored at the Zonal, State and District levels by the Deputy CEOs, Directors of KVIC and the Commissioner /Secretary of Industries (DIC), of the States concerned. The existing REGP units will continue to be monitored by the KVIC as hitherto fore, and separate monthly report submitted directly to Ministry of MSME.
- (ii) **Coir Board** through its field offices will monitor the coir units setup under PMEGP. Board will regularly review the performance of such units and sent a monthly report to the KVIC.

28.3 Role of State Governments / Union Territories

The Scheme will be reviewed half yearly by Chief Secretary of the State, Representatives of KVIC, Ministry of MSME, State Director (KVIC), CEO-KVIB, Secretary / Commissioner (Industries) of the State, Senior Officials of the Banks and officials concerned from other IAs will attend the meeting. State Governments (Commissioners / Secretaries (Industries)) will forward their monthly reports to KVIC, specifying the component wise details of beneficiaries indicating the amount of the Margin Money (subsidy) allotted, employment generated, and the projects set up, which will be analyzed, compiled and consolidated by KVIC and a comprehensive report forwarded to Ministry every month. The existing PMRY units will continue to be monitored by the State DICs, as hitherto fore, and report submitted directly to Ministry of MSME.

29. Evaluation of the Scheme

- (i) A comprehensive, independent and rigorous evaluation of the scheme will be undertaken after three years of its implementation in the present Finance Commission cycle. Based on the findings of the evaluation study the scheme would be reviewed for further continuation.

- 35-
- (ii) **Concurrent monitoring and evaluation:** To further strengthen the system, a system of concurrent monitoring and evaluation (CME) of the PMEGP would be put in place to get simultaneous feedback and to enable corrective action. It would be a two-way process, the nodal officers from the IAs viz. KVIC, KVIB, DIC and other IAs would visit the units every three months and provide necessary handholding and get feedbacks, secondly a third-party agency would constantly evaluate the units through electronic means and provide necessary feedbacks to enable taking corrective actions from time to time.
 - (iii) PMU may be setup at Ministry and KVIC HQ to monitor and improve the implementation of PMEGP as per prevailing instructions.

30. Negative List of Activities

The following list of activities will not be permitted under PMEGP for setting up of micro enterprises/ projects/ units

- (i) Any Industry/ Business connected with Meat(slaughtered), i.e., processing, canning and/or serving items made of it as food, production/Manufacturing or sale of intoxicant items like Beedi/Pan/ Cigar/Cigarette etc., any Hotel or Dhaba or sales outlet serving liquor, preparation/producing tobacco as raw materials, tapping of toddy for sale will not be allowed.
 - a) However, serving/selling non-vegetarian food at Hotels/Dhabas will be allowed.
- (ii) Activities prohibited by Local Government/Authorities keeping in view environment or socio-economic factors will not be allowed.
- (iii) Manufacturing of polythene carry bags of less than 75 microns thickness and manufacture of carry bags or containers made of recycled plastic for storing, carrying, dispensing or packaging of food stuff and any other item which causes environmental problems. Thickness of polythene carry bags shall be governed by the Ministry of Environment, Forest and Climate Change notification for plastic waste management rules and amendments from time to time.
- (iv) Any Industry/Business connected with cultivation of crops/plantation like Tea, Coffee, Rubber etc. sericulture (Cocoon rearing), Horticulture, Floriculture, Animal Husbandry will not be allowed.
 - a) However, value addition under these will be allowed under PMEGP. Off Farm/Farm Linked activities in connection with sericulture, horticulture, floriculture etc. will also be allowed.

Following industries /Business connected with Animal Husbandry will also be allowed:

- a) Dairy – Milk and other dairy products through primarily Cows but also sheep, goats, camels, buffaloes, horses, and donkeys.

- b) Poultry - Poultry, kept for their eggs and for their meat, include chickens, turkeys, geese and ducks.
- c) Aquaculture – It is the farming of aquatic organisms including fish, molluscs, crustaceans and aquatic plants
- d) Insects - including Bees, Sericulture, etc.

