

## **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 Vocational, Inplant, Handicrafts, Silk and Coir training schemes. It also provides financial assistance under Centrally and State Sponsored schemes viz. PMEGP and MUPSES respectively 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.

DIC extends their wide services in establishing new industries to obtain various clearances/permission through a system called Industrial Guidance Bureau (IGB) where the entrepreneur/industrialists have been taken care in all respects in the course of obtaining permission/clearance/license for setting up of new industries.

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.

## **Vision**

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

## **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, Vocational, EDP and Management training.
- To bring the modern techniques developed to the knowledge of Industrialists, Entrepreneurs and to their representatives by providing workshop, seminars etc.,
- Industrial Guidance Bureau (IGB) - The principal object of IGB is a single point contact system to facilitate the entrepreneurs in obtaining clearance from various depts./agencies in a time bound efficient manner for setting up of a unit .

### ***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 Territory.
- To enhance sale of Handicraft articles.

### ***Development of Coir Industries***

- To develop coir and coir based industries.

### ***Development of Silk Industries***

- To develop the Silk industries.

### ***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.

### ***Marketing and Publicity***

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

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

- To assist educated unemployed persons in setting up enterprise in industry & service sectors by providing loans through Banks upto Rs.25 Lakh.

### ***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.

## 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 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 of 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.1,500 /- per month \*
- (ii) Graduate in Arts and Science/  
Diploma in Engineering or equivalent - Rs. 2,500 /- per month \*
- (iii) Degree in Engineering & PG - Rs.3,000 /- 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.300 /-per trainee per month

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

***Officer to be approached*** : The Deputy Functional Manager (EI) /  
The Technical Officer (EI)

## **2. Vocational Training (Institution Oriented)**

### ***Objective:***

Under the scheme, training is given with stipend to the educated unemployed youth mainly for women candidates hailing from rural areas and other downtrodden people in the trades like Tailoring and Embroidery, Beauty Parlour, Arts and Design works and other potential trade identified in the demand area. This is institution based in general.

### ***Eligibility:***

- Residence should be the native of Puducherry Union Territory (or) Should have a continuous residence for 3 years.
- 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 10<sup>th</sup> standard passed.

***Period of Training*** : 6 months

### ***Pattern of assistance :***

- **For Trainees** – Stipend - Rs. 1,500 /-per month
- **For Institution**
  - Towards wastage of raw materials - Rs. 150 /-per trainee per month
  - Honorarium - Rs. 300 /- per trainee per month

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

***Officer to be Approached*** : The Deputy Functional Manager (EI) /  
The Technical Officer (EI)

## **3. Advanced / High Skilled 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 neighboring states of India.

### ***Eligibility:***

- Residence should be the native of Puducherry Union Territory (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.

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

**Pattern of assistance:**

▪ **For Trainees –**

Stipend:

(i) Upto H.S.C./ITI etc. - Rs.2,500/- per month.

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

(3 years)/Post Graduate.

Travelling Allowances - One time to and fro expenses will be paid restricted to 2<sup>nd</sup> class train fair.

▪ **For Training unit/ Institution.**

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

#### **4. Entrepreneurship Development Programme (EDP)**

**Objective:**

To develop Entrepreneurship skill, training is provided for setting up of the projects. The programmes contains motivating the prospective entrepreneurs, highlight respective projects, the course of actions to taken by them for setting up and successful running 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

## **5. Training to Entrepreneurs (Management Training)**

### ***Objective :***

To develop industrial growth by giving training in Personal management, Financial Management, Marketing Management, Quality Control, Productivity, etc., to the Industrialists/ their representatives.

***Pattern of Assistance*** : 90% of the training expenditure is given as subsidy by the Government to the micro and small scale Entrepreneur/Industrialists or their representatives.

***Method of payment*** : The amount of subsidy is paid through Puducherry Management and Productivity council, Puducherry.

