

MSME

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INSIDER

HIGHLIGHTS



EVENTS

54th UNCITRAL (The United Nations Commission on International Trade Law) Commission Session.

Success Stories

Standing on my feet was my only Goal says Priyanka Shrikrishna Janmali



It's not about the **IDEAS**
It's about making **IDEAS**
Happen

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What's New around the Ministry



MSME Minister Shri Narayan Rane Launches New Khadi Products – Khadi Babywear & Unique Handmade Paper “Use & Throw” Slippers

Minister for MSME Shri Narayan Rane launched Khadi's two new exclusive product range – Khadi cotton babywear and unique Khadi handmade paper slippers – at Khadi India's flagship showroom in Connaught Place, New Delhi. Minister of State for MSME, Shri Bhanu Pratap Singh Verma and Chairman KVIC Shri Vinai Kumar Saxena were present on the occasion. Both the ministers appreciated Khadi's range of products.

The new products include Khadi's first ever cotton clothing for babies. To begin with, KVIC has launched sleeveless vests (jhablas) and frocks along with bloomers and nappies for new-borns and up to 2 years old babies. KVIC has used 100% hand-spun and handwoven cotton fabric that is soft on the tender and sensitive skin of the children and prevents them from any rashes or skin irritation.

The ministers also launched Khadi's handmade paper “use & throw” slippers which has been developed for the first time in India. These handmade paper slippers are 100% eco-friendly and cost-effective. The Handmade paper used in making these slippers is completely wood-free and made of natural fibres like Cotton & Silk rags and agro waste. These slippers are weightless and best suited for travel and indoor usage like in home, hotel rooms, hospitals, places of worship, laboratories, etc. It is also effective from the hygiene point of view.

While Khadi cotton babywear are priced uniformly at Rs 599 per piece; the handmade paper slippers cost a meagre Rs 50 per pair. The two new products can be purchased at Khadi showroom in Connaught Place as well through KVIC's online portal www.khadiindia.gov.in. While launching the new Khadi products, Shri Rane emphasized on aggressive marketing of eco-friendly and sustainable products. He said by capturing bigger market share in this sector, KVIC can create more employment opportunities and increase its consumer base by a big margin.

KVIC Chairman Shri Saxena said that the handmade paper “use & throw” slippers have been developed by KVIC with the objective of supporting handmade paper industry and creating sustainable employment for artisans. He said it is also for the first time that KVIC has ventured into production of babywear.



BRICS MSME ROUNDTABLE (22nd July 2021)

Ministry of MSME, Government of India under the chairmanship of Secretary MSME, Shri BB Swain, hosted BRICS MSME Roundtable on 22nd July 2021 which was focused on BRICS Nation's vision of Post-Covid Roadmap for 'the growth accelerating sector'. The roundtable conference witnessed participation from the Government, private sector of all BRICS nations and there was also 200+ attendees from industry associations, MSME tool rooms, DIs etc.

Addressing the roundtable, Secretary MSME emphasized on formulation of a future roadmap to accelerate growth of MSME sector post Covid 19 and a guide towards creating business environment for the benefit of MSMEs.

Joint-Secretary (SME), talked about evaluating the extent of damage of the pandemic on MSMEs and covid response policies/programs of govt. for safeguarding MSMEs

Co-Chair CII, National MSME Council presented a way forward in mitigating losses from COVID-19, post covid strategies for MSMEs development

Deputy Managing Director- Export-Import Bank of India, and President- India SME Forum talked about Integration of MSMEs in Global and regional value chains; role of digitalization for MSMEs in post covid19 scenario and govt. measures for their digital transformation, leveraging BRICS forum for accelerated development of MSMEs.

