

**DIRECTORATE OF REGP  
KHADI AND VILLAGE INDUSTRIES COMMISSION  
3, IRLA ROAD, VILE PARLE (W), MUMBAI-56**

No:REGP/Consultants/M-82/2003-04

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

In the fast changing scenario of globalization and liberalization, new economic opportunities are being offered to rural population. However, sustainability of the projects mainly depends upon few basic foundations. Systematic approach, Training to entrepreneurs, Technology, Quality Control and Marketing support are the few basic needs of the first generation entrepreneurs. Most of the rural entrepreneurs are finding it difficult to prepare the viable V I. projects in their own to obtain financial assistance from financing institutions and maintain the quality of their products in the competitive market.

2. Considering the same, the Commission has approved the Rural Industries Consultancy Services (RICS) to provide support services to the first generation entrepreneur. At the first stage, it was decided to have a RICS Cell in all State/Regional Offices of KVIC and also Departmental/Non-Departmental Training Centers.

3. The functions of the Cell is to provide technical and managerial support to the prospective entrepreneurs which includes:-

- a. Preparation of projects.
- b. Liaison work, necessary guidance and support to implement the project.
- c. Arranging support services from other agencies/organizations/local authorities for setting up the project.
- d. Necessary assistance in providing knowledge procurement of raw-materials, Machineries, installation, etc.
- e. Providing necessary inputs to successfully run the unit.
- f. Quality control for acceptability & reliability.
- g. Attractive packaging and designing for better marketing
- h. Marketing support for sustainability of the unit.

4. The said RICS Cell will be manned by adequate number of officials required to provide such services.

5. The officials supposed to man the RICS cell are not exposed, necessary action will be taken by the Directorate of REGP to train them in premier institutes of repute. The Cell will be provided with necessary budget for development of infrastructure for the said RICS Cell such as computer, printer, computer table, furniture etc. A software package for the benefit of entrepreneur containing project report-wise is developed and will be sent to all the RICS Cells.

6. Consultants will be appointed for providing guidance on the operational part of RICS out of which one consultant will exclusively look after the operation of RICS Cell in North-East

  
17/9/03  
CHIEF EXECUTIVE OFFICER

To

1. All State/Regional Director KVIC
2. All Principals of Departmental/Non-Departmental Training Centers of KVIC

**Copy to:**

1. All Dy. CEOs in CO
2. Dy.CEO (NEZ) Guwahati