



**GOVERNMENT OF THE PUNJAB  
PLANNING & DEVELOPMENT BOARD  
(INDUSTRIES SECTION)**

**POSITION PAPER FOR PDWP**

**ISSUE:** Substituting the minutes of the PDWP

**Project Profile**

1.	<b>Project Title</b>	CM Punjab Asaan Karobar Finance
2.	<b>Location</b>	Punjab
3.	<b>Sponsoring Agency</b>	Industries, Commerce and Investment Department.
4.	<b>Executing Agency</b>	Punjab Small Industries Corporation through BOP
5.	<b>Operation and Maintenance</b>	Punjab Small Industries Corporation through BOP
6.	<b>Project Cost</b>	9500.00 Million (Approved by PDWP on 14-02-2025)
7.	<b>Gestation Period</b>	8 Years
8.	<b>Source of Funding</b>	ADP (G.S. # 8079)

**9. DESCRIPTION OF THE PROJECT:**

The project is designed to support Small and Medium Entrepreneurs (SMEs) in Punjab through interest-free financing for setting up new business, Balancing, Modernization & Replacement (BMR), expansion of existing business, Working Capital, promotion of climate friendly , Resource Efficient and Cleaner Production technologies and Lease of Commercial Logistics, hence contribute towards employment generation, boost exports and drive economic development across the province.

**10. PROJECT OBJECTIVES**

- i. To support Small and Medium Entrepreneurs (SMEs) in Punjab by providing interest free financial assistance to help them in establishing and to promote their businesses.
- ii. To promote entrepreneurship and industrialization in Punjab.
- iii. To promote renewable energy and RECP technologies
- iv. To generate employment and drive economic development across the province of Punjab.

**11. SUMMARY OF COST ESTIMATES**

(Rs. In Million)

	<b>Description</b>	<b>Total Cost</b>
<b>A</b>	Human Resource (Annex-A)	89.158
	I.T Equipment (Annex-B)	4.750
	Office Equipment (Annex-B)	1.500
	Furniture & Fixtures (Annex-B)	2.760
	Vehicle (Annex-B)	5.200
	Operational Expenses / Contingencies (Annex-C)	40.200
	Impact Assessment Study	15.00
	External Audit through Chartered Accountants Firm for verification of Quarterly markup payments and credit loss payments to BOP	14.500
	<b>Sub-Total (A)</b>	<b>173.068</b>

	Description	Total Cost
<b>B</b>	Funds for Physical Verifications / annual visits etc. to be paid to Urban Unit (Assumptions: Total No. of borrowers would be 3,853 and total 06 physical verifications will be done @ Rs.2,000/- each)	46.236
	Funds for development and maintenance of online portal to be paid to PITB	44.880
	Funds for Call Centre / Helpline to be paid to PITB	8.00
	Funds for Capital Subsidy	50.00
	<b>Sub-Total (B)</b>	<b>149.116</b>
	<b>Total (A+B)</b>	<b>322.184</b>
<b>C</b>	Funds for Markup Support / Credit Loss Coverage to be paid to BOP	9,177.815
	<b>Total Cost (A+B+C)</b>	<b>9,500.00</b>

## **12. RECOMMENDATIONS:**

The PC-I of the scheme titled "CM Punjab Asaan Karobar Finance", amounting to Rs. 9,500.00 million, was approved by the Provincial Development Working Party (PDWP) on February 14, 2025. Subsequently, the Minutes of the PDWP meeting were meticulously prepared and duly approved by the Chairman, P&D Board, wherein, following decisions were taken (MoM at **Annex-A**);

- i) Lump sum allocation (**Rs. 9177.815 Million**) for mark up support and credit loss coverage, as proposed in total cost of PC-I, will remain intact and Finance Department shall issue 'Letter of Comfort' to BoP in this regard.
- ii) There will be no restriction on the loanees of the other schemes for applying loan under this scheme; however, approval of loan / credit decision will be taken by the Bank of Punjab after due diligence and financial health of the applicant.
- iii) One vehicle (up to 1329 cc) is approved.
- iv) The department will circulate amended PC-I in the light of above decisions.