(As a special case piggery, which is a major source of livelihood in NER may also be allowed in NER states only)

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-37-

Continuation of Prime Ministers Employment Generation Programme (PMEGP) over the 15th Finance Commission Cycle for 5 Years from FY 2021-22 to FY 2025-26

Operational guidelines for implementation of modified PMEGP Scheme

1. The Scheme

1.1. For setting up of new micro enterprises (Units):

The Ministry of Micro, Small and Medium Enterprises (MoMSME) vide office memorandum bearing no. PMEGP/Policy/09/2021 dated 13th May 2022 has conveyed the approval for continuation of PMEGP Scheme for 5 years from FY 2021-22 to FY 2025-26 with some modifications in the existing scheme. The copy of modified scheme guidelines containing the quantum of assistance, subsidy pattern, eligibility criteria, negative list of activities etc. in detail is enclosed herewith. KVIC shall act as Nodal agency at State level. The State director of the concerned state is authorized to monitor and implement the scheme and activities under BFL besides attending various meetings and workshops.

1.2. For upgradation of existing PMEGP / REGP / MUDRA Units (2nd Loan)

- i. An additional component namely Expanding/Upgrading the existing unit set up under PMEGP/REGP/MUDRA has been added, wherein the units already setup under PMEGP/REGP/MUDRA and performing very well in terms of turnover, profit making and loan repayment will be eligible for availing further financial assistance of up to Rs.1.00 crore for Manufacturing units, through Banks with uniform subsidy of 15-20% by the Government for all specified categories in clause 3.2 (ii). For Service/Trading units the financial assistance would be up to Rs.25 lakhs only
- ii. Units would be selected uniformly from all over the country, about 10 from each district based on the population density, industrial development, availability of traditional skill/raw material etc.
- iii. The PMEGP online portal has the simplified application form for submitting application online for existing units for upgradation.
- iv. The District level Agencies (KVIC/KVIB/DIC/other IAs) after the preliminary scrutiny will forward the applications to Financing Banks, which will appraise the project both economically and technically and take the credit decision. The Financing Banks will claim the Margin Money(subsidy) as per the procedure prevalent for PMEGP units. The Margin Money(subsidy) will be kept as TDR/SRF for three years. No interest will be paid on the TDR/SRF and no interest will be charged on loan disbursed to the corresponding amount of TDR/SRF.
- v. TDR/SRFs will be adjusted in the loan account of the beneficiary after completion of 3 years lock in period on the basis of positive report of the physical verification by the third-party Agencies. In case of any dispute, joint verification can be done by the concerned IA with the Financing Bank and third- party Agencies. Margin Money shall be adjusted by the Financing Bank only on the receipt of Margin Money (subsidy) adjustment letter from the concerned IA.

Eligibility criteria

- i. All the existing units assisted under PMEGP scheme by availing 1st loan are eligible for applying for 2nd loan to upgrade their units.

- 38
- ii. All the existing units assisted under REGP, and MUDRA Scheme are also eligible for availing the 2nd loan under PMEGP to upgrade their units. All such units are required to submit / upload the Sanction / Margin Money adjustment letter from the concerned financing bank.
 - iii. In absence of Sanction / Margin Money adjustment letter, a certificate from financing bank stating that the unit is assisted under REGP / MUDRA scheme.
 - iv. The margin money (subsidy) availed under PMEGP / REGP / MUDRA units has to be successfully adjusted on the completion of lock-in period as applicable.
 - v. First loan under PMEGP / REGP / MUDRA has to be successfully repaid in stipulated time. Clearance certificate from bank in respect of 1st loan is necessary. Working Capital (WC) is a revolving capital in the form of CC limit, and it is in continuous operation to run the activities, the repayment of WC component may be exempted for obtaining the loan clearance certificate.
 - vi. The unit is profit making with good turnover and having potential for further growth in terms of turnover and profit.

2. Backward & Forward Linkages

For effective implementation of the scheme and based on the approved modifications in the existing scheme guidelines, operational guidelines for various activities listed under the Backward & Forward Linkages (BFL) have been prepared for implementation of the scheme by the Implementing Agencies (IAs) at field level.

2.1. Identification of Beneficiaries

Identification of beneficiaries shall be done at the district level by the Implementing Agencies (IAs) and Banks through various media to get the benefit of PMEGP Scheme by potential entrepreneurs at periodical intervals depending on the target allotted to the particular district. It will be done through Print, Electronic, outdoor, social media, Awareness Camps etc.

