

DIRECTORATE OF RURAL EMPLOYMENT GENERATION PROGRAMME  
OFFICE OF THE COMMISSIONER FOR KHADI AND VILLAGE INDUSTRIES  
3, IRLA ROAD, VILE FARLE (W), MUMBAI-400056.

o/c  
HSS

No.: REGP/RICS Phase -II/2004-05/ 4 05 to 410 Date : June 17, 2005

To,  
The Chief Executive Officer/Member Secretary  
Khadi & V.I. Boards,  
(List Enclosed)

2) State Director  
OCKVI

Subject: Opening of New Rural Industries Consultancy Services (RURAL ICS) cells during the year 2005- 06 under Rural Employment Generation Programme (REGP).

Ref:- 1. SFC Resolution/2003~Q4/Q5 tfa.4.2004.  
2. Revalidated for 2005-06 vide letter no. BGT/Allo/SB/ 2005-06/.  
..... dated 11th May,2005.

Sir/

In Order to assist the first generation entrepreneurs, the Commission has launched 49 Rural Industries Consultancy Services (Rural ICS) cells during 2003-04 and these cells are functioning from 12<sup>th</sup>. January, 2004. These cells are provided mostly to State / Divisional Offices of the Commission, Training centers of the Commission and KVI Boards and non-departmental training centers run by the Commission's directly aided institutions. To provide effective consultancy services by each Rural ICS cell, detailed guidelines for its overall functions have already been issued from time to time.

2. To cover new areas of operation in implementing the REGP programme, it has been decided to setup 25 new Rural Industries Consultancy Services (Rural ICS) Cells in needy areas particularly within the jurisdiction of Khadi & V.I. Boards and Sub- Offices of KVIC during the year 2005-06, as these Offices are mostly runcu'orong away from State capitals where a good number of first generation rural entrepreneurs shall be benefited through Rural ICS cells.

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3. The main aim for establishing Rural ICS Cells is to provide support services like Preparation of project reports, Liaison work with various agencies and necessary guidance to the first generation rural entrepreneurs and rural artisans desirous of establishing units under REGP Scheme of Khadi & Village Industries.
4. In this context I have the pleasure to inform you that the Office of the Commissioner for Khadi & Village Industries has decided to set up one Rural Industries Consultancy Services (Rural ICS) Cell in your District KVIB Office at -----  
----- (Name and address of the RICS Cell) /at Divisional /Sub  
Office, OCKVI, ----- with your active co-operation and participation.
5. Financial assistance:- The Rural ICS Cell is sanctioned to (a) KVIBs and (b) Divisional Office, Gorakhpur and (c) Sub Offices of KVIB under State Director to possess infrastructure in the shape of office premises and manpower. The financial support for establishing one Rural ICS Centre during the year 2005 - 06 is sanctioned as follow;

1. One Computer (as per <u>prescribed specifications</u> ):	Rs, 50,000/-
2. One Printer	: Rs. 20,000/-
3. Software	: Rs. 20,000/-
4. Stabilizer / UPS etc.	: Rs. 10,000/-
5. Computer Table	: Rs. 8,000/-
6. One Office Table	: Rs. 10,000/-
7. Chairs (Ten)	: Rs. 20,000/-
8. Contingency	: <u>Rs.12,000/-</u>
Total -	<u>Rs. 1,50,000/-</u>

Note:- a) Computer, printer & Software should be as per Specifications/ Configuration given at ANNEXURE- I.

b) The infrastructure to be provided for establishing Rural ICS cell i.e. Computer, Software, furniture etc, should be utilized for the purpose of Rural ICS cell only and under no circumstances it is used other than in RICS Cell.

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6. Location of Rural ICS Cell:- Rural ICS Cell shall be opened in the office as mentioned at sr. no. 4 above in such a place that it will be easily accessible to the public. In other words, it should be near the entrance of the office or at such place where any prospective rural entrepreneur/rural artisan can approach without any problem.
7. Rural ICS Cells White Sign Board:- For identification of Rural ICS Cell a White Sign Board admeasuring 4' X2' feet having title," Rural Industries Consultancy Services Cell in Hindi and English and in Regional language in Bold letters in Navy Blue colour should be placed. The Sign Board must be placed in such a way that it is clearly visible.
8. Rural ICS Cell's Manpower:- An officer of the rank of Asst Director/ District officer should be placed as Incharge and supervising officer for monitoring the working of Rural ICS Cell. Core Staff attached to the RURAL ICS Cell should be proficient in local language and English/Hindi as it is expected that rural artisans/ first generation rural entrepreneurs prefer to talk in local language.

