

Regp-8/My doc/B&F circular 14-2-07

KHADI AND VILLAGE INDUSTRIES COMMISSION  
IRLA ROAD, VILE PARLE (WEST), MUMBAI-56.

No. REGP/BGT/B&F Link/M-676/2008-09

Dt. 22-05-08

C I R C U L A R

Sub:- Bringing out Product Directory and formation of State Level Federations.

Ref:- Circular No.REGP/BGT/B&F Link/M-676/2006-2007 dt. 26-02-2007.

The Khadi & Village Industries Sector has grown tremendously over the last one decade especially in the area of Village Industries through REGP. Up to January, 2008, 2.76 lakhs rural entrepreneurs have set up projects under REGP, producing V.I. products to the tune of Rs. 6473.00 crores. There is a need to build up a data base of the units relating to details of the products produced along with their supply capacity which will be useful for domestic as well as export marketing. Instructions have already been issued on the subject for bringing out Product Directory by all the State/Divisional Directors of KVIC and funds have already been allocated during 2006-07 and 2007-08 under Backward & Forward Linkage Fund of REGP. However, except a few offices, the response has not been encouraging.

2. It is, therefore, brought to the notice of all State/Divisional Directors to ensure that the Product Directory is to be brought out this year at any cost in respect of REGP units and Khadi Institutions separately. The Product Directory should contain name, address, phone number, E-mail, fax & website of the Institution/Units, product manufactured along with supply capacity and also the name of the Secretary/Entrepreneur. The Product Directory should be brought out in hard copy as well as soft copy (CD), the same should be sent to Director (I.T.) to prepare data base and the Product Directory in hard copy should be sent to Director (REGP). The cost of bringing out Product Directory may be met out of promotional publicity funds allocated to field offices by Directorate of Publicity for 2008-09.

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3. Further, instructions have also been issued for formation of State Level Federations of REGP to State/Divisional Directors and action has to be initiated on this subject also. State/Divisional Directors may hold discussions and interactions with REGP entrepreneurs and promote formation of State Level federations of REGP units. Product-wise federations could also be taken up in the second phase.

4. Compliance report on the above two issues be sent on priority by State/Divisional Directors, KVIC to Chief Executive Officer, KVIC.

**Chief Executive Officer**

**To**

All State/Divisional Directors,  
Khadi & V.I. Commission

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**Copy to:**

1. All Zonal Members of KVIC.
2. All Zonal Dy. CEOs, KVIC – for monitoring and follow up.
3. Director (I.T.), KVIC, Mumbai-56 – to put in website.
4. Director (Publicity), KVIC, Mumbai-56 – to publish in the ensuing edition of Jagruti.
5. Secretary to Chairperson, KVIC, Mumbai-56.
6. P.A. to C.E.O., KVIC, Mumbai-56.
7. P.A. to F.A., KVIC, Mumbai-56.

**KHADI AND VILLAGE INDUSTRIES COMMISSION**  
**IRLA ROAD, VILE PARLE (WEST), MUMBAI-56.**

**No. REGP/BGT/B&F Link/M-676/2006-07**

**Dt. 26-02-2007**

**C I R C U L A R**

**Background:**

Chairperson, KVIC observed that it is very necessary to obtain the feed back from the REGP units regarding bottlenecks faced by them as well as problems related to Marketing, Technology, R&D etc. Focus should be on providing them required linkage to make the units viable and successful. Schemes like PRODIP, RISC etc. are also being provided to them, to be utilized fully by them and the same should be provided to the notice during exhibition, workshop etc. Product Directory should also be brought out covering different REGP units in different States through workshops/camps, platform should be provided to the REGP entrepreneurs to give their feed back on related issues and problems which could be taken up for remedy and measures by KVIC.

In this regard funds have already been provided by Directorate of REGP under Backward & Forward Linkage for State Level Workshop and Zonal Level Workshop wherein REGP entrepreneurs are also required to be invited to give a feed back about their bottlenecks, problems, suggestions etc. Further, under promotional publicity, funds have been provided for bringing out Product Directory of REGP units. However, State/Divisional Directors have not provided detailed report on action taken in these areas including bringing out Product Directory of REGP units.

State/Divisional Directors are further advised to invite all the REGP units for the State Level Workshop for briefing them on various schemes of KVIC like PRODIP/ RISC/SFURTI/S&T etc and also get a feedback on their problems bottle neck support etc. They should also motivate them to form product-wise/statewise REGP federation. Data of the units may be collected in the enclosed proforma for purpose of creating databank and a product directory in hard and soft form.

District Level, State Level and Zonal Level exhibitions being organized should also be utilized for data collection and dissemination of various schemes like PRODIP, RISC, SFURTI etc. The State/Divisional Directors and C.E.O. Khadi & V.I. Boards are requested to undertake the following activities in all REGP exhibitions:

1. Data Collection: State/Divisional Directors, KVIC will ensure that information is collected in a prescribed format from all the REGP units during the exhibition pertaining to the product manufactured, supply capacity, quality specification, location of unit etc. (**Format enclosed**).

Further, he may also arrange for digital product photograph of say 5 major products of each unit so that a product directory in soft and hard copy can be prepared.

2. A meeting should be arranged of all the REGP units along with KVIC/KVIB and major Banks at the venue to discuss problems and issues relating to credit, marketing etc. so that their bottleneck can be removed. In such meeting KVIC official should explain schemes of PRODIP, RISC, SFURTI etc. so that REGP units can take advantage of these schemes.

3. A theme pavilion should be set up in an exhibition which should display information on KVIC, logo of Golden Jubilee Celebrations, achievements of REGP, Nation-wise and Zone-wise in English, Hindi and local language-wise details of Khadi & Village industries schemes in an attraction and an aesthetic manner.

4. A buyer-seller meet may also be arranged involving Corporates, Govt. Departments, Departmental Stores etc. for promoting the market of KVI product.

5. Press and Media should invariably invited in the exhibition for coverage of the events.

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6. Convergence partners like Nehru Yuva Kendra Sangathan (NYKS), Ministry of Women and Child Development (MWCD), Army Wives Welfare Association (AWWA), State ST/SC/Minorities Finance & Development Corporations etc. should be requested to send rural youths, Self Help Groups etc. to visit the exhibition and get an idea about REGP Scheme.
7. A separate counter should be set up for providing information on KVIC and REGP Schemes and a Visitors book should be kept to enter trade enquiry, queries of visitors and VIPs.
8. It is also ensured that preference be given in allotment of stalls to SC/ST/Women and Minority running REGP units according to the percentage fixed for REGP scheme.

The above circular is brought for the information and compliance of all State/Divisional offices of KVIC and C.E.Os. of State/U.T. Khadi & V.I. Boards. A detailed compliance report may be sent to Director (REGP) in the matter immediately.

**Encl: As above**

**CHIEF EXECUTIVE OFFICER**

**To**

1. All State/Divisional Offices of KVIC
2. The Heads of all State/U.T. Khadi & V.I. Boards
3. All Dy.CEOs at Central Office, KVIC, Mumbai
4. The Dy.CEO (NEZ), KVIC, Guwahati (Assam)
5. All Training Centres of KVIC (RICS)

**Copy to:**

1. P.A. to C.E.O., KVIC, Mumbai-56
2. P.A. to F.A., KVIC, Mumbai-56
3. Jt. C.E.O., KVIC, Mumbai-56