



**खादी और ग्रामोद्योग आयोग**  
**KHADI AND VILLAGE**  
**INDUSTRIES COMMISSION**  
 सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार  
 Ministry of Micro, Small & Medium Enterprises, Govt. of India,  
**DIRECTORATE OF MARKETING/GOVT.SUPPLY**

**R.S.Pandey**  
**Dy.Chief Executive Officer I/c. (Marketing)**

No.KVIC/Mkt/DSOs/Govt Supply/2019-20

Date : 22.01.2020

## **CIRCULAR**

**Sub:Guidelines for Govt. Supply of Khadi and Village Industries items through Directorate of Marketing.**

- Ref.:**1. No: KVIC/MKT/GS/Oper. Guide. for G.S/2019-20Dt: 07.05.2019  
 2. Addendum No.KVIC/MKT/GS/OPER. GUIDE. FOR GS/2019-20 Dt. 10.07.2019  
 3. Circular No.DK(BF)/MMDA/POLICY/E-5260/2017-18 Dt. 10/11.04.2018 by Dte. of Khadi.  
 4. Circular No.KVIC/MKT/GS/MMDA RC-VARIETY/2016-17 Dt. 16.03.2017

In supersession of the previous Circulars/instructions/Guidelines for Supply to Indian Railways (only) through DGS&D under "Rate Contract and Non-Rate Contract items", the following guidelines are prescribed with immediate effect :-

### **Enlistment of Khadi Institutions for "Government Supply"**

**A.Requisites: (KI to check and apply) :** All Khadi Institutions fulfilling the following criteria are eligible to be enlisted for Govt. supply :-

1. Possessing a valid Khadi Certificate and Khadi Mark Certificate.
2. Having 5 years' experience in Khadi/Polyvastra Production.
3. Having approved Budget from Standing Finance Committee of KVIC.
4. Making payment to Artisans through Bank/Post Office Accounts.
5. Procuring raw material from CSPs of KVIC for Khadi/Polyvastra production, as per Standing Order No.1722 dated 20<sup>th</sup> August, 2013 and Circular dated 10/11.04.2018 referred at Sr.No.3 above.
6. Submitting Test Report from NABL authorized Lab/Textile Committee/RITES or as per the authorization of purchaser for the items to be supplied under Govt. Supply.



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7. Paying Application charges for enrolment under Government Supply (Rs.5,000.00 plus GST) for 3 years for all items of railway supply. Renewal shall be done before the expiry of 3 years from issue of enlistment Certificate/Letter. Renewal charges are (Rs.5,000.00 plus GST) to be deposited to Directorate of Marketing in the dedicated account No.10156548699, IFSC Code: SBIN0000515, SBI, Vile Parle (W), Mumbai 400 056. The application for Govt. Supply will be submitted to Directorate of Marketing along with the application fee (Rs.5,000.00 plus GST) through concerned State/Divisional Office.

Clarification: Charges as above are for all items for 3 years per application/KI (multiple/all items for supply can be requested in a single application subject to manufacturing by KI).

**B. Procedure (State/Divisional Office to observe and verify) :**

- i. The availability of adequate infrastructure for supply of items under Government Supply.
- ii. Identification of Annual production Capacity for the various items.  
Clarification: Maximum production capacity for individual product/item, if no production of other products/items is undertaken (in no. of pieces/mtr. as applicable to item).
- iii. Annual capacity to supply i.e. maximum upto targeted production approved by SFC in the respective year.
- iv. For all supplies to Indian Railways, the procurement of Raw material is to be undertaken from Central Sliver Plants of KVIC. No order shall be issued in absence of same and order value/size shall be limited to the raw material conversion to final product formula with the ratio raw material to finished product as 1:5.
- v. KIs are not entitled to MMDA on the supplies made to Railways as per Circular dated 16.03.2017 referred to above.
- vi. The State/Divisional Office will forward the applications submitted by KIs within 7 days to Directorate of Marketing along with the appraisal report on the information submitted by institution under intimation to Zonal Office.
- vii. Directorate of Marketing with the approval of competent authorities, shall enlist the KIs for Government Supply Software Module for supply orders.
- viii. State/Divisional Director to ensure compliance of all the requisites by KIs as mentioned above at point no. 1 to 6.