The Staff should be well versed and should have experience with basic knowledge of Computer.

The following details regarding deployment of manpower may please be forwarded to this directorate immediately.

Name and Full address with Pin code and telephone Number with STD Code and & Email I.D. of the Rural ICS:-

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Deployment of Staff for Rural ICS Cell

Sr. No.	Particulars of Staff of RURAL ICS Cell.	Educational Qualifications/ Cadre	Experience In present Post and total Experience In KVIC/KVIB	Mode of communication	
				Office Tel. No & Fax No.	Mobile No. & E_ mail I.D.
I	Name of Incharge of Rural ICS Cell & Designation				
II	Core staff with Designation:				
	A]				
	B)				

9. Training for Project Formulation and Appraisal for the staff of the new RURAL ICS Cells:- Further, training for Project Formulation and Appraisal for at least 3 staff of each RURAL ICS Cell is required to be imparted through professional Banking Training Institute. One Incharge and two Core Staff as per the manpower details mentioned above as received from your Office shall be selected for such training subject to their minimum Qualification being Graduate preferably in Science or Commerce.
10. Maintenance of Register for Prospective entrepreneur/rural artisans. Once the prospective entrepreneurs/rural artisans approached to the RURAL ICS Cell, for guidance, detailed information may be recorded in a Register as per the Format enclosed at ANNEXURE-1I.
11. Providing Guidance to the Prospective entrepreneur/rural artisans. The prospective entrepreneurs/rural artisans once approaches the RURAL ICS Cell, they should be provided with complete information on the scheme of REGP, role of OCKV1, KVIBS, information on various Groups/activities under Village



Industries, availability of raw materials locally and demand for particular product in the market. The rural entrepreneurs/artisans may take their own decision on the choice of activity and under no circumstances they should be burdened with any activity against their will. It may be noted that the facilities offered through Rural ICS cell are purely consultative in nature.

12. Preparation of Project - Once the prospective entrepreneur / rural artisan approaches Rural ICS cell and requests to prepare a project on his/her behalf, the Rural ICS cell must prepare a project within 7 working days. Similarly decision of the KVIB/OCKVI regarding forwarding the proposal to the Bank must have to be taken within 7 working days and in case of rejection, the reason for the same should be clearly mentioned and informed to the prospective entrepreneurs/rural artisans (the process of forwarding the project is given in the circular at Sr. no.3 issued on 6.12.2004, copy enclosed at ANNEXURE- IV.
13. Service Charges - The guidelines for Service Charges to be levied for preparation of projects were circulated vide circular dated 22.03.2005, a copy of the same is enclosed at ANNEXURE -III for compliance.
14. Performance reporting:- The Incharge of RURAL ICS CELL shall submit its Monthly Progress report regularly through concerned State Director, OCKVI, to the Directorate of REGP..A copy is enclosed at ANNEXURE-V.

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15. Support to Rural Entrepreneurs/Artisans Trained from MDTC/KVIB's Training Centres The Rural ICS Cell has to maintain and forward the information / data through its monthly progress report on RICS support given to trained Rural Entrepreneurs /rural artisans from MDT Centre of OCKVI and KVIB's Training Centres. The information relating to Number of trained entrepreneur/artisans visited Rural ICS, number of project prepared and forwarded to Bank through KVIB/OCKVI, projects funded by Bank and number of cases rejected and reasons for rejection as per the format given at ANNEXURE-V.

16. Guidelines for operational! sat ion of RURAL ICS Cell.- Details guidelines for operationalisation of RURAL ICS and prescribed specifications/configuration required for purchase of Computer, Printer and Software are enclosed at ANNEXURE-1. II, III & IV.

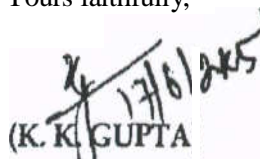
17. Visit to RURAL ICS Cell already functioning in your State, Further, the In-charges of RURAL ICS Cell may be permitted to visit RURAL ICS Cell already functioning in your State in order to get him/her acquainted with the functioning of the RURAL ICS Cell. He/She may collect required Booklets/Pamphlets/leaflets of REGP, alongwith copies of Project Profiles, circulars etc. from existing RURAL ICS Cell.

18. It is therefore requested to go ahead and make necessary arrangements for establishing RURAL ICS Cell. Necessary Budget allocation for the purpose has already been issued by Directorate of Budget of this office.

