

No. / **744** /V-06/NRLM/DDU-GKY/2021 Nava Raipur Atal Nagar,

Date: **23** /12/2021

**Blacklisting Order of PIA M/s Pinks n Bloos Beauty Saloons Pvt. Ltd.**

Under Deen Dayal Upadhyaya Grameen Kaushalya Yojana, project implementing agency (PIA) M/s **Pinks n Bloos Beauty Saloons Pvt. Ltd.**, having its head office at *Century Park, Plot No. 245, Road No. 12, Prashasan Nagar, Jubilee Hills, Hyderabad, 500096, Telangana* was sanctioned project for placement linked skill development project, which has been approved by the Project Approval Committee (PAC) in Chhattisgarh state. Following are the details of the PIA: -

Sanction Order Number	-	764/V-06/NRLM/DDU-GKY/2017	
Sanction Order Date	-	18.05.2017	
Scheme	-	DDU-GKY	
Project Sanctioned Date	-	3 <sup>rd</sup> PAC dated 15.05.2017	
PRN Number	-	AP2016CR13438	
Proposal Code	-	AP2016CR1343820161123045043	
Project Commencement Order Date	-	28.07.2017	
MoU Date	-	19.05.2017	
Training Target	-	450	
Total Project Cost	-	Rs. 5,05,97,879/-	
Total Commenced (As on date 23.10.2021 according to MRIGS data)			-118
Total Trained (As on date 23.10.2021 according to MRIGS data)			-58
Total Trained (As on date 23.10.2021 according to Kaushal Bharat data)			-0
Under Training (As on date 23.10.2021 according to MRIGS data)			-60(Batches not closed)
Total Appointed (As on date 23.10.2021 according to MRIGS data)			-51
Total Appointed (As on date 23.10.2021 according to Kaushal Bharat data)			-0
Total Placed (As on date 23.10.2021 according to MRIGS data)			-0
Total Placed (As on date 23.10.2021 according to Kaushal Bharat data)			-0

Status of training dated 23.10.2021 as per MRIGS data:

Trade	Target	Commenced	Trained	Under Training
Assistant Beauty Therapist – BWS/Q0101	350	118	58	60 (Batches not closed)
Food & Beverage Service – Steward – THC/Q0301	100	0	0	0
<b>Total</b>	<b>450</b>	<b>118</b>	<b>58</b>	<b>60 (Batches not closed)</b>

Details of the approved trades are as follows:-

Sl	Trade of Certification	Total Training Hour	Total Training (Months)	Hours of OJT Training	Months of OJT
1	Assistant Beauty Therapist – BWS/Q0101	1317	6.86	384	2
2	Food & Beverage Service – Steward – THC/Q0301	1331	6.93	384	2

*[Handwritten Signature]*

**Fund Release Status:**

The fund disbursed to the PIA for implementation of the project is mentioned below:-

Date	Instalment	Amount (Rupees)
29-07-2017	1 <sup>st</sup> Instalment (1 <sup>st</sup> Tranche)	Rs 74,75,836/-
05-12-2017	1 <sup>st</sup> Instalment (2 <sup>nd</sup> Tranche)	Rs 49,83,892/-
Total		<b>Rs 1,24,59,728/-</b>

**Alert Status:**

The PIA was issued following alerts for deviations in SOP according to notification 42/2016 dated 26<sup>th</sup> August 2016:-

Sl	SCN/Alert Issue Date	SCN/Alert Number	SCN/Alert Type	Reason/Subject	Response
1	12-Jul-2018	1339	SHOW CAUSE NOTICE	Basic facilities and documentation not maintained	16-Jul-2018
2	5-Oct-2018	2599	YELLOW ALERT	Non-submission of audited financial reports	Not Receive
3	10-Oct-2018	2758	YELLOW ALERT	Non Submission of MVR	Not Receive
4	7-Dec-2018	3340	SHOW CAUSE NOTICE	Training Centre Closed at the time of Visit	Not Receive
5	31-Jan-2019	3935	YELLOW ALERT	Non-Compliance to placement norms	Not Receive
6	4-Feb-2019	4013	YELLOW ALERT	Basic facilities and documentation not maintained	Not Receive
7	15-Feb-2019	4291	RED ALERT	No response to previous Alert, Financial non-compliance	Not Receive
8	25-Jan-2019	3842 B	SHOW CAUSE NOTICE	Training Centre Closed and students complaints	Not Receive
9	1-Oct-2019	7744	PERSONAL HEARING	no response to previous alerts, centre closed	Not Receive
10	18-Oct-2019	7934	RED ALERT	Lower placement percentage	Not Receive