***Expenditure to be borne by the Industrialists:*** 10%, of the fees for training.

***Training Co-ordinator*** : The Secretary, Puducherry Management and Productivity Council, Puducherry.

## **6. 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.

## **7. Industrial Guidance Bureau (IGB)**

***Objective:***

To facilitate the entrepreneurs in obtaining clearances from various Departments / Agencies in a time bound and efficient manner for setting up of industrial units.

***Procedure:***

- IGB receives common applications from the promoters of the project and after scrutiny forwards the applications with relevant documents to the Departments concerned for clearances.
  
- Each Department processes the applications simultaneously adhering to the time limit of 30 days for decision on issue of clearances.
  
- A high level committee called Industrial Promotion Committee (IPC) meets periodically to review pending applications.
  
- The IPC also reviews and evaluates the functioning of the IGB.

## Clearances and Approvals By Various Departments With Time Limit

### Stage – I

Sl. No.	Item/Activity	Dept./ Organisation Time Limit (working days)	Time Limit (working days)
1.	(a) Issue of EM Part-I. Certificate  (b) Issue of Provisional NOC to Large Scale Industries of Non-Chemical and Non-Polluting nature	Directorate of Industries & Commerce.	5 days  7 days
2	Forwarding of common application to the concerned depts.	District Industries & Centre	3 days
3	Issue of NOC from Pollution angle	Puducherry Pollution Control Committee	45 days
4	Site Clearance	Town and Country Planning Dept.	30 days
5	Approval of factory building and machinery lay out	Inspectorate of Factories and Boilers	30 days
6	Permission for land use conversion/ground water clearance (outside the Industrial estate)	Agriculture Dept/ Town & Country Planning Dept.	30 days
7	(a) Energisation of Low Tension connection on receipt of application  (b) Energisation of High Tension connection on receipt of application	Electricity Department  Electricity Department	75 days  120 days
8	Clearance under Revenue Acts (if required)	Revenue Dept.	30 days
9	Publication of proposals inviting objection, if any in the Official Gazette	Directorate of Stationery & Printing	15 days
10	Licence (if required)	Food & Drugs Admn.	30 days
11	Licence (if required)	Civil Supplies Dept.	30 days
12	Statutory permission for establishment of the unit	Municipality/Commune Panchayat	30 days



## **Stage – II**

### **Licence/approvals before commencement of regular production after installation of Plant and Machinery**

13	Licence	Municipality/Commune Panchayat	30 days
14	Running Licence	Inspectorate of Factories	30 days
15	Consent for operation of the unit	Puducherry Pollution Control Committee.	30 days

## **Stage – III**

### **Issue of Entrepreneur Memorandum Part –II /commencement of production certificate**

16	(a) Issue of EM Part- II	Directorate of Industries & commerce.	30 days
	(b) Issue of Commencement of production certification in case of large scale unit	Directorate of Industries & Commerce	30 days

## **DEVELOPMENT OF HANDICRAFTS**

### ***Objective:***

- i. To promote and develop the Handicrafts in the Union Territory of Puducherry.
- ii. To revive the vanishing crafts and to restore the traditional Handicrafts /trades under the Viswakarma category.
- iii. 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:***

- i. To revive the vanishing crafts and to restore the traditional Handicrafts.
- ii. 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. 1,500 /- per month/ per trainee.
- **To the trainer** –
  - (i) Honorarium Rs. 300/-per month/ per trainee (maximum Rs.3,000/- per month)
  - (ii) Compensation for wastage of raw materials Rs.150 /- per month/ per trainee (maximum Rs.1,500/- per month)

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

***Contact officer:*** The Project Manager (Cottage Industries)

## **2. Advanced Training**

### ***Objective:***

The candidates who would like to learn the exquisite skill of the crafts, the advanced training will be given in other states.

### ***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.

**Pattern of Assistance :**

**Course fee:** As prescribed by the training institution.

- (i) Stipend : Rs.2,500/- per month / per trainee
- (ii) Accommodation charges for trainee : Rs.500/- per month/per trainee.
- (iii) Travelling Allowance : Restricted to To & Fro 2<sup>nd</sup> class (berth) train fare.