This was followed by a series of presentations scheduled in separate sessions, made by the concerned senior officials from the Government and private sector of BRICS Nations. Brazilian delegates talked about their policies implemented to face the pandemic and programs launched for promoting improvement of productivity and competitiveness of MSMEs. Senior functionaries from Russia showcased their intermediate results of the National SME support measures and touched base on support measures aimed at digitalization of MSMEs and their integration into GVCs. Delegates from China addressed with the supportive policy measures implemented by the Chinese government to curb the severe impacts of the COVID-19. South African delegates shared a comprehensive presentation covering on all crucial aspects of this Roundtable conference along with the Effective strategies to improve MSMEs post Covid-19, promotion of the global value chains and digital transformation post Covid-19.

The BRICS partners appreciated the activities planned by India, being timely and relevant in the current context and expressed their support for working together on the various initiatives proposed by India.

KVIC & BSF Launch Project BOLD in Jaisalmer to Prevent Desertification and Support Rural Economy

In the first of its kind efforts to develop green cover in the Indian deserts of Rajasthan, Khadi and Village Industries Commission (KVIC) on Tuesday planted 1000 bamboo saplings at Tanot village in Jaisalmer, in collaboration with the Border Security Force (BSF). KVIC Chairman Shri Vinai Kumar Saxena launched the plantation program in presence of Shri



Surendra Panwar, Special DG (Western Command), BSF. Bamboo plantation, as part of KVIC's Project BOLD (Bamboo Oasis on Lands in Drought) aims at serving the combined national goals of reducing desertification and providing livelihood and multi-disciplinary rural industry support to the local population.

The Bamboo saplings have been planted over 2.50 lakh sq feet of Gram Panchayat land near the famous Tanot Mata Temple which is located close to Longewala Post on the Indo-Pak Border. Situated nearly 120 Kms from the Jaisalmer city, Tanot has become one of most visited tourist spots in Rajasthan. KVIC plans to develop the bamboo-based green patch in Tanot as a tourist attraction. BSF will be responsible for maintaining the plants. Project BOLD was launched on 4th July from a tribal village Nichla Mandwa in Udaipur district in Rajasthan with plantation of 5000 saplings of special bamboo species over 25 bigha of arid land. It is aligned with Prime Minister Shri Narendra Modi's call for reducing land degradation and preventing desertification in the country. The initiative has been launched as part of KVIC's "Khadi Bamboo Festival" to celebrate 75 years of independence "Azadi ka Amrit Mahotsav".

KVIC Chairman said the bamboo plantation in the deserts of Jaisalmer will serve multiple objectives, i.e. preventing desertification, environment protection and creating sustainable model of development by supporting rural and bamboo-based industries. "In the next three years, these bamboos will be ready for harvest. While this will generate recurring income for the local villagers; KVIC will also develop this green patch into a tourist spot considering the large footfall of tourists visiting Longewala post and the Tanot Mata Temple," Shri Saxena said. He lauded the support of BSF in implementing the project in a very short time.

In the next 3 years, 1000 bamboo plants will multiply and produce at least 4,000 bamboo logs weighing about 100 MT of bamboo. At the current market rate of Rs 5000 per ton, this bamboo produce will generate an income of nearly Rs 5 lakh after three years and later on every year, thus supporting the local economy.

Bamboo can be used for making agarbatti sticks, furniture, handicraft, musical instruments and paper pulp while the bamboo waste is widely used in making charcoal and fuel briquette. Bamboos are also known for conserving water and hence useful in arid and drought-prone regions.

KVIC Secures Trademark Registrations in Bhutan, UAE & Mexico; Files Applications in 40 Countries to Protect Brand “Khadi”

Khadi and Village Industries Commission (KVIC) has recently secured trademark registrations in three countries – Bhutan, UAE and Mexico – a big stride towards protecting the identity of brand “Khadi” globally. Apart from these countries, KVIC’s trademark applications are pending in 40 countries across the world that include the USA, Qatar, Sri Lanka, Japan, Italy, Australia, New Zealand, Singapore, Brazil and others. While KVIC obtained the latest trademark registration in Bhutan on 9th July; trademark registration was granted in UAE on 28th June. With this, KVIC has succeeded in securing trademark registration for the first time in a Gulf country. Earlier, KVIC got the trademark registration for “Khadi” in Mexico in December 2020.