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The PIA was sanctioned a target of training 450 candidates under DDUGKY in the 3<sup>rd</sup> PAC dated 15.05.2017. As per DDUGKY SOP part 1, page number 25-26 under clause 3.1.1.1, in case the project duration is 3 years or less but more than 2 years, at least 30% of training should commence within 12 months, at least 65% of training should commence within 24 months, of the effective date of commencement of the project. The PIA should have commenced training of 135 candidates by 08.08.2018 but the PIA had commenced training of 120 candidates only. Because of backlog in prospective project work schedule (PPWS), The PIA was called for personal hearing on 06.08.2019. None of the representatives were present in personal hearing. Mission Director called the PIA again for personal hearing on 07.08.2019 which was intimated to the PIA through mail but the personal hearing was not attended by the PIA. Not attending the personal hearing shows that the PIA has casual attitude towards implementation of DDUGKY project. Hence, in the 11<sup>th</sup> PAC dated 08.08.2018, the PIA was right sized from 450 to 400.

The PIA was served show cause notice (SCN) 1339/V-06/NRLM/DDU-GKY/2018 dated 12.07.2018 for not maintaining basic facilities and improper documentation after surprise inspection was done by SRLM on 19.06.2018. The PIA had replied to the SCN on 16-07-2018.

The PIA was served yellow alert for 2599/V-06/NRLM/DDU-GKY/2018 dated 05.10.2018 for non submission of audited financial reports. The PIA did not respond to the alert, which is presumed that the PIA had casual attitude of the PIA towards implementation of DDU-GKY project.

The PIA was served yellow alert for 2758/V-06/NRLM/DDU-GKY/2018 dated 10.10.2018 for non submission of monthly verification reports (MVR). The PIA did not respond to the alert, which is presumed that the PIA had casual attitude of the PIA towards implementation of DDU-GKY project.

The PIA was served show cause notice 3340/V-06/NRLM/DDU-GKY/2018 dated 07.12.2018 for closing training centre which was found at the time of visit of SRLM. The PIA did not respond to the notice, which is presumed that the PIA had casual attitude of the PIA towards implementation of DDU-GKY project.

On 17.12.2018, Chief Executive Officer of district panchayat of Raipur had submitted a written complaint with letter number 6075/JP/NRLM/2018-19 stating that the PIA has not given on job training and not provided jobs to 64 candidates. District officer has received written complaint from DDUGKY candidates of the PIA of Pinks n Bloos Beauty Saloons Pvt. Ltd. showing quality issues at the training centre.

The PIA was served yellow alert for 3935/V-06/NRLM/DDU-GKY/2019 dated 31.01.2019 for non-compliance to placement norms. The PIA did not respond to the alert, which is presumed that the PIA had casual attitude of the PIA towards implementation of DDU-GKY project.

The PIA was served show cause notice 4013/V-06/NRLM/DDU-GKY/2018 dated 04.02.2019 for not maintaining basic facilities and improper documentation of the PIA by SRLM. The PIA did not respond to the notice, which is presumed that the PIA had casual attitude of the PIA towards implementation of DDU-GKY project.

The PIA was served red alert for 4291/V-06/NRLM/DDU-GKY/2019 dated 15.02.2019 for no response to yellow alert 4013 and financial non compliance. The PIA did not respond to the alert, which is presumed that the PIA had casual attitude of the PIA towards implementation of DDU-GKY project.

The PIA was served show cause notice 3842 B/V-06/NRLM/DDU-GKY/2018 dated 25.01.2019 for closing training centre which was found at the time of visit of SRLM dated 04.12.2018 and complaint of the candidates. The PIA did not respond to the notice, which is presumed that the PIA had casual attitude of the PIA towards implementation of DDU-GKY project.

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The PIA was served red alert for 7934/V-06/NRLM/DDU-GKY/2019 dated 18.10.2019 for lower placement percentage. The PIA did not respond to the alert, which is presumed that the PIA had casual attitude of the PIA towards implementation of DDU-GKY project.

The PIA was called for personal hearing on 17.10.2019 through letter reference number 7744/V-06/CGSRLM/DDU-GKY/2019 dated 01.10.2019. The personal hearing letter was served to the PIA through mail dated 04.10.2019. The PIA did not attend personal hearing on 17.10.2019. When the PIA was asked by SRLM to mention the reason for not attending personal hearing through mail, the PIA replied that due to demise of aunt of Mrs. P.Seeta Devi (authorized signatory of the PIA), the PIA could not attend personal hearing and requested for some other date of personal hearing after 10<sup>th</sup> November 2020. PIA did not send any other representative for personal hearing. The response of the PIA to request for some other date for personal hearing was intimated to SRLM after mail and telephonic conversation done from SRLM's end.