19. Please arrange to send Advance Stamped Receipt to Director (REGP) to enable him to process the same for release of funds along with information desired vide paragraph (8) above on the Name and full address of Rural ICS Cell and deployment of staff.

20. This issues with the concurrence of Finance dated 02-6-2005.

Yours faithfully,

  
(K. K. GUPTA)

Dy. Chief Executive Officer (REGP)  
(022) 2620 - 6411

Copy to:-

- (1) Jt. CEO (2) CVO
- (3) All Dy. CEOs at Mumbai/Guwahati
- (4) All 49 existing RICS cells.

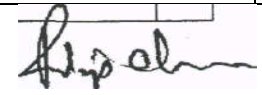
3) Dy. CEO, Mktg.  
4) → RSGP 09/24/06  
5) → VP.

dc  
De/REGP

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LIST  
LETTERS ADDRESSED TO

<u>SN.</u>	<u>LIST OF LETTERS ADDRESSED TO</u>	<u>COPY TO STATE DIRECTOR OCKVI</u>
1	The Chief Executive Officer, Andhra Pradesh Khadi 4 V.I. Board, Gram Parishramala Bhavanam, NoilO-4-2, Humayun Nogar, Hyderabad-500 028 (A. P.)	State Director OCKVI, Hyderabad-(A. P.)
2	The Member Secretary, Andaman & Nicobar Islands Khadi & V. I. Board, Udyog Parisar, Middle Point, P.B. No. 280, Port Hair-744 101.	State Director OCKVI, Kolkata- 700 012  (W- B.)
3	The Chief Executive Officer, Arunachal Pradesh Khadi & VI. Board, Udyog Sadan Ground Floor, Papuhill Area, Itanagar-791 113, Distt.- Papumpare (Arunochal Pradesh)	State Director OCKVI,(Arunachal Pradesh)
4	The Chief Executive Officer, Haryana Khadi & VI. Board, SCO No. 841, Kalka Road, NAC, Manimajra, Chandigrh-160101 (Haryana)	State Director OCKVI(Ambala) (Haryana)
5	The Secretary, Jammu 4 Kashmir Khadi & V.I. Board, Old Secretariat, Srinagar-190 001 (J & K)	State Director OCKVI, Jammu
6	The Chief Executive Officer, Karnataka Khadi 4 V. I. Board, 10, Jasam Bhavan Road, Bangalore- 560 052 (Karnataka)	State Director OCKVI, Bangalore-(Karnataka)
7	The Secretary, Kerala Khadi 4 V. I. Board. Grama Soubhagya, Court Copound, Vanchiybor, Thiruvananthapuram-695 035 (Kerala)	State Director OCKVI, Thiruvananthapuram (Kerala)
8	The Secretary, Lokshadwcep Khadi 4 V. I. Board, Kavaratti Island- 682 555 (Lakshwdweep)	State Director OCKVT, Thiruvananthapuram -(Kerala)
9	The Managing Director, Madhya Pradesh Khadi 4 V.I. Board, 74. Arera Hills, Near Central School, Bhopal- 462011 (M.P.)	State Director OCKVT, Bhopal- (M.P.)
10	The Chief Executive Officer, Pondicherry Khadi 4 V. I. Board, Plot no.1-2, Kamraj Salai Saram, Pondicherry-605 013	State Director OCKVI. Chennai- (T. N.)