Moreover, Finance Department vide letter No. SO(IMCT)PSIC/6-154/2024 dated 07<sup>th</sup> March, 2025 has stated that stance of the representative of FD is accurate to the extent of issuance of Letter of Comfort by Finance Department. However, the statement about decision of mechanism to pay over and above the combined provision in ADP scheme at a later stage, has been mis-recorded. Finance Department's view is as under;

*As BOP is not going to make any credit loss claims during the CFY 2024-25, the PC-I may be revised in next FY, if required, through CDWP for approval of budget provisions in revised PC-I to cover credit loss claims from development budget, as per approval of Cabinet. Or for Assan Karobar Finance scheme, the AD can make a provision for Credit loss claims of phase-I of the AKF scheme in the PC-I of phase-II which has been principally approved by Cabinet."*

Position paper for considering the view point of Finance Department is placed before PDWP.

**DETAIL OF HUMAN RESOURCE REQUIREMENTS INCLUDING QUALIFICATION, EXPERIENCE, AGE, SALARY  
STRUCTURE & JOB DESCRIPTIONS**

<b>Sr. No.</b>	<b>Name of Post</b>	<b>No. of Post</b>	<b>Qualification</b>	<b>Experience</b>	<b>Age</b>	<b>Salary</b>	<b>Major Jobs Description</b>
1	Manager Compliance	1	16-years education in Finance / Commerce / Economics / Banking and Finance / Accounting / or equivalent Degree from HEC recognized university/ Institute	Minimum 5 years post-qualification Experience of working at similar post / assignment with clear knowledge of Banking Regulations and State Bank's Rules & Regulations, and SMEs.	Up to 45 years	250,000 (PPS: 8)	<ul style="list-style-type: none"> <li>• To undertake and manage all the functions of Project Implementation Unit (PIU) for successful implementation of the project titled as <b>“CM Punjab Asaan Karobar Finance”</b>.</li> <li>• To develop a strong liaison with BOP, PITB and Urban Unit for compliance of all relevant functions described in Framework Agreement and Service Level Agreement(s).</li> <li>• To manage and settle all the matters related to Claims (markup support, credit loss coverage, etc.) of BOP, payments to PITB and Urban Unit.</li> <li>• To coordinate with Purchase Section of Directorate of A&amp;C, PSIC in hiring the services of Chartered Accountants Firm for external audit, Impact Assessor &amp; procurement of IT, Office equipment, Furniture &amp; Fixture and Vehicles under the project.</li> <li>• To coordinate with external auditor in timely verification of Quarterly markup payments and credit loss payments to BOP.</li> <li>• To address all non-compliance issues as to be highlighted time to time.</li> <li>• To coordinate with all PIU staff for compliance of all tasks assigned by authority.</li> </ul>

Sr. No.	Name of Post	No. of Post	Qualification	Experience	Age	Salary	Major Jobs Description
							<ul style="list-style-type: none"> <li>To present progress of the project before PSIC Management / IC&amp;ID / any other forum of the Government, on monthly basis or as and when required.</li> <li>To create strong interpersonal relationship between project and PSIC offices for compliance and monitoring of the project.</li> <li>To deal with the complaints received from the public/applicants.</li> <li>To highlight any bottlenecks / issues occur during implementation of the project and present before Project Coordination Committee/Project Steering Committee/PSIC Management, for timely resolution.</li> <li>To deal with the Capital subsidy cases</li> <li>To arrange timely meetings of the Committees described in the PC-I of the project for effective decision making.</li> <li>To assist Audit Team (external / internal), Monitor &amp; Third Party Validator, Impact Assessor or any other evaluator of the project.</li> <li>To report Director (C&amp;M) and Director (F&amp;A) about compliance status of the tasks assigned to other team members and ensures compliance.</li> <li>Any other job/task assigned by Director (C&amp;M)/ PSIC Management.</li> </ul>
2	Manager (Business Development & Claims)	1	16-years education in Finance / Commerce / Economics / Accounting , Public Administration or equivalent degree from HEC recognized university/ Institution.	At least 03 years post-qualification experience in dealing financial matters in reputable public/private	Up to 45 years	200,000 (PPS:7)	<ul style="list-style-type: none"> <li>To maintain liaison with BOP, PITB and Urban Unit for compliance of all relevant functions described in Framework Agreement and Service Level Agreement(s).</li> </ul>

