GOVERNMENT OF PUDUCHERRY

CITIZEN'S CHARTER

Of

DISTRICT INDUSTRIES CENTRE

Industrial Estate, Thattanchavady
Puducherry – 605009
https://dic.py.gov.in

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PREFACE

The District Industries Centre (DIC), Puducherry was established on 1st July 1978. DIC is an institution set up at the District Level, which provides wide range of services and support to the entrepreneurs, educated unemployed youth, artisans /artisan societies for setting up of Micro Enterprises.

DIC with its head office functioning at Puducherry and three sub-offices in the outlying District of Karaikal and regions of Mahe and Yanam plays a vital role in the area of developing budding entrepreneurs, providing employment opportunities to the educated unemployed youth by imparting various training under Inplant, Advanced/High Skilled, Handicrafts and Coir training schemes. It also provides financial assistance under State and Central Sector schemes viz. MUPSES, PMEGP and PM Vishwakarma for setting up of self employment ventures and marketing assistance for sale of products by the industrial units of Puducherry by participating in various Exhibitions/Trade Fairs in the country.

A Task Force was constituted by the General Manager of DIC for formulation of the Citizen's Charter of this Department. The structure of the Task Force is given at Annexure.

The Citizen's Charter has been revised keeping in view of the observations of this Department and feedback from the stakeholders.

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I. VISION

To provide wide range of services and support to the entrepreneurs/unemployed youth/artisans for setting up of self employed enterprises.

II. MISSION

Development of Industries

- To develop the Industries in the Union Territory of Puducherry.
- To develop the human skill needed for the above industries by providing Inplant, Advanced/High Skilled and EDP training.
- To bring the modern techniques developed to the knowledge of Industrialists, Entrepreneurs and to their representatives by providing workshop, seminars etc.,

Development of Handicrafts.

- To revive the vanishing handicrafts.
- To increase the number of artisans by giving training and to boost their livelihood.
- To develop the new techniques in handicrafts in the Union Territory of Puducherry.
- To enhance the sale of Handicraft articles.

Development of Coir Industries

- To develop coir and coir based industries.

Marketing and Publicity

- To arrange for exhibition / publicity for sale of products manufactured in the Union Territory of Puducherry.

Development of Khadi and Village Industries

- To arrange for Grant-in-aid for the development of Khadi and Village Industries through Puducherry Khadi and Village Industries Board.

Motivation of Unemployed Persons To Start Self Employed Enterprises - (MUPSES) (State)

- To arrange loans through Banks to start self employed enterprise by the unemployed persons upto Rs.2 Lakh.

Prime Minister's Employment Generation Programme – (PMEGP) (CSS).

- To assist educated unemployed persons in setting up of enterprise in industry & service sectors by providing loans through Banks upto Rs.50 Lakh.

PM Vishwakarma (CSS)

- To offer holistic end-to-end support to the Vishwakarmas, i.e. the artisans and craftsperson and to enable them to move up the value chain in their respective trades.
- To improve the quality as well as the reach of products and services of artisans and craftsperson and to ensure that the Vishwakarmas are integrated into the domestic and global value chains.

III. DEVELOPMENT OF INDUSTRIES

TRAINING SCHEMES

1. In-Plant Training (Industries & Service oriented)

Objective:

- Under the scheme, training is given with stipend in various trades to the educated unemployed youths to create more employment opportunities or to start their own venture.
- To motivate entrepreneurship among the youth of Union Territory of Puducherry.

Eligibility:

- Residence should be the native of Puducherry Union Territory (or) should have a continuous residence for 3 years in the U.T. of Puducherry.
- Proof : Birth certificate/Education certificate/Residence certificate
- Already trained candidates in various Govt. Schemes are not eligible to apply.

Age limit : 18 to 35 years.

Education : Minimum S.S.L.C and above fixed for the trade concerned.

Period of Training: One year.

Pattern of assistance :

- **For Trainees-Stipend**

(i) SSLC/ITI/H.S.C.	-	Rs.4,500 /- per month*
(ii) Graduate in Arts and Science/ Diploma in Engineering or equivalent	-	Rs.7,500/- per month *
(iii) Degree in Engineering & PG	-	Rs.9,000/- per month *

* (the stipend will be paid based on the minimum qualification fixed for the trades concerned).

- **To the Training Institutions** -
  For Industries –
  Towards wastage of raw material - Rs.900 /-per trainee per month

When to apply : Will be advertised in the local Newspapers

How to apply : Applications must be submitted online through the website **edistrict.py.gov.in**

2. Advanced / High Skillled Training

Objective:

The candidates to develop their skills to enable them to start their own ventures or to get suitable employment opportunity by sponsoring to selected short term trades offered by the Training Institution situated in the neighbouring states of India.