So far KVIC was having Trademark registrations for the word mark “KHADI” in 6 countries namely Germany, UK, Australia, Russia, China and EU where trademark registrations were granted in certain classes. However, with recent trademark registrations in Bhutan, UAE and Mexico, the number of such countries has gone up to nine. In these countries, KVIC has got registrations in various classes that pertain to Khadi fabric, Khadi readymade garments and village industry products like Khadi soaps, Khadi cosmetics, Khadi incense sticks among others.

It is for the first time in the history of KVIC that sustained efforts have been made in the last 5 years to protect the brand “Khadi” which was given to us by none other than Mahatma Gandhi.

KVIC Chairman Shri Vinai Kumar Saxena said these trademark registrations will prevent any misuse of the brand name “Khadi” globally. He said in recent years, Khadi’s popularity has seen a massive growth in India and abroad due to Prime Minister Shri Narendra Modi’s appeal to adopt Khadi. It has, therefore, become very important for KVIC to protect the identity of Khadi and safeguard the interest of consumers and lakhs of Khadi artisans who are manufacturing genuine Khadi products.

The development assumes great significance as there have been instances of some private local entities in countries like Mexico and Germany seeking trademark registration for brand name “Khadi” in their respective countries. In Mexico, KVIC challenged the trademark application of “One Foundation Oaxaca Ac” which had applied for the “Khadi” logo. However, the firm did not challenge KVIC’s objections and trademark registration for the word “Khadi” and “Khadi” logo was granted in favour of KVIC.

Similarly, in Germany, KVIC challenged a local company - Best Natural Products GmbH (“BNP”), which in 2011 already got prior rights in the mark “KHADI” and related marks in EU and other countries in different classes. After long legal battle and negotiations through the Diplomatic channel with the help of the Ministry of External Affairs, BNP has expressed its willingness to settle the trademark disputes amicably with KVIC.



Indo Danish Tool Room (IDTR)

Indo Danish Tool Room (IDTR), Jamshedpur has manufactured Multi Groove Carbide Inserts of 5 micron accuracy which will be used for manufacturing of "Multi Groove Pulley", an export item for M/s Metaldyne Industries Ltd., Jharkhand.

Central Footwear Training Institute (CFTI),

Central Footwear Training Institute (CFTI), Agra has developed 80 new styles of infant shoes and its pattern in its Shoe Design Studio for two export-oriented Units in Agra.

MOUs/ Partnerships & Accreditation

NSIC has signed MOU with Union Bank of Baroda on 27.07.2021 at New Delhi for building a long-term and strategic partnership with a commitment to support MSMEs with their credit requirements. The MoU was signed in the presence of Shri G. Dixit, Director (Finance), NSIC.

Testing Division of Process and Product Development Centre (PPDC), Agra has been accredited by National Accreditation Board for Testing and Calibration Laboratories (NABL) as per ISO 17025:2017 for Chemical and Mechanical discipline.

Central Tool Room (CTR), Ludhiana has carried out identification/analysis of different imported materials as per the requirement of Semi-Conductor Laboratory, Department of Space, Government of India, Mohali, engaged in space research & development activities.

Central Footwear Training Institute (CFTI), Chennai signed an MoU with Central Leather Research Institute (CLRI) on 05.07.2021 in connection with collection of footwear sizing data.

Fragrance & Flavour Development Centre (FFDC), Kannauj has signed an MoU with Rajiv Gandhi University, Arunachal Pradesh on 08.07.2021 for harnessing strength of both institutes in R&D and training in fragrance, flavour and essential oil sector at Arunachal Pradesh.



PROGRESS UPDATE



Progress Update

MSME SAMBANDH - Public Procurement Policy:

To minimize the Regulatory Compliance Burden on Businesses and Citizens, amendment in Public Procurement Policy for MSEs has been proposed.