Awareness Camps

Undertaking awareness Campaigns for sensitization and spreading awareness about the PMEGP scheme to educate potential beneficiaries in rural and urban areas to mobilise the candidates who are unemployed with special focus on Special / Social category in coordination with concerned State / Central level organizations. The awareness camps shall be organized in close coordination with the Implementing Agencies (IAs) and Banks. The potential beneficiaries identified during the Awareness Camps shall be provided handholding support in identification of activities, Formulation of DPR, Documentation, Online application, Co-ordination with the financing banks etc. by the IAs through expert resources / agencies.

Protocols for conducting Awareness Camps under PMEGP

- i. The awareness camps shall be organized at District / Taluka / Block level besides Universities and Educational Institutions and any other establishment having potential prospective beneficiaries in close coordination with the IAs such as KVIC, KVIB, DIC and COIR Board and Banks
- ii. The IAs shall conduct such Awareness Camps at District level as per the budgetary provisions provided to the respective state offices of KVIC.

- 39-
- iii. KVIC at the state level shall act as a Nodal agency in the state and shall assign the awareness Camps to other IAs who are willing to conduct such Awareness Camps and provide the funds to them.
 - iv. The expenditure incurred towards such camps organized by other IAs of DIC, KVIB and COIR Board shall be settled within 30 days with the respective State/Divisional Office of KVIC

Target Group

The participants are mainly the Unemployed youths, Students of universities, educational institutions, technical institutions, Skilled and Unskilled artisans comprising of all categories of the Society. Special focus should be explored for the target group such as SC/ST, OBC, Transgender, Women, Ex-Servicemen etc. during the awareness camps

Invitees for the Awareness Camps

- i. All Implementing Agencies
- ii. Local Bank Officials
- iii. Local NGOs
- iv. Representative of Panchayats
- v. Successful Entrepreneurs
- vi. Representative from NSTFDC, NSCFDC, NBCFDC, Women Organizations, Ex-Servicemen Organizations etc.

Duration of Camps

4 to 6 hours

List of mandatory activities to be undertaken in the awareness camps

- i. Publicity through pamphlets, banners, posters, hoardings, and press advertisements in local newspapers or registration through the dedicated mobile application
- ii. Presentation on the PMEGP scheme by State / Agencies (**Standard presentation pattern to be followed shared by Directorate of PMEGP, KVIC, Mumbai**). The IAs must explain about PMEGP scheme, its aims and objectives, contribution of the scheme in terms of Disbursement of MM, Mobilization of Bank Credit pertaining to district. IAs shall present the role of IAs, and their contribution in rural industrialization in the detail, the significant achievement of the Scheme during the presentation, preferably through power point about the details of the Scheme and its operation procedure including process of submission of Online applications and the required documents. IAs shall present the scheme in a Local language and also play the Success stories of the successful entrepreneurs of the concerned district.
- iii. Showcasing success stories of actual PMEGP beneficiaries (**Videos will be shared by Central Office with all the States / Agencies**)
- iv. Guidance for availing loan from banks by the Bank Officials of Lead Bank / Local Financing Bank of the area
- v. Press Conference
- vi. The KVIC/KVIB/DICs officials must introduce a successful entrepreneur in the camp to share his experience with others

- 6
- vii. They should open a discussion on locally available raw material-based Industries and on other potential industries in the area
 - viii. The officials organizing the awareness camp has to maintain an attendance register and separate register for recording problems raised in the camp and clarification provided by them. These records should be maintained at respective IAs level. On completion of the Awareness Camps details of the Camp should be uploaded on the BFL portal by the respective State / Divisional offices of KVIC.
 - ix. Distribution of sanction letters to PMEGP entrepreneurs who have been sanctioned the project by Bank
 - x. Collection of data from potential beneficiaries such as profile, skills, background, qualification / experience etc.
 - xi. Handholding for submission of online application and uploading documents for prospective beneficiaries

No of Awareness Camps to be conducted by Districts

Activity	Target
Non-Aspirational District	As per the budget allocation issued to State / Divisional offices of KVIC
Aspirational / Low Performance District	