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

**Contact officer:** The Project Manager (Cottage Industries)

### **3. Design Development Training For Master Crafts Persons**

**Objective:**

To acquire modern skill on moulding and designing the vanishing crafts, so as to fetch the customer and to create more marketability.

**Eligibility:**

- No age limit and Education qualification any literate craftsperson.
- Crafts persons/ artisans of this U.T. having units in their respective crafts satisfactorily for more than 3 years.

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

**Pattern of Assistance:**

- **For Craftsperson**

Remuneration :Rs.3,000/- p.m./per craftsperson.

Accommodation charges :Rs. 1,000/- p.m./ per craftsperson

Course fee as prescribed by the training Institution.

Travelling Allowances: To & Fro 2<sup>nd</sup> class (berth) train fare.

- **For Training unit/ Institution.**

Course fees will be paid as prescribed by the training units/institutions.

#### **4. Insurance Scheme For Artisans**

***Objective:***

An important welfare measure for the craft persons is to cover the artisans under Jana Shree Bima Yojana LIC/any other suitable policy.

***Eligibility :***

- All handicraft artisans who are residents of this Union Territory.
  
- The other conditions are as fixed by the Life Insurance Company of India.

***Age limit*** : 18 to 60 years.

***Pattern of Assistance:*** The premium amount as stipulated in the insurance policy.

***Premium:*** Initially Rs. 200/- per member to be shared as under 50 percent of the premium is shared by the Social Security Fund and other 50 percent is shared by Govt. i.e. DIC.

***Contact officer:*** The Project Manager, DIC, Puducherry.

#### **5. Exhibition**

***Objective:***

In order to boost the Handicrafts marketability and improve the sales to handicrafts product various exhibitions 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 2<sup>nd</sup> 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 crafts person.
- (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 crafts person.
- (v) Actual expenditure met by the artisans for transporting the handicrafts goods from unit to exhibition spot.

**6. Administrative Grant and Grant to Handicraft Societies like Pudumai, Puducherry; Toy Makers Society, Puducherry; Phugazh, 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 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 society 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.

## **7. Grant of Financial Assistance to Old Craft Persons ( As Pension )**

### ***Objective:***

To protect Craft persons 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. 40,000/- 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

***Age*** :Not less than 60 years.

***Income*** :Less than Rs. 40,000/- per annum from all sources and Should not be recipient of Similar Financial Assistance from any 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.

***Contact officer*** :The General Manager, District Industries Centre, Puducherry.

## **8. Promotion and Development of Traditional Units / Units under Vishwakarma Category.**

### **8(i). Grant of Financial Assistance to the Societies of traditional Units/ Units under the Viswakarma Category in this Union Territory of Puducherry**

### ***Objective:***

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

***Eligibility:***

- The members of the society must be the artisans of traditional Units / Viswakarma category.
- The society must also be registered with the Registrar of Co-operative society 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.

***Contact officer :*** The General Manager, District Industries Centre, Puducherry

**8(ii). Providing Insurance Coverage for artisans working in traditional units/units under Viswakarma Category.**

***Objective :***

As important welfare measure to cover the artisans working in the traditional units / units under Viswakarma category, a group insurance coverage scheme under Janashree Bima Yojana of Life Insurance Corporation of India or any other suitable insurance coverage scheme of LIC / General Insurance Corporation of India will be provided.

***Eligibility:***

- Member Artisans of the Society.
- Any other conditions as fixed by the Insurance Company.

***Pattern of Financial Assistance:***

- The Pattern of assistance will be restricted to 50% of the premium amount payable to the Life Insurance Corporation (LIC) / General Insurance Corporation (GIC). The balance 50% will be met from the social security fund released by Government of India to LIC/GIC.
- The assistance to the applicant in respect of death-cum- accident insurance will be as per the Group Insurance Scheme

**8(iii). Grant of Financial Assistance (as pension) to the old age artisans of traditional units/units under Viswakarma 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. 40,000/- 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.