Eligibility:

- Residence should be the native of Union Territory of Puducherry (or) should have a continuous residence for 3 years.
- Proof : Birth certificate/Education certificate/Residence certificate
- Already trained candidates are not eligible to apply.

Age limit : 18 to 35 years.

Education : As prescribed by the Training units/Institutions.

Period of Training: As prescribed by the Training units/Institutions.

Pattern of assistance:

- **For Trainees –**
  Stipend:
  (i) Upto H.S.C./ITI etc. - Rs.7,500/- per month.

  (ii) For any Degree/Diploma holders (3 years)/Post Graduate. - Rs.9,000/- per month.

  Travelling Allowances - One time to and fro expenses will be paid restricted to 2nd class train fare.

- **For Training unit/ Institution.**

  Course fee/Honorarium and Accommodation charges will be paid as prescribed by the training units/institutions.

When to apply : Will be advertised in the local Newspapers

How to apply : Applications must be submitted online through the website **edistrict.py.gov.in**

3. Entrepreneurship Development Programme (EDP)

Objective:

To develop Entrepreneurship skill, training is provided for setting up of the projects. The program motivate the prospective entrepreneurs, highlight respective projects, the course of actions to be taken by them for setting up and successful running of their unit.

Eligibility:

- Residence should be the native of Puducherry Union Territory (or) should have a continuous residence for the past 3 years.
- Proof: Birth certificate/Education certificate/Residence certificate
- Already trained candidates are not eligible to apply.

Period of Training : Depends on the training.

Pattern of Assistance : The entire expenditure will be met out under the scheme.

Training Co-Ordinator : The Dy. Functional Manager (EI).

Implementing Agency : By District Industries Centre or through PMPC/Industrial Societies/NGO's

4. Grant-In-Aid To The Puducherry Management Productivity Council

Objective:

- Main objectives of the Council is to develop industrial growth and employment generation by giving training in Personal Management, Financial Management, Marketing Management, Quality Control, Productivity, Technical Skill development, EDP, etc. to the unemployed youth/Industrialists/their representatives with subsidy by the Govt. at 90% of the training course fee. In this regard, grant-in-aid is provided in the form of administrative and training grant to the Council every year as requested & approved by the Puducherry Management & Productivity Council's Governing Board.

Officer to be approached: The Deputy Functional Manager (EI), District Industries Centre, Puducherry.

IV. DEVELOPMENT OF HANDICRAFTS

Objective:

- To promote and develop the Handicrafts in the Union Territory of Puducherry.
- To revive the vanishing crafts and to restore the traditional Handicrafts/ trades under the Vishwakarma category.
- To develop the skills in order to create better employment opportunities and to boost the livelihood of rural poor, who have contributed a significant share to exports by the U.T. of Puducherry.

1. Training

Objective:

- To revive the vanishing crafts and to restore the traditional Handicrafts.
- To develop the skills in order to create better employment opportunities and to boost the livelihood of rural poor, who have contributed a significant share to exports by the U.T. of Puducherry.

Eligibility:

- Residence -Should be the native of Puducherry Union Territory (or) Should be a continuous resident for the past three years.
- Proof: Birth Certificate / Education Certificate/Residence Certificate.
- Already trained candidates are not eligible to apply.

Age : 18 to 35 years

Education : No specific qualification/any literate youth.

Period of Training: 6 months.

Pattern of Assistance :

- **To the trainee** - Stipend : Rs. 4,500 /- per month/ per trainee.
- **To the trainer –**

  (i) Honorarium Rs. 900/-per month/ per trainee (maximum Rs.9,000/- per month)

  (ii) Compensation for wastage of raw materials Rs.450 /- per month/ per trainee (maximum Rs.4,500/- per month)

When to apply : Will be advertised in the local Newspapers.

How to apply : Applications must be submitted online through the website **edistrict.py.gov.in**

2. Exhibition

Objective:

- In order to boost the Handicrafts marketability and improve the sales of handicrafts product in various exhibitions are conducted/attended in locally and also in other States of country.

Eligibility:

- All the craftsperson having their handicrafts units in this Union Territory of Puducherry.

Pattern of Assistance:

(i) Travelling allowance to and fro 2nd class (berth) train fare.
(ii) For participating in the exhibition being conducted at A1 cities in India, the participants are entitled to avail daily allowance at Rs. 300/- per day per crafts person.
(iii) For participating in the exhibition being conducted at other than A1 cities in India, the participants are entitled to avail daily allowances at Rs. 200/- per day per craftsperson.
(iv) For participating in the exhibition being conducted locally i.e. within the region the participants are entitled to avail daily allowance at Rs. 150 per day per craftsperson.
(v) Actual expenditure met by the artisans for transporting the handicrafts goods from unit to exhibition spot.