Financial Pattern (Awareness Camps)

Sr. No	Particulars	Amount (In Rupees)
1	Printing of publicity materials on PMEGP	7500.00
2	Local Advertisement	7500.00
3	Conveyance	1500.00
4	Tea/Snacks	4500.00
5	Contingency/Stationery	1500.00
6	Hiring hall/ Sound System	6750.00
7	Hiring of Laptop and Projector for Presentation	750.00
	TOTAL (Inclusive of taxes)	30,000.00
(Note: - Interchanges of Expenditure from one head to another is permitted within overall allocation)		

2.2. Entrepreneurship Development Programme (EDP) Training

The applicants who have already undergone training of at least 10 days (for offline mode) / 60 Hours (for online mode) under EDP / Skill Development Programme (SDP) / Entrepreneurship cum Skill Development Programme (ESDP) or Vocational Training (VT) need not undergo EDP training again.

EDP training is a mandatory training to be undergone by beneficiary to be eligible for sanction and release of loan to the beneficiary. The objective of EDP is to sensitize the beneficiaries regarding various managerial and operational functions such as finance, production, marketing, enterprise management, banking functions, book-keeping, taxation, insurance etc. However, EDP training is optional for project cost up to Rs. 2 Lakhs.

The beneficiaries have an option to select the mode of training i.e., Online and Offline as follows,

41-

Offline EDP: The offline EDP training is conducted through training centres of KVIC, KVIB, DIC, MSMEDI, NSIC, Tool rooms of MSME, IDEMI, RSETI/RUDSETI and other training centres of Central / State Government. All such training centres recognized at State / District level are mapped on the PMEGP Online portal to facilitate the beneficiaries to select the training centres at their convenience. In case, any training centre intended to be mapped additionally on the online portal, the implementing agencies should submit their recommendations through the respective State Offices of KVIC to Central Office, KVIC Mumbai to be included on the portal.

Online EDP: The online EDP module registration can be done by beneficiaries by visiting www.udyami.org.in. The registration can be done by using the mobile number registered in PMEGP e-portal. Upon completion of the training a certificate and letter of appreciation will be generated on the portal. Besides, online EDP, the beneficiary can download the project reports, Industrial documentaries, Expert episodes, Guidance for statutory registration and various grants, Incentives, Etc.

Procedure for opting the Offline / Online training

- i. At the time of submission of application on PMEGP portal, the applicant will select the mode of EDP training
- ii. Post selecting the mode of training, the applicant can opt for either pre-sanction EDP or post-sanction EDP and subsequently select the nearby training centre of his / her choice
- iii. The prospective beneficiaries whose loan is yet to be sanctioned by the bank can undergo EDP training on their own cost and need not undergo the training again after the sanction of loan by the bank.
- iv. The beneficiaries who have already registered and those undergoing EDP cannot change the mode of training
- v. The applicant details who opted for pre & post sanction EDP will be available under log-in of training centres, state offices, banks, and central office
- vi. The Nodal Officer, PMEGP is responsible for monitoring the EDP training programme conducted through Offline and Online through MIS available on their login to minimize the pending EDP training
- vii. The Payment to the training centres / Agency towards Offline / online mode of training should be made only after uploading the training certificate and due validation on the PMEGP portal
- viii. For Online EDP training, the agency shall upload the invoice along with list of beneficiaries who have completed the training and generated the certificate online, the State / Divisional offices shall release the payment under their jurisdiction in respect of all the beneficiaries sponsored by all IAs.

EDP Training Duration

- i. **Offline** - EDP training duration should be at least 5 days for projects with project cost up to Rs. 5 Lakhs and 10 days EDP training for project cost above 5 Lakhs.
- ii. **Online** - EDP training duration should be at least 30 Hours for projects with project cost up to Rs. 5 Lakhs and 60 Hours EDP training for project cost above 5 Lakhs.
- iii. EDP training is optional for project cost up to Rs. 2 Lakhs.

Batch Size

- The batch size for offline / virtual training should be at least 10 beneficiaries and maximum up to 50 beneficiaries.
- There is no batch size for online training.