Sr. No.	Name of Post	No. of Post	Qualification	Experience	Age	Salary	Major Jobs Description
				/commercial Financial Institution(s)/ Government / Semi Government Organizations.			<ul style="list-style-type: none"> <li>• To deal with the markup support claims and credit loss claims received from BOP and payment against claims to BOP.</li> <li>• To develop comprehensive and transparent claim settlement mechanism in consultation with Bank of Punjab.</li> <li>• To receive, analyze and process financial claims of BOP regarding markup support and credit loss payments or any other charges, etc.</li> <li>• To coordinate with external auditor in timely verification of Quarterly markup payments and credit loss payments to BOP.</li> <li>• To ensure transparent utilization of funds under rules and regulations / policies / PC-Is to avoid complications at later stage.</li> <li>• To develop recovery mechanism from BOP under recovery of defaulted amount and settlement / adjustment with BOP</li> <li>• To develop mechanism for transparent utilization of loans application fee / processing fee.</li> <li>• To keep record of all claims / transactions made from government funds</li> <li>• To maintain data regarding claims disposed of and under process on case to case basis.</li> <li>• To assist Director (F&amp;A), PSIC in timely release of funds from the Government with the approval of MD, PSIC.</li> <li>• To maintain complete record of funds released from Government and its utilization.</li> <li>• To examine the progress reports submitted by BOP on monthly basis</li> </ul>

Sr. No.	Name of Post	No. of Post	Qualification	Experience	Age	Salary	Major Jobs Description
							<ul style="list-style-type: none"> <li>To develop a strong liaison with stakeholders regarding operations of the project.</li> <li>To undertake all possible business development activities from time to time.</li> <li>To develop PC-IV of the project before completion of gestation period of the project and get it approved from PSIC Management.</li> <li>Any other job/task assigned by Director (C&amp;M)/ Director (F&amp;A)/PSIC Management.</li> </ul>
3	Business Development Officer	5	16-years education in Finance / Commerce / Economics / Public Administration / Industrial Engineering & Management or equivalent degree from HEC recognized university/ Institution.	At least 02 years post-qualification Experience related to business development and support services in reputable public/private Institution(s)/ Government / Semi Government Organizations.	Up to 45 years	175,000 (PPS:7)	<ul style="list-style-type: none"> <li>To provide advisory services to the existing and prospective SMEs / Start-ups about the loaning project</li> <li>To guide the applicants in preparing documents required for obtaining loan under the project</li> <li>To review the business plans / feasibility studies prepared by the applicants for loan purpose and guide them for further improvements, if required.</li> <li>To gather the sector specific studies conducted by the departments, donor agencies, etc. for knowledge sharing with the applicants.</li> <li>To conduct sectoral analysis for determination of viability of investments by the applicants.</li> <li>To coordinate with Bank of Punjab and applicants in preparing feasibility studies / business plans acceptable to the bank.</li> <li>To assist Manager (Business Development &amp; Claims) in disposing of the official assignments.</li> </ul>

Sr. No.	Name of Post	No. of Post	Qualification	Experience	Age	Salary	Major Jobs Description
							<ul style="list-style-type: none"> <li>Any other job/task assigned by Manager Compliance /Director (C&amp;M)/PSIC Management.</li> </ul>
4	Marketing Officer	1	16-years education in Marketing / mass communication / communication studies / English Literature or equivalent degree from HEC recognized university/ Institution.	At least 03 years post-qualification experience in Marketing / publicity in reputable public / private Institution(s)/ Government / Semi Government Organizations.	Up to 35 years	175,000 (PPS:7)	<ul style="list-style-type: none"> <li>To develop and implement robust strategy for awareness of the project among the public.</li> <li>To develop strategy for marketing / projection of the project in print and electronic / social media</li> <li>To take all possible actions for efficient marketing / projection of the project in print and electronic / social media, on regular basis.</li> <li>To prepare talking points, speeches, small notes, captions, etc. with regards to marketing of the project.</li> <li>To upload progress of the project along with pictures / videos on social media and other platforms on regular basis.</li> <li>To properly publicize events, seminars, etc. on print and electronic media to show case the success of the project.</li> <li>Any other job/task assigned by Director (C&amp;M)/PSIC Management.</li> </ul>
5	Application Scrutiny Officer	3	14 years education with Business Administration / Economics / Statistics / Math / Computer science or equivalent degree from HEC recognized university /institution.	Minimum 3 years post-qualification Experience of working in any public / private sector	Up to 35 years	80,000 (PPS:5)	<ul style="list-style-type: none"> <li>To make initial security of loan applications as per eligibility criteria and submission of complete loan applications to BOP as per policy guidelines.</li> <li>To resolve all issues in scrutiny of applications.</li> <li>To deal with the complaints to be received online or written as per prescribed mechanism.</li> <li>To report any issue identified in Online Portal / Software to Director (C&amp;M) / Manager, Compliance.</li> </ul>