In the 18<sup>th</sup> PAC dated 02.11.2020 the right-sized target of the PIA was again right-sized from 400 to 342 and the decision of closure of the project was taken by PAC with imposition of penalty. The PIA was intimated by the decision of PAC through letter number 1037/V-06/CGSRLM/DDU-GKY/2020 dated 01.12.2020.

Closure letter was sent to the PIA by SRLM with letter reference number 312/CGSRL/DDU-GKY/2021 dated 16.08.2021 where the PIA was asked to submit consolidated utilization certificate (SF 8.11 E) along with closure audited financial statement (SF 8.11 A) with all relevant supporting documents at SRLM office by 30<sup>th</sup> August, 2021. PIA did not respond to the closure letter of SRLM.

Therefore, a penalty of 10% along with the amount disbursed to the PIA has been imposed on the PIA i.e. Rs 1,74,43,619/- only (one crore seventy four lakhs forty three thousand six hundred and nineteen rupee only by SRLM and the PIA was directed to deposit the sum in the following account of CG-SRLM within 25 days of receipt of the order.

Name of Bank	HDFC
Branch	Sector 27, Nava Raipur
IFSC Code	HDFC0009306 (Fifth character is zero)
Account No.	50100441926790
Name	CHHATTISGARH GRAMIN AAJEEVIKA SAMVARDHAN SAMITI DDU-GKY

It was also directed that if PIA fails to repay the amount, recovery will be done under the revenue recovery act 1890 or other applicable revenue recovery or public demands recovery act of the state of Chhattisgarh as per SOP 1, page number 39, clause 3.11 'Recovery of dues from a PIA'.

Order of imposition of penalty was served to the PIA with letter reference number 437/V-06/NRLM/DDU-GKY/2021 dated 25.10.2021 through mail dated 26<sup>th</sup> October 2021 at [seeta@pinksnbloos.com](mailto:seeta@pinksnbloos.com), [pnb@pinksnbloos.com](mailto:pnb@pinksnbloos.com), [preetam.pnb04@gmail.com](mailto:preetam.pnb04@gmail.com) and [nemanisn999@gmail.com](mailto:nemanisn999@gmail.com). But, the PIA did not respond to it (imposition of penalty) nor submitted the fine in the dedicated account of SRLM. Reminder mail of deposition of penalty was served to the PIA on 22.12.2021. The PIA did not respond the letter of closure, imposition of penalty nor has submitted any letter from their end.

As per DDUGKY notification 08/2020 dated 9<sup>th</sup> March 2020, page number 21, if a PIA fails to pay the penalty and also does not take any other action on it, the project may be terminated after following due process of opportunity of hearing. But, when the PIA was called for personal hearing on 17.10.2019, the PIA did not attend personal hearing.

As per notification 08/2020 dated 9<sup>th</sup> March 2020, page number 20, whenever a project is terminated, the PIA should be blacklisted and debarred for a period of at least 3 years.

It is hereby declared that as the PIA did not implement the DDUGKY project seriously and has not placed a single candidate. Hence, the PIA M/s **Pinks n Bloos Beauty Saloons Pvt. Ltd.** is blacklisted, terminated and debarred for a period for 3 years i.e. till December 2024 from the state of Chhattisgarh from getting sanction of any DDUGKY or Roshni project.

*J.C.*

*dp*  
**Effat Ara (IAS)**

**Mission Director (SRLM)**

O/o Development Commissioner  
Indrawati Bhawan, Nava Raipur  
Atal Nagar, Chhattisgarh

No. **745**/N-06/NRLM/DDU-GKY/2021

Nava Raipur, Atal Nagar,

Date: **23** /12/2021

**Copy to:**

1. **Joint Secretary (Skills)**, Rural Skills Division, DDU-GKY Dept. MoRD, NDCC Building-II, Jai Singh Road, New Delhi- 110001 for information and necessary action.
2. **Staff Officer**, Principal Secretary, Govt. of Chhattisgarh, Dept. of Panchayat and Rural Development, Mahanadi Bhawan, Atal Nagar, Raipur for kind information.
3. **Vice President**, NABCONS, 1st floor, NABARD Tower, 24 Rajendra Palace, New Delhi

*J.C.*

*dp*  
**Mission Director (SRLM)**

O/o Development Commissioner  
Indrawati Bhawan, Nava Raipur  
Atal Nagar, Chhattisgarh