**C. Process (Directorate of Marketing and KIs to adopt) :**

- i. The orders received are uploaded on the Government Supply Software Module.
- ii. KIs shall be registered and issued with respective login IDs for viewing indented orders, available orders for allocation, order details (D.P. date/item variety, indenter etc.) and inform of available stock for items to be allocated.
- iii. Stock entries, purchases from CSP, acceptance of Orders, etc. are to be confirmed and uploaded by KIs on Government Supply Software Module.
- iv. KIs need to enter their stock position as per the procedure prescribed by KVIC for Govt. supply order in the software. SMS/email will be automatically sent to the KIs in this regard immediately on uploading of order by the Directorate of Marketing. If stock position is not entered, the concerned KI will not be considered for distribution of supply order by the system.
- v. The orders shall be auto allocated by the Software Module. The distribution logic has been defined as per understanding of supplies viz-a-viz logistics, order size, indenter, supplying capacity, CSP procurement etc. The software is dynamic and delays/pendency/non-supply/cancellation in supplies are recorded for future allocation of orders.
- vi. Manual changes, if any needed due to unavoidable circumstances (small order distribution, supply constraints due to seasonal adjustments of KI manpower, Acts of God, etc.) shall be taken with the approval of Competent Authority.
- vii. KIs should accept or reject the order within 5 days after distribution of order through the software. An SMS/email will be sent intimating the order distributed to the concerned KI. In case the KI does not accept/reject the order within the stipulated time of 5 days, the order will be considered as rejected by software and will be shown to Directorate of Marketing for fresh distribution.



- viii. KIs are advised to update their mobile number and email in the MDA software module from where the details are fetched by the Govt. supply system.

#### **D. Monitoring :**

A quarterly statement shall be submitted to Competent Authority, informing of status as per latest update confirmed telephonically from KIs for review and monitoring of the status.

### **E. Payment Guidelines :**

- i. KIs shall submit the sales bills along with the inspection note, railway/lorry receipt, consignee receipt/CRC, R-Note and a copy of the test report to the Director (Marketing) on delivery of the consignment.
- ii. Bills with requisite documents shall be forwarded to the FA/CAO of the Indenting Railways for release of payment.
- iii. On receipt of the payment, the trade margin applicable for the entire bill amount shall be deducted and the balance remitted to the KI account directly.

### **F. Trade Margin :**

8% Plus GST trade margin is applicable for all items under Railways Supply. 3% will be retained by Director (Marketing) against GS Expenditure and 5% shall be utilized for salary, gratuity and other obligations of Trading Employees.

### **G. Role & Responsibility :**

- i. Director (Marketing) is authorized for acting on behalf of KVIC by way of signing through Digital Signature. The functions include tendering through IREPS and GeM Portal. An Officer, not below the Rank of Asst. Director-II may be authorized by Dy.CEO (Marketing) on behalf of Director (Marketing) for the above function/s.
- ii. Directorate of Marketing representative/authorized Officer (as per Sr.No.(i) above) to monitor GeM/IREPS portal weekly for Railways order. Orders issued on portal to be submitted within a week time.
- iii. Government Supply Section to raise bills with requisite documents within two weeks of receipt.
- iv. All policy related issues to be raised and rectified with the approval of Dy.CEO (Marketing) and concurrence of C.E.O.

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- v. State /Divisional Director to proactively identify KIs for supply under Govt. Supply to boost the production, quality/consistency of products and income to the Artisans.
- vi. Directorate of Khadi/KRM/CCC/L.A./State/Divisional Director to inform Directorate of Marketing in case of adverse findings against KI enlisted for Govt. Supply. Accordingly, all the supply orders and payments made to KIs will be communicated to Directorate of Khadi and KRM for necessary entries verification for MMDA and raw material.
- vii. Directorate of Marketing to delist/cease to issue further orders with approval of Dy.CEO (Marketing).

**[Clarification:** Delist is cancellation of Govt. Supply enlistment and fresh application shall be required in case of re-enlistment. Cease is temporary suspension of Govt. Supply orders.]

- viii. Orders through GeM and IREPS are on Contractual basis, supply timelines, delivery, dispatch schedules may be adhered to by Directorate of Marketing.
- ix. KIs to ensure supply within D.P. timeline. Any charges if deducted on account of delay shall be borne by the KI concerned.
- x. KIs to desist from registering for items under Railways supply which are not produced by them. Any loss caused due to same shall be recovered from the KI and it is also delisted from undertaking Railway Supply.
- xi. State/Divisional Directors, KVIC at the locations of Zonal Head Offices of Railways to liaise with Order issuing Authority/FA/CAO of the Railways.
- xii. Supplies undertaken to Government Departments other than Indian Railways shall be dealt by concerned DSOs as per their Zone in terms of Circulars/instructions issued earlier.

  
(R.S. Pandey) 23/01/2020

Dy. Chief Executive Officer I/c (Marketing)


To

1. All Managers, DSOs, KVIC
2. All State/Divisional Directors, KVIC

**Copy for information and necessary action to: -**

1. All Members of the Commission.
2. C.V.O. Cell, KVIC, Mumbai.

3. All Zonal Dy. Chief Executive Officers.
4. Dy. CEOs in Central Office.
5. All Programme Directors of KVIC, Mumbai.
6. Secretary to Chairman.
7. OSD to C.E.O. Cell.
8. OSD to F.A. Cell.
9. All State KVI Boards.
10. Jt. CEO Cell, KVIC Mumbai
11. Director (Publicity). In duplicate for publishing in the ensuing Jagriti.
12. Director (IT). For website.
13. Hindi Officer. For Hindi version.
14. Public Relation Officer, KVIC, Mumbai.

  
(R.S. Pandey) 23/01/2020

Dy. Chief Executive Officer I/c. (Marketing)