***Age*** :Not less than 60 years.

***Income*** :Less than Rs. 40,000/- per annum from all sources and Should not be recipient of Similar Financial Assistance from any 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.

***Contact officer*** :The General Manager, District Industries Centre, Puducherry.



## **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 a native of Puducherry Union Territory.(or)  
Should be a continuous resident for the past 3 years. 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. 1,500/- per month/per trainee.
  
- **To the trainer –**
  - (i) Honorarium -Rs. 300/- per month per trainee (maximum Rs.3,000/- per month.).
  
  - (ii) Compensation for wastage of raw materials- Rs.200/-per month per trainee (maximum Rs. 2,000/- per month.).

***When to apply :*** Will be advertised in the Newspapers

***Contact officer :*** The Project Manager (Cottage Industries) , DIC.

## **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 Advance/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

### ***Pattern of Assistance:***

- ***For Trainees***
  - (i) Stipend : Rs.2,500/- per month / per trainee
  - (ii) Accommodation charges for trainee : Rs.500/- per month/per trainee.
  - (iii) Travelling Allowance : Restricted to To & Fro 2<sup>nd</sup> class (berth) train fare.
- ***For TrainingUnit / 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 in 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 , other etc. will be paid and as well as the participant will be provided Rs.150/- per day/per person as D.A.

#### **4. Conducting of Exhibition:**

***Objective:***

- To create awareness among the public on the usage of variety of coir products and market promotion.
- To create more awareness among the public and to explain the public about the friendly environment nature of the coir products.

***Pattern of Assistance :***

- (i) The participants both local and outsider will be paid Rs.150/- per head/perday during the exhibition period.
- (ii) The participants are given to and fro travelling expenses in 2<sup>nd</sup> sleeper class in express trains (production unit to exhibition place and back).
- (iii) Actual transportation charges paid by the participants for taking their coir products from its industrial units to exhibition place.
- (iv) Stall in the exhibition will be provided for the participants free of cost.

#### **5. 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 propose will be given to the cluster/society with a view to develop the coir industries in this UT.

***Eligibility:***

- (i) The cluster/society/agency should be engaged in the coir products. The member of the organization should be coir artisans.
- (ii) 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. .

## **6. 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.

## **7. 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.

## **8. 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.

## **Development of Silk Industries**

### **1. Training**

#### ***Objective:***

The training programme is to make the unemployed youth to acquire sufficient skill and knowledge in silk weaving trade and also to improve the skill of existing artisans of silk weaving society. Under the scheme, training is imparted to the unemployed youth by the reputed silk weaving master/silk weaving society so as to equip themselves to start their own ventures or to get suitable employment in silk weaving activity.

#### ***Eligibility:***

- Residence -Should be the native of Puducherry Union Territory.(or) Should be a continuous resident for the past 3 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:*** One Year

#### ***Financial assistance:***

- **To the trainee**  
Stipend - Rs. 1,500 /- per month / per trainee
- **To the trainer**  
Honorarium Rs. 500/-per month/ per trainee(maximum Rs.5000/- per month.)  
Compensation for wastage of raw materials Rs.500/- per month/ per trainee(maximum Rs.5000/- per month.)

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

***Contact officer*** : The Project Manager, DIC.

## **2. Administrative Grant to Society/ Agency:**

### ***Objective:***

This programme is to encourage the silk weaving artisans to form the registered societies / agencies so as to develop cluster approach among the artisans which is effective and advisable at present for the successful development of their business.

### ***Eligibility:***

- All societies which are registered under either Co-operative Society Act or Society Act
- All the members of the society should be silk weaving artisans.
- The society should deal with only silk products.

### ***Pattern of Assistance:***

Grant of Rs. 2.00 lakhs per annum per society for five years to meet the Administrative expenses and developmental activities of the society /agency etc.