Sr. No.	Name of Post	No. of Post	Qualification	Experience	Age	Salary	Major Jobs Description
							<ul style="list-style-type: none"> <li>• To keep complete data base / record of applications received and submitted to BOP.</li> <li>• To strictly follow the timelines for scrutiny of applications.</li> <li>• To support potential applicant(s) in submission of applications online</li> <li>• To advise the applicant in preparation of loan applications and documentation.</li> <li>• To develop and maintain coordination with PSIC field offices to ensure smooth sailing and efficient implementation of the project.</li> <li>• Any other job/task assigned by Director(C&amp;M)/PSIC Management.</li> </ul>
	<b>Total Posts</b>	<b>11</b>					

**Terms & Conditions:**

1. Salary will be paid after deduction of all applicable taxes.
2. Annual increase @ 10% of the salary is added in the above calculations from 2026-27. However, annual increase will be determined / approved by the PSIC Management subject to performance of the officers.
3. Above project posts, being purely temporary in nature will be automatically abolished immediately upon the expiry of contract period of the officer.
4. The hiring period for the post of Manager Business Development & Claims (1-post) will be up till June, 2032 whereas the hiring period for the remaining posts will be up till June, 2028.



**I.T Equipment****(Amount in Rupees)**

<b>Description</b>	<b>Qty.</b>	<b>Unit Price</b>	<b>Total</b>
Laptop	7	300,000	2,100,000
Desktop Computer	3	250,000	750,000
Scanner	2	40,000	80,000
Wireless laser jet Printer	4	200,000	800,000
Laser jet Printer	6	150,000	900,000
External Hard Drive	4	30,000	120,000
<b>Total</b>			<b>4,750,000</b>
<b>Office Equipment</b>			
<b>Description</b>	<b>Qty.</b>	<b>Unit Price</b>	<b>Total</b>
Photo Copier Machine	1	1,500,000	1,500,000
<b>Total</b>			<b>1,500,000</b>
<b>Furniture &amp; Fixture</b>			
<b>Description</b>	<b>Qty.</b>	<b>Unit Price</b>	<b>Total</b>
Executive Table with Revolving Chair, Side Rack & 4 Visitor Chairs	8	250,000	2,000,000
Office Table with Revolving Chair, Side Rack & 2 Visitor Chairs	2	230,000	460,000
Visitors Chairs	20	15,000	300,000
<b>Total</b>			<b>2,760,000</b>
<b>Vehicle</b>			
<b>Description</b>	<b>Qty.</b>	<b>Unit Price</b>	<b>Total</b>
Car (1329 CC including registration charges, etc.)	1	5,200,000	5,200,000
<b>Total</b>			<b>5,200,000</b>

**OPERATIONAL EXPENSES / CONTINGENCIES**

<b>Sr. No.</b>	<b>PARTICULARS</b>	<b>2024-25</b>	<b>2025-26</b>	<b>2026-27</b>	<b>2027-28</b>	<b>2028-29</b>	<b>2029-30</b>	<b>2030-31</b>	<b>2031-32</b>	<b>Total</b>
1	Advertisements / Media Campaign	18.00	2.00	1.00	1.00	0.500	0.500	0	0	<b>23.00</b>
2	Stationery & Printing	0.500	0.700	0.700	0.700	0.700	0.700	0.300	0.300	<b>4.600</b>
3	Repair and Maintenance of Vehicle	0.100	0.200	0.200	0.200	0.300	0.300	0.300	0.400	<b>2.00</b>
4	Repair & Maintenance of Office Equipment	0.	0.100	0.100	0.100	0.100	0.100	0.150	0.150	<b>0.800</b>
5	Repair & Maintenance of IT Equipment	0	0.100	0.100	0.100	0.100	0.100	0.100	0.100	<b>0.700</b>
6	Repair & Maintenance of Furniture & Fixture	0	0	0.100	0.050	0.050	0.100	0.100	0.100	<b>0.500</b>
7	TA / DA	0.200	0.300	0.300	0.300	0	0	0	0	<b>1.100</b>
8	POL	0.300	0.400	0.400	0.400	0.400	0.400	0.400	0.400	<b>3.100</b>
9	Others / General Charges	0.100	0.100	0.100	0.100	0.100	0.100	0.100	0.100	<b>0.800</b>
10	Miscellaneous / Unforeseen	0.500	0.500	0.500	0.500	0.500	0.400	0.400	0.300	<b>3.600</b>
<b>TOTAL</b>		<b>19.70</b>	<b>4.40</b>	<b>3.50</b>	<b>3.45</b>	<b>2.75</b>	<b>2.7</b>	<b>1.85</b>	<b>1.85</b>	<b>40.200</b>