3. Administrative Grant and Grant to Handicraft Societies like Pudumai, Puducherry; Toy Makers Society, Puducherry; Pugazh, Karaikal Handicrafts Society Federation, Karaikal Mahalir Society, Yanam Women's Co-operative Society, Yanam for participating or Conducting Exhibitions in India.

Objective:

- To develop marketing of handicraft products of the Artisans in Union Territory of Puducherry and to enable them to organize or to participate in exhibition in the important places of India, for which Grant is provided to the Handicraft Societies.

Eligibility:

- The Handicrafts society should be registered either as a Co-operative society or under Societies Act.
- The members of the society should be an artisan approved either by the State Government or Development Commissioner, Handicrafts.
- The Society should deal with only the handicraft products produced by the Artisans of the Union Territory of Puducherry.

Pattern of Assistance:

- For conducting of exhibition by PUDUMAI Handicrafts Artisans society, Puducherry - grant of Rs.10 lakhs per annum is provided
- For other societies, grant of Rs. 2 lakhs per annum for conducting/ participating of various exhibitions in and around India for 5 years.

4. Grant of Financial Assistance to Old Craftsperson (As Pension)

Objective:

To protect Craftsperson in their old age.

Eligibility:

- The Artisans should have completed 60 years of age on date of application.
- The income of the applicant from all sources must not exceed Rs. 75,000/- per year
- The applicant should not be a recipient of similar financial assistance from any other source.
- The applicant should be native of Puducherry Union Territory (or) have residence for not less than 5 years and a certificate from the competent authority to be produced to this effect
- Proof : A certificate from the Competent Authority

Financial Assistance : To the craft persons Rs. 2,000/- per month (or) to the spouse Rs.1,000/- per month in the event of death of the above recipient

When to apply : After attaining the eligibility.

5. Promotion and Development of Traditional Units / Units under Vishwakarma Category.

(i). Grant of Financial Assistance to the Societies of traditional Units/ Units under the Vishwakarma Category .

Objective:

- To promote and develop the vanishing trades of traditional units/units under Vishwakarma category viz, Blacksmith, Carpenter, Bronzesmith/Coppersmith, Sculptor and Goldsmith.

Eligibility:

- The members of the society must be the artisans of traditional Units / Vishwakarma category.
- The society must also be registered with the Registrar of Co-operative Societies as per the Co-operative Societies Act (or) as a society under Registration of Society Act with Registrar of Companies.
- Existing Society or newly established society.
- The Society should have a minimum of 25 members.

Pattern of Assistance:

To meet out Administrative expenses for promotional and developmental activities of the society– G.I.A of maximum Rs.5.00 lakhs per annum is provided.

When to apply: After attaining the eligibility.

(ii). Grant of Financial Assistance (as pension) to the old age artisans of traditional units/units under Vishwakarma category who are unable to run their units

Objective:

To grant old age pension to protect the owner artisans of traditional units under the Viswakarma Category in their old age.

Eligibility:

- The applicant shall be the owner/proprietor of Traditional Units/units under Viswakarma category who should have completed 60 years of age on date of application and a member of the society.
- The income of the applicant from all sources must not exceed Rs. 75,000/- per year
- The applicant should not be a recipient of similar financial assistance from any other source.
- The applicant should be native of this Union Territory or have resided for not less than 10 years and a certificate from the competent authority to be produced to this effect.

Financial Assistance:

To the craft persons Rs. 2,000/- per month (or) to the spouse Rs.1,000/- per month in the event of death of the above recipient

When to apply : After attaining the eligibility.

Officer to be approached : The Project Manager,
District Industries Centre, Puducherry.

V. Development of Coir Industries

Objective:

To promote and develop Coir and Coir based industry in the Union territory of Puducherry.

1. Training

Objective:

To develop coir and coir based industry, to train rural poor in producing coir products and to generate employment thereby.

Training:

Imparting training in coir rope and coir -mat making through coconut fibre.

Eligibility:

- Residence -Should be the native of Puducherry Union Territory (or)Should be a continuous resident for the past three years.
- Proof: Birth Certificate / Education Certificate/Residence Certificate.
- Already trained candidates are not eligible to apply.

Age: 18 to 35 years

Education: Literate person / No any specific qualification.

Period of training: 6 months

Financial assistance:

- **To the trainee–**
  Stipend:Rs. 4,500/- per month/per trainee.