Implementation of public procurement policy for micro and small enterprises is monitored through MSME SAMBANDH portal. Upto 30.07.2021, the procurement details of CPSEs during 2020-21 & 2021-22 is as follows:

Year	CPSEs reported (Nos.)	Total Procurement (Rs. in crore)	Procurement from MSEs (including MSEs owned by SC/STs) (Rs. in crore)	Procurement from MSEs owned by SC/STs (Rs. in crore)	Procurement from MSEs owned by Women (Rs. in crore)
2020-21	149	1,43,808.03	40,443.21 (28.12%) (1,74,739 MSEs benefited)	753.97 (0.52%) (6,797 MSEs benefited)	725.58 (0.50%) (4,949 MSEs benefited)
2021-22 (As on 31.06.2021)	81	20,950.79	6,061.36 (28.93%) (18,166 MSEs benefited)	123.64 (0.59%) (307 MSEs benefited)	142.53 (0.68%) (674 MSEs benefited)

Credit Guarantee Scheme for Subordinate Debt (CGSSD)

During the month of July 2021, upto 22.07.2021, as per the data provided by CGTMSE, 18 guarantees have been approved involving an amount of Rs. 2.11 crore. Since inception, as on 22.07.2021, 715 guarantees involving an amount of Rs. 75.82 crore have been extended by 18 Banks.

Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE)

During the month of July 2021, upto 26.07.2021, as per the data provided by CGTMSE, 42,362 guarantees have been approved involving an amount of Rs. 2,977 crore.

During the FY 2021-22 (from 01.04.2021 to 26.07.2021), a total of 2,86,427 guarantees have been approved involving an amount of Rs. 16,272.83 crore.

Prime Minister's Employment Generation Programme (PMEGP)

Margin money subsidy of Rs.629.90 crore has been disbursed by banks upto 31.07.2021, under the Prime Minister's Employment Generation Scheme (PMEGP) which will facilitate setting up of 19885 micro enterprises creating employment of around 159080 persons.

Capacity Building and Augmentation:

Training & Placement: During the month of July, 2021, 18 Technology Centres under the Office of Development Commissioner (MSME) trained 11,317 trainees. These Technology Centres provide training and consultancy to improve the skill of tool makers and also in rendering

facilities for developing and updating technologies and manpower development and training in specific product groups like Foundry & Forging, Electronics, Electrical Measuring instruments, Fragrance & Flavour, Glass, Sport Shoes, and develop footwear designing to promote exports & provide training for manpower in Footwear Industry

31 trainees trained by MSME Tool Rooms & Technical Institutions (IDTR Jamshedpur, Tool Room & Training Centre (TRTC), Guwahati and Central Institute of Hand Tools (CIHT), Jalandhar) have been placed in various enterprises like. M/s Lohia Corp. Ltd. Kanpur and other enterprises located in Assam, Punjab, Himachal Pradesh etc.

Skill Training under the Ministry of MSME is conducted through various organizations under the Ministry i.e. MSME-Tool Rooms, Technology Centre Systems Programme (TCSP), National Small Industries Corporation (NSIC) Ltd., Khadi and Village Industries Commission (KVIC), etc. During the month of July, 2021, upto 30.07.2021, 22,247 persons have been imparted skill training by these organizations.

Assistance and Handholding: During the month of July, 2021, 18 Technology Centres (TCs) under the Office of Development Commissioner (MSME) assisted 1,949 units for job works, testing & calibration, and consultancy services. These Technology Centres provide facilities for designing and manufacturing of dies and tools, moulds, jigs and fixtures, gauges and tool components, CAD/CAM, etc.

Guarantee Emergency Credit Line (GECL):

Under the Guarantee Emergency Credit Line (GECL) scheme, out of the total of Rs.10,000 crore budgetary allocation, Rs.650 crore has been released during the month of July 2021. So far, a total of Rs. 3,150 crore has been released to National Credit Guarantee Trust Company (NCGTC) toward the corpus of Emergency Credit Line Guarantee Scheme.

Coir Board:

13 new firms were newly registered as Coir Exporters and issued Registration-Cum-Membership Certificates.