## **3. Grant of Margin Money for Availing Capital Loan:**

### ***Objective :***

To encourage the entrepreneur to set up Silk Weaving Units in this Union Territory. This margin money grants will certainly reduce the initial financial burden on the entrepreneurs while availing term loan/working capital loan from the financial institutions for setting up of silk weaving units.

### ***Eligibility :***

The promoter should belongs to the Union Territory of Puducherry by virtue of birth or by residing continuously for 5 years in this Union Territory.

- The unit must be set up in this Union Territory of Puducherry.
- The promoter should ascertain the availability of loan and produce the loan sanction order of the financial institution.
- The unit should commence its commercial production within six months from the date of release of margin money grant and the promoter should run the unit successfully for five years. Necessary undertaking letter in the stamped paper of Rs.10 in this regard must be given by the beneficiary.
- The income of the promoter and family members should not be more than Rs. 1,00,000 and above from all sources. Necessary certificate from the competent authority should be submitted by the beneficiary.

### ***Pattern of Assistance :***

On receipt of sanction order from the financial institution 25 percent as margin money on the loan amount will be released to the bank on behalf of the entrepreneurs.

## **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. 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 traveling 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.

**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.



**Prime Minister's Employment Generation Programme (PMEGP)**  
**(Centrally Sponsored 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 8<sup>th</sup> 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.25.00 lakhs for manufacturing sector.
- Maximum cost of the project Rs.10.00 lakhs for service sector.

**Income** : No ceiling limit for annual income.

**Training** : Entrepreneur Development Programme (EDP) training programme 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/MC/Women/Ex-Servicemen/PH : 5%.

**Subsidy details:**

	<b>Urban.</b>	<b>Rural.</b>
▪ General category -	15%	25%
▪ SC/ST/OBC/MC/Women/Ex-Servicemen/PH -	25%	35%

**Period of Loan disbursement:** After completion of prescribed training.

**Implementing Agency:** DIC for Rural & Urban areas; PKVIB for Rural areas.

**Nodal Agency:** Khadi & Village Industries Commission

**Contact Officer:** The Dy. Functional Manager, District Industries Centre, Puducherry.

**Note:** Applications are available in the DIC office and in all PMEGP implementing Banks at free of cost on all working days in the office hours.

**Motivation of Unemployed Persons To Start Self-Employed Enterprises**  
**Scheme 2006 (MUPSES)**

***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

***For further details to contact:*** District Industries Centre, Puducherry.

## **Guidance and Help**

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

## **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.

## **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.

District Industries Centre,  
Industrial Estate, Thattanchavady,  
Puducherry-605009

## **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](tel:0413-2248987;2248391;2249392)  
E-mail:

- (ii) If still 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:-0413-2233207

### List of Stakeholders

S.No	Stakeholders
1	Entrepreneur/Unemployed Youth/Artisans
2	All line Departments
3	Registered Handicraft/Coir/Viswakarma Societies

### 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	0413-2336115
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	Assistant Director	Department of Industries & Commerce, Rural Industrial Estate,Kottucherry, Karaikal-609609	04368-265438
6	Technical Officer	Civil Station, Yanam-533464	0884-2321257
7	Technical Officer	Civil Station, Mahe-673310	0490-2333235

## **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 2014.

### **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 draft Industrial Policy-2012. 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.puducherry.gov.in>

### **Abbreviations Used:**

<b>Abbreviations</b>	<b>Stands for</b>
IGB	Industrial Guidance Bureau
IPC	Industrial Promotion Committee
NOC	No objection Certificate
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	Centrally Sponsored 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

**Composition of Task Force for reviewing of Citizen's Charter:**

- |                              |   |                  |
|------------------------------|---|------------------|
| 1. General Manager           | - | Chairman         |
| 2. Functional Manager        | - | Member Secretary |
| 3. Project Manager           | - | Member           |
| 4. Deputy Functional Manager | - | Member           |
| 5. Technical Officer         | - | Member           |