- **To the trainer –**

(i) Honorarium -Rs. 900/- per month per trainee (maximum Rs.9,000/- per month.).
(ii) Compensation for wastage of raw materials- Rs.600/-per month per trainee (maximum Rs. 6,000/- per month.).

When to apply : Will be advertised in the Newspapers

How to apply : Applications must be submitted online through the website **edistrict.py.gov.in**

2. Advanced/ High Skilled Training.

Objective:

To develop the existing skill of the Coir artisans or the interested persons to acquire the latest skill & modern technologies by undergoing such Advanced/High skilled training available in various places of India.

Eligibility:

- Residence- Should be the native of Puducherry Union Territory (or) Should be a continuous resident for the past 3 years.
- Proof : Birth certificate/Education certificate/Residence certificate
- Already trained candidates are not eligible to apply.

Age limit	:	18 to 35 years.
Education	:	As prescribed by the Training units/Institutions.
Period of Training	:	As prescribed by the Training units/Institutions.
When to apply	:	Will be advertised in the Newspapers
How to apply	:	Applications must be submitted online through the website **edistrict.py.gov.in**

Pattern of Assistance:

- ***For Trainees***

(i) Stipend : Rs.7,500/- per month / per trainee

(ii) Accommodation charges for trainee : As prescribed by the training Unit / institutions.

(iii) Travelling Allowance : Restricted to To & Fro 2nd class (berth) one time train fare.

- ***For Training Unit / Institution***

(i) Course fee : As prescribed by the training Unit / institutions.

3. Exposure Tour for the Coir Artisans:

Objective:

For acquiring the latest techniques and innovative methods being adopted by various coir units located in other states.

Pattern of assistance:

The expenses of the tour relating to conveyance, accommodation, fees if any to be paid to visiting institution, others etc. will be paid as well as the participants will be provided Rs.150/ per day/ per person as D.A.

4. Grant to Coir Cluster / Society/ Agency etc.

Objective:

To develop the coir industries and encourage unemployed rural youth/artisan person to involve them in the manufacturing of coir products and its sales. Grant for administration and developmental purpose will be given to the Cluster/Society/Agency with a view to develop the coir industries in this UT.

Eligibility:

- The Cluster/Society/Agency should be engaged in the coir products. The member of the organization should be coir artisans.
- The Cluster/Society/Agency should be registered under the Co-operative act or any other Societies Act.

Pattern of Assistance:

Grant of Rs.2.00 lakhs per year for five years will be provided to meet out the Administrative expenses and all other expenses relating to developmental activities of the society/cluster/agency etc.

5. Grant of Margin Money for availing Capital Loan:

Objective:

To encourage the entrepreneur to set up new coir industries or renewal of existing coir industries.

Eligibility :

(i) The unit to be set up in the Union Territory of Puducherry.

(ii) The promoter should ascertain the availability of loan and loan sanctioned letter from the financial institution.

(iii) The unit should start its commercial production within six months from the date of release of the Margin Money Grant.

(iv) The promoter should produce undertaking letter assuring that he will run the unit successfully for 5 years after establishment of the unit.

Pattern of Assistance :

On receipt of sanction order of the Financial Institution, the 25% margin money restricted to Rs.25.00 lakhs i.e. for the project of Rs. 1.00 crore on the loan amount will be released to the bank on behalf of the entrepreneurs.

6. Grant of subsidy for Raw materials Procurement:

In order to promote Coir Industries in the U.T. of Puducherry, it is very essential to consider subsidy on raw material procurement so that new units can survive with competitive situation of the unit in neighbouring States. Considering this aspect it is proposed to provide 15% as subsidy on the annual procurement of raw materials subject to a maximum of Rs.5.00 lakhs per annum per unit.

7. Entrepreneurship Development Programme (EDP)

Objective:

To provide Entrepreneurship training, to encourage prospective entrepreneurs to start coir industry. Awareness programme will also be arranged to the existing coir industries about the modern technology and scheme and incentives available under State Grant.

Officer to be approached : The Project Manager,
District Industries Centre, Puducherry.

VI. Marketing And Publicity

Objective:

To promote sale of products of Micro/Small/Medium Enterprises (MSME) and Cottage Sector.

Pattern of Assistance:

(i) Sales Rebate

- The existing or newly established Sales Emporia / Showrooms recognized by the Government of Puducherry for sale of Handicrafts, Micro and small enterprises products manufactured by the units in the Union Territory of Puducherry are eligible for a Sales Rebate of 15% on their sales. Each Emporia will be entitled to avail 15% as Rebate on their Sales subject to a maximum of Rs.15.00 lakhs per annum.