Financial Pattern (Offline EDP)

To simplify the EDP process, an average cost is taken which works to be Rs. 550/- per candidate per day as shown below. KVIC shall pay an amount of Rs.550/- (Rupees Five Hundred and Fifty Only) per candidate per day for 10 days training programme. The amount to be claimed by the training centres will be arrived at based on the number of training days and actual number of candidates trained. The details of permitted total expenditure per candidate for 5 days / 10 days training is as shown below.

Sr. No.	Head of Expenditure	(Amt in Rupees)	
		Amount for 5 days / Candidate	Amount for 10 days / Candidate
1	Lodging of participants	800	1600
2	Boarding	1150	2300
3	Guest Facility	650	1300
4	Study Material	250	500
5	Stationary / Printing etc.	150	300
6	Misc. Expenditure	100	200
7	Incentive to Institute	150	300
Total (inclusive of taxes)		3250	6500
(Note: - Interchanges of Expenditure from one head to another is permitted within overall allocation)			

Financial Pattern (Online EDP)

The fees for Online EDP will be as follows as per the agreement between KVIC, Central Office and the training agency.

Sr. No.	Particulars	Basic Rate	Tax	Total Rate (In Rupees)
1	30 Hours Training Duration for Project Cost upto Rs. 5 Lakhs	1500	270	1770
2	60 Hours Training Duration for Project Cost more than Rs. 5 Lakhs	3000	540	3540

Note: The above rates are as per the agreement executed between KVIC and the agency which may be revised from time to time based on the contract terms.

-43-

Virtual Classroom

EDP Certificate

The certificate for the online training programme shall be generated online and integrated with the PMEGP online portal.

 Add your LOGO	 GOVERNMENT OF INDIA Ministry of Skill Development & Entrepreneurship Government of India	 KVIC KIRAN AND YASHA ENTREPRENEUR COMMISSION
(Candidate's Photo)	प्रशिक्षण संस्थान का नाम NAME OF TRAINING INSTITUTE (Address of Institute)	
प्रशिक्षणार्थी का विवरण - Particulars of the candidate 1. प्रशिक्षण ID - Registration No. 2. प्रशिक्षण ID - PRIEST Application ID No. 3. प्रशिक्षण ID - ADDRESS No.		
प्रमाणपत्र CERTIFICATE		
We hereby certify that Mr./Mrs./Ms./Miss Trainee is/has been trained at this Institute from To at the end of which he/she has been awarded a certificate of completion of training.		
Date: _____ District: _____ State: _____ has been completed training on "Entrepreneurship Development" Programme EDDP under PRIDE of India to _____ by 10 Days at this Institute in Batch No. _____		
We wish you good luck for your future endeavours.		
Head of Training Institute Date: _____	State Director or representative of KVIC _____ Date: _____	

The format of the certificate can also be downloaded by the respective training centres under their login on the PMEGP portal.

2.3. State Level Workshop

The state level workshop shall be organized by the State Directors of KVIC. During the workshop, all stakeholders implementing the PMEGP Scheme in the State and other functionaries like Secretary (Industries), CEO State KVIB, SLBC Convener, representative of RBI, Major Banks, GMs of DICs, All Nodal Officers / District Coordinators of IAs and Successful entrepreneurs shall be invited to attend the workshop. The workshop shall primarily focus on the following line of agenda,

- i. To sensitize on the changes, updations amended in the scheme from time to time
- ii. To review and discuss the performance of the scheme in the state
- iii. To analyse the district level performance and suggest the corrective actions for improving the performance in low performing districts
- iv. To analyse the rejections of applications by the banks and suggest the line of action for improvement with case studies
- v. Issues and challenges in implementation of the scheme and activities listed under BFL and suggest the remedial measures
- vi. Possibility of extending supports in terms of marketing, packaging, technology upgradation and capacity building will be discussed and recommended
- vii. Experience sharing sessions of successful entrepreneurs
- viii. The issues faced by struggling units / entrepreneurs will be heard and suggestions
- ix. Possible convergence support from the State Government
- x. Any other issues prevailing in the state related to the scheme

Duration of the Workshop

4 to 6 hours.