Extension Centres (ECs):

16 Extension Centres ECs have started training / assisting MSMEs. In the month of July 2021, 16 ECs have trained 1,256 trainees and assisted 50 MSMEs.

EVENTS

A man in a dark suit and light shirt is standing at a podium, speaking into a microphone and gesturing with his right hand. He is facing an audience whose silhouettes are visible in the foreground. The background is a solid blue color. The word "EVENTS" is written in large, white, bold, sans-serif capital letters in the top right corner. A thin white vertical line is positioned to the right of the word "EVENTS".

EVENTS

CLCS component of CLCS-TU scheme:

A virtual review meeting was held under the Chairmanship of Additional Secretary & Development Commissioner (MSME) on 20.07.2021 with Administrative Staff College of India (ASCI), Hyderabad, to review the draft evaluation report of Credit Linked Capital Subsidy (CLCS) component of Credit Linked Capital Subsidy and Technology Upgradation Scheme (CLCS-TUS).



Zero Defect and Zero Effect (ZED)

Under Zero Defect and Zero Effect (ZED) component of CLCS-TU Scheme, Meetings with various State Government Officers of North and South region were held on 14.07.2021, 15.07.2021 and 22.07.2021 for inclusion of ZED incentives in their State policy. A Meeting was held with various banks/ financial institutions on 23.07.2021 regarding concession in credit process for ZED rated MSMEs



Review of draft evaluation report of Credit Linked Capital Subsidy (CLCS) component of Credit Linked Capital Subsidy and Technology Upgradation Scheme (CLCS-TUS).

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54th UNCITRAL (The United Nations Commission on International Trade Law) Commission Session

Ms. Mercy Epao, Joint Secretary, Ministry of Micro, Small and Medium Enterprises (MSME) represented Ministry of MSME through virtual mode in the Technical assistance roundtable (Focusing on MSME Recovery) held on 16th July 2021 under the 54th UNCITRAL (The United Nations Commission on International Trade Law) Commission Session.





Success Stories !

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Standing on my feet was my only Goal says Priyanka Shrikrishna Janmali

Being a woman and lacking the appropriate knowhow to succeed in the competitive marketplace somehow held me back from taking an entrepreneurial initiative. Nevertheless, I wanted to be on my own, and didn't like working for anybody else.

Fortunately, a friend advised me to take admission in Institute of Design of Electrical Measuring Instrument (IDEMI), Mumbai. I completed the Entrepreneurship & Skill Development program in Weaving & Printing, this short duration course acquainted me with entrepreneurship and the opportunities that existed. I also came to learn the finer points of Weaving and Printing; this gave me the crucial edge over others.

Above all, it gave a boost to my confidence, and helped me launch my small enterprise – Priyanka's Creation. I make Wall hangings, Table Mats etc.

Today, my business is growing steadily. I can proudly say that I am standing on my own feet.



Opportunity in Calamity was my road to entrepreneurship says Gayatri Kanwade



I have successfully completed my 3-year course in Robotics and Mechatronics from MSME – Training Development Centre at Institute of Design of Electrical Measuring Instrument (IDEMI), Mumbai. The knowledge rich training made me a thorough professional of the subject. At the same time, it gave me enough confidence to start my own venture, instead of seeking employment with others.

Taking a cue from prime minister's clarion call – Opportunity in Calamity – I developed a blueprint of my project when I was still studying in the final year of the course. Pandemic had set in, and I decided to set up a manufacturing unit of 3 Ply disposable Face mask and, this way, make contribution to stop the corona virus spread.

The training and encouragement offered by IDEMI came very useful. Our entrepreneurial venture is now a big success. We employ 40 persons to run the business and are known as a renowned manufacturer of 3 Ply Disposable Face Masks.