(ii) Organizing/Participation in Exhibitions/ Trade Fairs /Expo/Seminars/Investors Meets, etc

- In order to attract industries to invest in Puducherry, Promotion Campaigns, Investors Meets, Seminars etc., are to be arranged both within India and abroad.
- To enable the market promotion for (MSME) products, exhibitions in important cities/towns are arranged. Participation in the exhibitions

organized by other agencies is encouraged by way of display of industrial products, display-cum-sales of handicraft products, cottage industries products. This will help them in increasing the marketability of these products.

- Participation in the trade fairs/exhibitions conducted by other agencies by way of setting up a separate pavilion to display the industrial products, display cum sale of handicraft/Tiny/Cottage industries products. The participating artisans/unit industrialists will be paid travelling expenses restricted to second-class railway fare and D.A at the rate of Rs.400/- per day per person.
- Payment of honorarium and winter clothing for the officials of this department on duty in India International Trade Fair, New Delhi and other Fair/ Exhibitions held in other major cities.

  (a) Honorarium at the rate of Rs.400/- per day in addition to the normal DA.

  (b) Winter clothing allowance not exceeding Rs. 3,500/- during such trade fair.

(iii) Conduct of Buyer – Seller Meets/trade show

- To create market promotion, Buyer-Seller meets will be organized, with an aim to create interaction among Buyers and Sellers to improve business prospects. This will be arranged directly by District Industries Centre or in association with other Governmental organization both Central & State or through Industrial Association CII, NGO's of Industries etc. The expense will be met out under the scheme.

(iv) Financial Assistance for setting up of Sales Emporia by Industrial Associations, Handicrafts Societies and recognized Institutions.

- For promotion of Handicrafts, Coir, Jute, Micro and Small Industrial products, it is proposed to provide financial support through their Societies in acquiring suitable buildings/premises and providing infrastructure facilities for setting up of Sales emporia locally and in important cities in India. The entire expenditure will be borne under the scheme.

(v) Rent subsidy for Sales Emporia established by Handicrafts / Micro & Small Industries Emporium.

- In order to encourage marketability it is proposed to provide rent subsidy to Sales Emporium / showroom run by the societies at the rate of 90%

subsidy subject to maximum of Rs.10, 000/- per month for three years. Also financial assistances is proposed to be extended for providing infrastructure facilities to such buildings / premises. The 75% of the expenses of infrastructure facilities / interior decoration works in the Sales Emporia buildings / premises are proposed to be borne under the scheme subject to maximum of Rs. 1.50 lakhs or the actual whichever is less for running the emporia for a minimum period of 3 years.

(vi) Grant in aid to Industrial Association, CII, Industrial NGO's for promotion of SME clusters.

- Financial Assistance to Industrial Associations, CII, Industrial NGO's for promotion of SME Cluster would be 75% of the actual cost, subject to a maximum of Rs.3.00 lakhs per unit in cluster.

(vii) Scheme on Advertisement and Publicity.

- To have a wider reach of the Schemes / Subsidies/ Assistances / extended by the Government for Industrial Development and sustainability, among the entrepreneurs / public / investors, Advertisement and Publicity is proposed through electronic media such as Television Channels, Official Websites, News papers, Magazines distribution of Pamphlets during Fairs / Exhibitions /Expos / Investors Meets etc., are proposed.

Officer to be approached : The Deputy Functional Manager - RM,
District Industries Centre, Puducherry.

VII. Development of Khadi & Village Industries Board.

Objective:

To promote and to develop the Khadi & Village Industries, programme/ activities with a view to create rural employment. Under the scheme financial assistance is given in the form of Grant-in-aid as administrative grant to meet recurring and non recurring expenditure of the Board, the Board is doing the following functions:-

- To start and run Khadi & Village Industries.
- To encourage and assist in setting up of Khadi & Village Industries, by providing of training and granting of loans/subsidy to the village people.
- Marketing of Khadi & Village Industries products through its show rooms/Bandhars.

VIII. Motivation of Unemployed Persons To Start Self-Employed Enterprises Scheme - 2006 (MUPSES) (State Govt.)

Objective:

To encourage un-employed persons in the U.T. of Puducherry to start self- employment in manufacturing or service sector enterprises.

Eligibility : Should be resident of the Union Territory of Puducherry .

Age : As per existing Bank norms.

Educational qualification : Known to read and write.
Income : No limit.

Nature of activity/avocation :

All services and industrial activities and Self-employment manufacturing and service units such as Mechanized Laundry, Beauty Parlour (saloon) Tailoring units, Hygienic Tea/Coffee stalls, etc.