11	The Secretary, Rajasthan Khadi 4 V. I. Board, Jawaharlal Nehru Marg, Near Telephone Exchange, Bajaj Nagar Circle, Jaipur-302 017 (Rajasthan)	State Director OCKVI, Jaipur- (Rajasthan)
12	The Chief Executive Officer, Uttar Pradesh Khadi A V. I. Board, Gramodyog Bhavan, 8, Tilk Marg, Lucknow-226 001(U.P.)	State Director OCKVI Lucknow- U.P.)
13	The Chief Executive Officer, West Bengal Khadi & V. I. Board, SCO No.2429-30. 12, B.B.D. Bagg, Kolkata -700 001(W.B.)	State Director - OCKVI, Kolkata (W.B.)
14	The Chief Executive Officer, Meghalaya Khadi 6- V. I. Board, Temple Road, Lower Lachumiere, Shillong-793001 (Meghalaya)	State Director OCKVI, Shillong (Mizoram)
15	The Chief Executive Officer, Mizoram Khadi & V. I. Board, Dr. Jainema Building, Zarkawat, Alzwal-796001(Mizoram)	State Director OCKVI, Aizwal (Mizoram)
16	The Chief Executive Officer, Nagaland Khadi A VZ Board, Near New Secretariat Complex, Kohima-797 001 (Nagaland)	State Director OCKVI. Dimapur (Nagaland)
17	The State Director, Khadi 6 V. I. Commission, State Office, Rupnagar, Guwahati- 781 032 ( Assam)	Sub Office, OCKVI, Panchyat Road, Silchar, Cachar-78ao04. Assam.
18	The State Director, Khadi & V.I. Commission, 236, Aval, Shanmugham Road, Gopaiapuram, Chennai- 600 086. (T.N.)	Sub Office, OCKVI, Avarampalayam, 20, Mariamman Koil Street, K.RPuram, Coimbatore-641006. T.N.
19	The Dy Director I/c, Divisional Office Khadi & V.I. Commission, Divisional Office, OCKVI, Gorakhpur (U.P.)	
20	The State Director, Khadi & V. I. Commission, 33, Chittaranjan Avenue 6 <sup>th</sup> & 7 <sup>th</sup> Floor Kolkata- 700 012 (W. B.)	Sub Office, OCKVI, Dhantala, P.O. Satellite Township Siliguri-734218, W. B.
21	The State Director Khadi & V.I. Commission, Shanti Bhavan, Albert Ekka Chowk, Main Road Ranchi- 834 001 (Jharkhand)	Sub Office, OCKVI, Santhal Paragana , Gr. Samiti, Campus, Bhagalpur Rd, Dudhani, Dumka-814 101 (Jharkhand)
22	The State Director Khadi & V. I. Commission, 69 Budha Nagar Kalpana Square, Bhubaneswar, - 751006	Sufa Office, OCKVI, Sahayog Nagar, Bhdharaja Area, Dist Sambalpur -768004, Orissa

*[Handwritten Signature]*

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DIRECTORATE OF  
RE6P  
LIST OF NEW RURAL ICS  
CELL

SR.NO	NEW RURAL ICS CELL (DURING 05-06 RICS PHASE - II)
1	District KVIB, Guntur, Andhra Pradesh Khadi 4 V.I. Board,
2	District KVIB, Port Blair Andaman & Nicobar Islands Khadi & V. I. Board, Port Blair-744 101
3	District KVIB, Bomdila, Arunachal Pradesh Khadi & V.I. Board,
4	District KVIB, Rohatak, Haryana Khadi A V.I. Board, "
5	District KVIB, Srinagar Jammu & Kashmir Khadi & V.I. Board
6	District KVIB, Mysoor Karnataka Khadi & V. I. Board,
7	District KVIB, Ernakullam, Kerala Khadi & V. I. Board,
8	KVIB, Kavaratti, Lakshadweep Khadi & V. I. Board,
9	District KVIB, 6walior, Madhya Pradesh Khadi & V. I. Board,
10	KVIB, Pondicherry, Pondicherry Khadi & V. I. Board,
11	District KVIB, Barmer, Rajasthan Khadi & V. I. Board,
12	District KVIB, Agra Uttar Pradesh Khadi & V. I. Board,
13	District KVIB, Jhansi Uttar Pradesh Khadi & V. I. Board
14	District KVIB, Bareilly Uttar Pradesh Khadi & V. I. Board
15	District KVIB, Midnapore (West), West Bengal Khadi & V. I. Board,
16	District KVIB, Tura, Meghalaya Khadi & V. I. Board,
17	District KVIB, Lunglei, Mtzoram Khadi & V. I. Board,
18	District KVIB, Mokokechung, Nagaland Khadi & V. I. Board,
19	Sub Office, OCKVI, Panchyat Road, Silchar, Cachar-788004, Assam.
20	Sub Office, OCKVI, Avarampalayam, 20, Wlariamman Koil Street. Kapuram, Cotmbatore-641006TK
21	The Dy. Director , Divisional Office, Office of the commissioner for Khadi 4 V. I., El. Gorakhpur (U.P.)
22	Sub Of f ice, OCKVI, Dhantala, P.O. Satellite Township Siliguri-734218,W. B.
23	Sub Office, OCKVI, Santhal Paragana , <5r. Samiti, Campus, Bhagalpur Rd, Dudhani, Dumka-814 101 (Jharkhand)
24	Sub Office, OCKVI, Sahayog Nagar, Bhdharaja Area, Dist Sambalpur -768004, Orissa

*[Handwritten signature]*