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SOCIAL MEDIA

Social Media

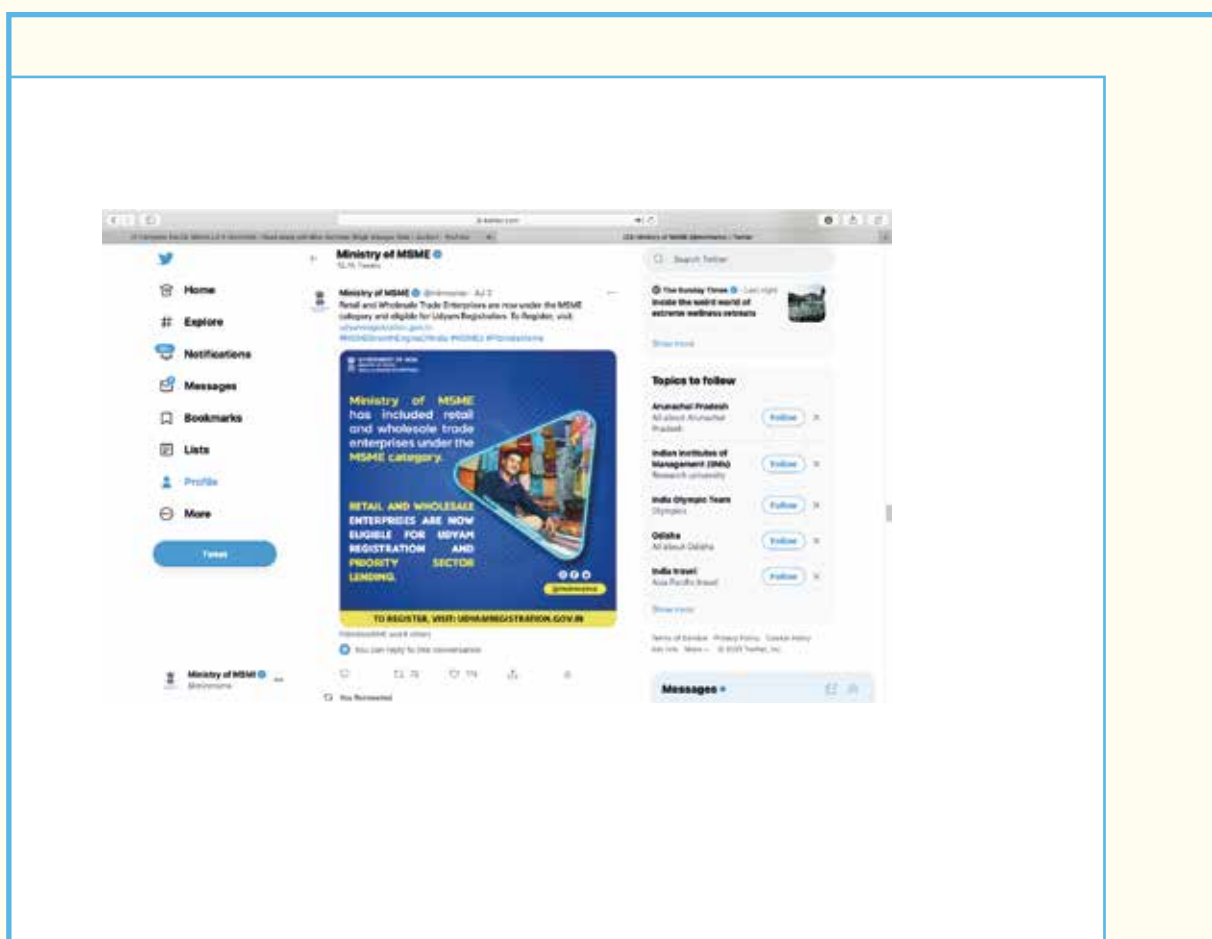
AUGUST

Ministry of MSME has an active social media presence that highlights the Ministry's day to day activities and engages with the public directly. This section highlights the social media buzz and the highest engagement posts for the month



twitter.com/minmsme

Impressions : 12,005



Secretary (MSME), Shri. B.B. Swain gave the keynote address during the #BRICS MSME roundtable 21 held today. He addressed on formulation of the future Policy to emphasize on creating Roadmap post COVID19, and guide towards creating business environment for the benefit of #MSMEs

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Impressions: 12,034



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