Project cost : Upto Rs.2, 00,000/-

Means of finance : Finance from Banks / Financial Institutions

Subsidy:

I. For Puducherry District (including Mahe & Yanam Regions)

(i) 50% of the project cost excluding pre-operative and preliminary expenses will be granted as subsidy for the projects not exceeding Rs.50,000/- and

(ii) 35% of the project cost excluding pre-operative and preliminary Expenses to a maximum of Rs.35,000 will be granted as subsidy for project cost exceeding Rs.50,000 but less than Rs.2.00 lakhs.

II. For Karaikal District

(i) 55% of the project cost will be granted as subsidy for the projects not exceeding Rs.50,000/- and

(ii) 40% of the project cost up to a maximum of Rs.40,000 will be granted as subsidy for project cost exceeding Rs.50,000 but less than Rs.2.00 lakhs.

Period of Loan disbursement: As soon as the beneficiary completes the formalities required by the Banks

How to apply : Applications must be submitted online through the website **edistrict.py.gov.in**

Officer to be approached : The Functional Manager,
District Industries Centre, Puducherry.

IX. Prime Minister's Employment Generation Programme (PMEGP)
(Central Sector Scheme)

Objective:

To assist educated unemployed persons in setting up enterprise in industry & service sectors by providing loans through banks.

Eligibility : Permanent resident of the Union Territory of Puducherry for at least 3 years.

Age limit : 18 years completed.

Education :

- Education is not required if the project cost is below Rs.5.00 lakhs for service sector and below Rs.10.00 lakhs for manufacturing sector.
- Minimum qualification of 8th standard pass is required for beneficiaries in respect of projects costing more than Rs.10.00 lakhs for manufacturing sector and more than Rs.5.00 lakhs in service sector.

Project Cost:

- Maximum cost of the project Rs.50.00 lakhs for manufacturing sector.
- Maximum cost of the project Rs.20.00 lakhs for service sector.

Income : No ceiling limit for annual income.

Training : Entrepreneur Development Programme (EDP) training is mandatory for a duration of 2 to 3 weeks.

Margin money (own contribution) to be paid by the entrepreneur

- General Category : 10%.
- SC/ST/OBC/BCM/Women/Ex-Servicemen/PH : 5%

Subsidy details:

	Urban.	**Rural.**
▪ General category -	15%	25%
▪ SC/ST/OBC/BCM/Women/Ex-Servicemen/PH -	25%	35%

Period of Loan disbursement: After completion of prescribed training.

Implementing Agency: District Industries Centre and Pondicherry Khadi & Village Industries Board.

Nodal Agency: Khadi & Village Industries Commission

Officer to be approached : The Functional Manager,
District Industries Centre, Puducherry.

Note: Applications must be submitted online through the website stated below:
https://www.kviconline.gov.in/pmegpeportal/pmegphome/index.jsp

X. PM – VISHWAKARMA

Objectives:

- To provide support to artisans and craftspeople of rural and urban areas involving traditional trades of (i) Carpenter (Suthar); (ii) Boat Maker; (iii) Armourer; (iv) Blacksmith (Lohar); (v) Hammer and Tool Kit Maker; (vi) Locksmith; (vii) Goldsmith (Sonar); (viii) Potter (Kumhaar); (ix) Sculptor (Moortikar, stone carver), Stone breaker; (x) Cobbler(Charmkar)/ Shoesmith/Footwear artisan; (xi) Mason (Rajmistri); (xii) Basket/Mat/Broom Maker/Coir Weaver; (xiii) Doll & Toy Maker (Traditional); (xiv) Barber (Naai); (xv) Garland maker (Malakaar); (xvi) Washerman (Dhobi); (xvii) Tailor (Darzi); and (xviii) Fishing Net Maker.
- To enable the recognition of artisans and craftspeople as Vishwakarma making them eligible to avail all the benefits under the Scheme.
- To provide skill upgradation to hone their skills and make relevant and suitable training opportunities available to them.
- To provide support for better and modern tools to enhance their capability, productivity, and quality of products.
- To provide the intended beneficiaries an easy access to collateral free credit and reduce the cost of credit by providing interest subvention.
- To provide incentives for digital transaction to encourage the digital empowerment of these Vishwakarmas.
- To provide a platform for brand promotion and market linkages to help them access new opportunities for growth.

Eligibility Criteria:

- An artisan working with hands and tools in the above said trade shall be eligible for registration.
- The benefits shall be restricted to one member of the family.
- Minimum age should be 18 years.
- He/she should be engaged in one of the trades on the day of registration and should not have availed loans under similar credit based schemes for self-employment in the past 5 years either from Central/State Govt. e.g.PMEGP and PM SVANidhi. However, the beneficiaries of MUDRA and PM SVANidhi who have repaid their loan will be eligible.
- A person in Govt. service and her/his family members shall not be eligible.