Financial Pattern (State Level Workshops)

Sr. No	Particulars	Amount (In Rupees)
1	Hiring Hall, Chairs etc.	75000.00
2	Hiring of Sound System	12500.00
3	Printing and Stationery	62500.00
4	Tea/Snacks	12500.00
5	Banners/Displays	12500.00
6	Misc. Expenditure	2500.00
7	Conveyance	10000.00
8	Local Advertisement	62500.00
	TOTAL (inclusive of taxes)	2,50,000.00
(Note: - Interchanges of Expenditure from one head to another is permitted within overall allocation)		

2.4. Review Meetings

PMEGP scheme is a bank driven scheme, and the final sanction of the project and release of the loan is done at the level of the concerned bank. Considering this it is imperative that the Implementing Agencies (IAs) regularly interact with higher officials of Banks at District / State / National level to address the bottlenecks hindering the implementation of the scheme. Therefore, bankers review meeting at following levels shall be organized as below.

- 45-
- State Level Bankers Meeting (SLBM) / Quarterly Bankers Review Meeting (QBRM)
 - Zonal Review Meeting (ZRM)
 - State Level Monitoring Committee (SLMC)

List of mandatory activities to be undertaken during Bankers Meetings

a. State Level Bankers Meeting (SLBM) / Quarterly Bankers Review Meeting (QBRM)

- The SLBM will be organized by State Office and Divisional Office of KVIC jointly with involvement of IAs
- The main objective of the meeting will be to inform and educate the bank officials at LDM level about PMEGP scheme
- Regularly monitor and review the implementation of the scheme

Financial Pattern - State Level Bankers Meeting (SLBM) / Quarterly Bank Review Meeting (QBRM)

Sr. No	Particulars	Amount (In Rupees)
1	Hiring Hall	15000.00
2	Hiring of Sound System	2500.00
3	Hiring of Laptop and Projector for Presentation	1500.00
4	Tea/Snacks/lunch	20000.00
5	Contingency/Stationery	2000.00
6	Conveyance	2000.00
7	Banners/Displays	7000.00
	TOTAL (Inclusive of taxes)	50,000.00
(Note: - Interchanges of Expenditure from one head to another is permitted within overall allocation)		

b. Zonal Review Meeting (ZRM)

- The ZRM will be conducted to review and monitor the PMEGP scheme performance of all the 6 zones
- All the Implementing Agencies (IAs) will participate in the review meeting
- Concerned bank officials from respective zones will also be invited for the meeting

Financial Pattern – Zonal Review Meeting (ZRM)

Sr. No	Particulars	Amount (In Rupees)
1	Hiring Hall, Chairs etc.	65000.00
2	Hiring of Sound System	15000.00
3	Hiring of Laptop and Projector for Presentation	5000.00
4	Tea/Snacks/lunch	50000.00
5	Contingency/Stationery	30000.00
6	Conveyance	25000.00
7	Banners/Displays	10000.00
	TOTAL (Inclusive of taxes)	2,00,000.00
(Note: - Interchanges of Expenditure from one head to another is permitted within overall allocation)		

46

c. State Level Monitoring Committee (SLMC)

- To review the performance/ achievement made in implementation of PMEGP by KVIC/ KVIB/ DIC separately in the quarter. The review should focus on total achievement in relation to target, imbalance, if any in social category wise, industry wise and Area wise and action taken from wider publicity of the scheme
- Suggest ways for improving performance and to correct the imbalance if any
- The committee should ensure that the performance of PMEGP is regularly reviewed in the district Consultative Committee (DCC)/ District Level Review Committee (DLRC) headed by District Collector/ District Magistrates by including it as permanent agenda point
- Reviewed the reporting system made by KVIC, KVIB, and DICs
- To review the sanction made by the bank in relation to the recommendation made by District Task Forces
- Imparting of EDP training to selected beneficiaries

Functions and Members (SLMC)

Department	Designation
Principal Secretary/IDC, Dept. of Industries	Chairman
Director of Industries	Member
CEO, KVIB	Member
Rep. of major public sector Banks in the State	5 Member
Rep. of SC/ST Corporation	Member
Rep. of Dept. Panchayat Raj	Member
Rep. of State Women Dev. Corp.	Member
Divisional Directors of KVIC in State	Member
Rep. of SIDBI	Special Invitee
Rep. of NABARD	Special Invitee
State Director, KVIC	Member Convener

Financial Pattern - State Level Monitoring Committee (SLMC)

Sr. No	Particulars	Amount (In Rupees)
1	Hiring Hall	15000.00
2	Hiring of Sound System	2500.00
3	Hiring of Laptop and Projector for Presentation	1500.00
4	Tea/Snacks/lunch	20000.00
5	Contingency/Stationery	2000.00
6	Conveyance	2000.00
7	Banners/Displays	7000.00
	TOTAL (Inclusive of taxes)	50,000.00
(Note: - Interchanges of Expenditure from one head to another is permitted within overall allocation)		

2.5. Exhibitions

PMEGP exhibitions will be organized by KVIC at Zonal & State levels and special exhibitions for North-eastern Zone in coordination with other IAs to promote products produced by PMEGP units. Wide publicity shall be made well in advance before the exhibition schedule. Separate pavilions will be provided for display of products produced by units set up through KVIBs / DICs.

During the exhibition Buyer Seller meet should also be organized within the overall budget.

Financial Pattern (Exhibitions)

A) State Level Exhibition: (Minimum 07 days and 40 units / beneficiaries)

Sr. No	Head of Expenditure	Amount (In Rupees)
1	Hiring of Halls including Stalls (including Chairs Tables & Display Arrangement etc.)	12,00,000
2	Advertisement in local Media, Newspaper at the at the time of Exhibition	3,00,000
3	Misc. Expenditure	2,00,000
4	Logistics & Accommodation of Participants	3,00,000
	TOTAL (inclusive of taxes)	20,00,000
(Note: - Interchanges of Expenditure from one head to another is permitted within overall allocation)		

B) Zonal Level Exhibition (10 days and 75 units / beneficiaries)

Sr. No.	Head of Expenditure	Amount (In Rupees)
1	Hiring of Halls including Stalls (including Chairs Tables & Display Arrangement etc.)	24,00,000
2	Advertisement in local Media, Newspaper at the at the time of Exhibition	6,00,000
3	Misc. Expenditure	4,00,000
4	Logistics & Accommodation of Participants	6,00,000
	TOTAL (inclusive of taxes)	40,00,000
(Note: - Interchanges of Expenditure from one head to another is permitted within overall allocation)		

C) National Level / Special Exhibitions

National level and special exhibitions shall be organized as per the existing financial patterns of Directorate of Marketing based on the demand from field offices. Participation of IITF shall also be considered as a part of National / Special exhibitions.

2.6. Physical Verification

As per the scheme guidelines, 100% physical verification is mandatory for all the unit's setup under PMEGP. The PV process facilitates in adjustment of MM subsidy extended to PMEGP units within the prescribed lock in period as per the existing scheme guidelines.

The state directors of KVIC are responsible for conducting and completing the PV process in respect of the units assisted under PMEGP scheme till 30th June 2016. Most of the State directors have already conducted and completed the PV Process and submitted the report to the KVIC Mumbai. However, there is some backlog to the extent of about 30,000 – 40,000 units which are to be verified to complete the pending PV of the units assisted till 30th June 2016. The state directors are also responsible to evaluate the PV report and action for calling back the Margin money from respective financing banks based on the findings of the PV report engaged by the respective state directors for this purpose.

KVIC, Mumbai has engaged a third-party agency to carry out the PV process with geo-tagging of PMEGP units through exclusive mobile application for the units assisted from 1st July 2016. The details of PV process by geo-tagging through mobile application is as under,