Registration:

- The applicant has to register himself through Common Service Centre using Aadhaar Card, Mobile number details.
- The details of the beneficiary will be verified by the Head of Gram Panchayat/Executive Head of Urban Local Body.
- The District Implementation Committee will finally vet and recommend the list of beneficiaries.

- The Screening Committee of Officers drawn from MSME, MSDE, State Lead Bankers will oversee the registration process in each State/UT and will accord the final approval.

Registration Benefits:

- After successful registration and verification, the beneficiary will be given a Vishwakarma Certificate and ID Card.
- After skill verification, beneficiaries will be given a toolkit incentive of Rs.15,000/- through e-vouchers.
- Skill Training will also be provided for a period of 5-6 days.
- Stipend of Rs. 500/per Day will be provided during the training period.

Financial Assistance

- After basic skill training, the beneficiary will be eligible for availing a collateral free loan.
- Loan up to Rs. 1,00,000/- will be provided at 5% Interest Rate with a repayment period of 18 months in First Tranche through Banks.
- After Advanced skilled training, the beneficiary will be eligible for second tranche of loan
- Loan up to Rs. 2,00,000/- will be provided at 5% Interest Rate with a repayment period of 30 months in Second Tranche through Banks.
- Beneficiary will get incentive for digital transaction @ Rs.1/- per transaction promotion for a maximum of 100 transactions (Monthly).

Concessional Interest and Subvention

- Concessional rate of interest chargeable for loans from beneficiaries will be fixed at 5%. The interest subvention by the Government of India will be to an extent of 8% and provided upfront to the banks.
- A beneficiary shall be eligible to avail the interest subvention for both first and second tranches of the loan.

Market Support

- Market support in the form of quality certification, verification, branding, on-boarding on e-commerce and GeM platform, advertising, publicity and other activities would be extended to beneficiaries to improve their linkage to domestic and global value chains.

Officer to be approached: The Functional Manager,
District Industries Centre, Puducherry.

XI. Guidance and Help

The entrepreneur/unemployed youth can approach the Public Relation Officer in the District Industries Centre for obtaining all necessary guidance.

XII. Indicative Expectations from Service Recipients

Entrepreneurs/Industrialists/Educated Unemployed Youth/artisans/artisan societies are required to submit the relevant applications with the required documents in full shape.

The trainers/trainees/societies are expected to strictly adhere with the procedures of the scheme.

Financial Beneficiaries are expected to complete their full loan tenure and provide employment opportunities to the local people.

XIII. Redressal of Grievance

In case of non compliance of the service standards, the service recipients/stakeholders can contact the following Public Grievance Officer for redress of their grievance.

The Functional Manager,
District Industries Centre,
Industrial Estate, Thattanchavady,
Puducherry-605009

XIV. Escalation of Grievance

(i) In case the grievance is not redressed well within the time, the same can be taken up at higher level to the following Authority:
The General Manager,
District Industries Centre,
Industrial Estate, Thattanchavady,
Puducherry-605009.
Tel:-0413-2248987;2248391;2249392
E-mail:dic@py.gov.in

(ii) If still not pleased with the services rendered, the same can be taken up at higher level to the following Authority:
The Director,
Directorate of Industries & Commerce,
Industrial Estate, Thattanchavady,
Puducherry-605009.
Tel:- 0413-2248476;2248168;2248320
E-mail:ind@py.gov.in

(iii) Further, if not satisfied with the services rendered, the same can be taken up at higher level to the following Authority:
The Secretary to Government (Industries & Commerce)
Chief Secretariat,
Puducherry-605001
Tel:-0413-2233304
E-mail:secyind.pon@nic.in

XV. List of Stakeholders

S.No	Stakeholders
1	Entrepreneur/Unemployed Youth/Artisans
2	All relevant Government Departments
3	Registered Handicraft/Coir/Vishwakarma Societies

XVI. List of Responsibility Offices/Sub-Offices

Sl.No	Officer in charge	Office Address	Phone No.
1	Secretary to Govt. (Ind & Com)	Chief Secretariat, Puducherry-605001	0413-2233304
2	Director	Directorate of Industries & Commerce, Industrial Estate, Thattanchavady, Puducherry-605009	0413-2248476; 2248168;2248320
3	General Manager	District Industries Centre, Industrial Estate, Thattanchavady, Puducherry-605009	0413-2248987; 2248391;2249392
4	Functional Manager	District Industries Centre, Rural Industrial Estate, Kottucherry, Karaikal-609609	04368-266467
5	Technical Officer	Civil Station, Yanam-533464	0884-2321257
6	Technical Officer	Civil Station, Mahe-673310	0490-2333235

XVII. Month & Year of the next review of the Citizen's Charter

The next review of the citizen's charter of this office shall be carried on the first month of 2025.