****This PV process is applicable for 1st loan as well as 2nd loan***

- The data available on PMEGP portal is integrated with the exclusive mobile application to carry out the PV of the units by the third-party agency
- The agency selected for the purpose shall assign the units for PV to the enumerators. The list of those enumerators with their details including their identity shall be made available under the respective logins of IAs and Banks.
- The State Directors of KVIC shall convene a meeting with the third-party agency with their team of enumerators to discuss the Action Plan to execute the verification process.
- The enumerators of the agency shall visit the respective financing banks to collect the information in prescribed format before they proceed to the PMEGP units for verification. Directorate of PMEGP, KVIC is also in the process of collecting information from the financing banks by developing a suitable module through online format shortly.
- The enumerators engaged by the agency shall pre-schedule their visits to the respective units based on the action plan finalized by the respective state director of KVIC in consultation with the agency.
- The enumerators shall visit the units and capture all requisite information as per the electronic format available on the mobile application and upload the complete information on the geo-portal. The photos of the unit, product, production process, signboard with the beneficiary and a short video will also be geo-tagged by the enumerator.
- The beneficiary shall receive an OTP on the registered mobile number which has to be shared with the enumerator to validate the verification.
- The PV report shall be available under the DCO login for further validation and approval process by the respective implementing agencies.
- The DCO shall validate individual PV reports of the units and give his recommendation to the approving authority on any one of the following options available based on his findings.
 - Recommend for full MM Adjustment.

- 49-
- Recommend for full MM Call-back / Refund.
 - Recommend for partial MM Adjustment and refund the balance amount.
 - Recommend for re-verification of unit.

The DCO can also carryout minor corrections if any without referring to the agency.

- The approver at second level either can approve or return back to the DCO with his remarks for appropriate action.
- On approving the PV report, the adjustment letter of MM Subsidy can be generated and downloaded. The downloaded adjustment letter should be uploaded on the portal duly signed with office seal of authorized officer of respective IA.
- The uploaded adjustment letter shall be available under the respective user credentials of financing bank and the beneficiary for their reference and record.
- The financing bank shall take appropriate action based on the adjustment letter as per the following.
 - Adjust full Margin Money in the loan account of the beneficiary
 - Adjust partial Margin Money and refund the unadjusted amount to KVIC account through e-challan system
 - Refund entire Margin Money amount to KVIC through e-challan system.

The financing bank will only adjust the MM subsidy on receipt of the adjustment letter from the concerned IA. The financing bank is not authorized to adjust the MM before the mandatory lock-in of 3 years as well as without adjustment letter from the concerned IA

The lock-in period of 3 years shall be considered from the date of release of 1st instalment by the financing banks.

- The approving authority can also return the PV report to the agency for re-verification recording proper reason / justification in the remark's column. However, for the purpose of re-verification, the concerned DCO of the respective IA shall accompany with the enumerator of the agency by scheduling the visit in advance for smooth re-verification and to avoid conflict of opinion.
- The re-verification process can only be conducted in Offline mode as the unit is already geo-tagged. The DCO can edit the data under their login based on re-verification report. The re-verification report countersigned by enumerator and beneficiary can be uploaded by the DCO under their login for proof.

2.7. ORIENTATION TRAINING WORKSHOP FOR STAFF OF KVIC/KVIB/DIC/COIR BOARD/BANKS ON ONLINE PMEGP/KVIC SYSTEM

The scheme guidelines provide the facility to conduct Orientation Training Programme for the officials of IAs and Banks to sensitize and create capability among them in implementation of scheme in the field as well as to address the operational issues and challenges of the online portal and other digital processes involved in the scheme. The State Directors of KVIC shall identify the training requirements in their state and send the demand for organizing such training to Directorate of PMEGP, KVIC Mumbai for approval and extend necessary budgetary support. To conduct such orientation programme the following budget provision is made available under the scheme. The programme should be conducted at least for a period of 4 hours with the total budgetary provision of Rs. 1 Lakh. The State director shall submit the head-wise proposal for approval and sanction.

2.8. Sign Board of the Unit

As per the scheme guidelines, clause 11.26, Display of Sign Board of the unit has been made mandatory. The IAs and Banks must ensure the display of sign board at the main entrance of the unit. The sign board to be installed by the units must be in bilingual language.

For the display board the following standard format should be adopted.


P.MEGP

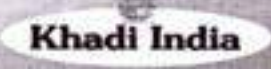
Unit/ Beneficiary Name: _____

Financed By : _____ (Bank) District: _____

Assisted under

Prime Minister's Employment Generation Program (PMEGP)
Ministry of Micro Small and Medium Enterprises


Insert Bank Logo



The minimum size for the sign board should be 4 feet * 2.5 feet with the background colour of the board should be light blue. The creative design of the signboard is made available on PMEGP online portal which can be downloaded for making the sign board.

Photograph of the sign board is to be mandatorily uploaded while claiming the Margin Money.