XVIII. Conclusion

As part of the Performance Monitoring and Evaluation System (PMES) for Government Departments, the Department has reviewed the citizen's charter and revised the same in line with the Industrial Policy-2016. Feedback from entrepreneurs/unemployed youths/artisans regarding services delivered are most welcome, as this would enable us to improve the service delivery mechanism and make us more responsive to your needs.

Feedback/Suggestions on the citizen's charter can be sent to:
The General Manager,
District Industries Centre,
Industrial Estate, Thattanchavady, Puducherry-605009.
Visit us at http://dic.py.gov.in

XIX. Abbreviations Used:

Abbreviations	Stands for
EDP	Entrepreneurship Development Programme
PMEGP	Prime Minister's Employment Generation Programme
MUPSES	Motivation of Unemployed Persons to start Self-Employed Enterprises Scheme
DA	Daily Allowance
TA	Travelling Allowance
CSS	Central Sector Scheme
SME	Small & Medium Enterprise
PMPC	Puducherry Management Productivity Council
CII	Confederation of Indian Industry
G.I.A	Grant-in-Aid
PKVIB	Puducherry Khadi and Village Industries Board
KVIC	Khadi and Village Industries Commission
CFC	Common Facility Centre
DDC	Design Development Centre
SFURTI	Scheme of Fund for Regeneration of Traditional Industries
MUDRA	Micro Units Development and Refinance Agency Ltd.
PM SVANidhi	Prime Minister Street Vendor's AtmaNirbhar Nidhi
MSME	Micro Small and Medium Enterprises
MSDE	Ministry for Skill Development and Enterpreneurship

XX. Composition of Task Force for reviewing of Citizen's Charter

1. General Manager	**-**	**Chairman**
2. Functional Manager	**-**	**Member**
3. Deputy Functional Manager	**-**	**Member Secretary**
4. Technical Officer	**-**	**Member**

OFFICERS ASSOCIATED

Thiru. / Tmt.

K.GOVINDARAJAN	**GENERAL MANAGER**
G. JAYARAMAN	**FUNCTIONAL MANAGER**
G. HEMALATHA	**DEPUTY FUNCTIONAL MANAGER**
S. SENTHILKUMAR	**TECHNICAL OFFICER**
J. THAMIZHANBAN	**TECHNICAL OFFICER**

XXI. THE ORGANIZATIONAL *CHART OF DISTRICT INDUSTRIES CENTRE*

SECRETARY TO GOVT. (Ind. & Com)
CHIEF SECRETARIAT

GENERAL MANAGER
HEAD OF DEPARTMENT

PUDUCHERRY

Functional Manager
(Head of Office)
(Public Information Officer)

Controlling Officer
- Prime Minister's Employment Generation Programme(PMEGP)-CSS.
- Motivation of Un-employed persons to start self-employed enterprises scheme-2006.
- PM Vishwakarma (CSS)

Dy. Functional Manager (CR)
(Public Relation Officer)

Executing Officer
- Prime Minister's Employment Generation Programme(PMEGP)-CSS.
- Motivation of Un-employed persons to start self-employed enterprises scheme-2006.
- PM Vishwakarma

T.Os- 3
- Prime Minister's Employment Generation Programme(PMEGP)-CSS.
- Motivation of Un-employed persons to start self-employed enterprises scheme-2006.
- PM Vishwakarma

Project Manager (CI)

- Handicrafts
- Coir

T.Os.-2

Dev. Of Handicrafts
- Training
- Exhibition
- Old age Pension

Dev. Of Coir Industries
- Coir Training
- Coir Society

Deputy Functional Manager(EI)

- In-plant Training
- Advanced/High skilled Training
- Entrepreneur Development Programme (EDP)

T.O

- EDP
- In-Plant training
- Advanced/High skilled training

Deputy Functional Manager (RM)

(Asst. Public Information Officer)

- Marketing & Publicity
- Exhibition

T.O

- Marketing & Publicity
- Exhibition

Junior Accounts Officer (Drawing & Disbursing Officer)

Superintendent
(Accounts)
- Budget
- Pay Bill
- Income tax
- GPF Sanction
- Maintenance of cash book

Superintendent
(Establishment)
- Maintenance of service books
- Grant of Increment/MACP
- RTI
- Audit para
- Parliamentary questions
- PK&VIB

KARAIKAL

Functional Manager
(Head of Office)

(All Subjects)

Dy. Functional Manager

(All Subjects)

Technical Officer

(All Subjects)

MAHE

Technical Officer

(All Subjects)

YANAM

Technical Officer

(All Subjects)