

MSME

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INSIDER



Yashasvini Awareness
Campaign organised in
Jaipur, Rajasthan on
19.07.2024

Inauguration of the New Training
Program at NSIC on 18.07.2024

HIGHLIGHTS

“

Never stop fighting until you arrive at your destined place — that is, the unique you. Have an aim in life, continuously acquire knowledge, work hard, and have perseverance to realize the great life.

A. P. J. Abdul Kalam

”

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EVENTS



First Yashasvini Awareness Campaign organised in Jaipur, Rajasthan on 19.07.2024

The Ministry of MSME, in collaboration with the Ministry of Rural Development and Women Entrepreneurship Platform organized the first Yashasvini Awareness Campaign for women entrepreneurs at the Rajasthan International Centre, Jaipur, on 19th July 2024. The event was presided over by Shri Jitan Ram Manjhi, Hon'ble Union Minister for MSME, and was graced by the presence of Sushri Shobha Karandlaje, Hon'ble Minister of State for MSME, and Shri Krishan Kumar Vishnoi, Hon'ble Minister of State for Industries, Govt. of Rajasthan. The meeting had representation of the State Government, State Rural Livelihood Mission, SIDBI, CGTMSE, Banks, Central Public Sector Undertakings, etc.

The event had participation from more than 650 women entrepreneurs, mostly from the informal sector and Self Help Groups. The highlight of the event was hand holding assistance provided by the agencies for on-the-spot registration for Udyam registration, Udyam Assist Platform, PM Vishwakarma initial registration etc. The participating women entrepreneurs showed keen interest in the initiatives of the Ministry, and in the registration.





Hon'ble Minister of MSME inaugurates the New Training Program at NSIC on 18.07.2024

In a significant stride towards fostering skill development & entrepreneurship, the Hon'ble Minister of MSME, Shri Jitan Ram Manjhi & the Hon'ble Minister of State, Sushri Shobha Karandlaje inaugurated the New Training Program at the NSIC Technical Service Centre (NTSC) in Okhla, New Delhi on 18.07.2024 in the presence of Secretary (MSME), senior officers of Ministry of MSME & NSIC & Shri Saravana Kumar, Director & CEO (NVCFL).

One day Composite Awareness Workshop was organised by M/o MSME at Pune on 19.07.2024.



A one day Composite Awareness Workshop was organised by Ministry of MSME at Pune on 19.07.2024. The

inaugural session was attended by Shri Ateesh Singh, JS, MSME, Shri T. Koshy, MD & CEO of ONDC, Dr. S.S. Acharya, CMD, NSIC, Shri Kartikeya Sinha, Director (P&M), NSIC, Shri Prashant Girbane, Director General, Maharashtra Chamber of Commerce, Industries and Agriculture (MCCIA) amongst others. Dr. S.S. Acharya, CMD, NSIC delivered a special address in the session and spoke about enhancing competitiveness of MSMEs and improving market linkages. The one day workshop included presentations on various initiatives of Govt. of India under RAMP.



Progress Update

ACCESS TO CREDIT

1.1 Credit Guarantee Scheme

Ministry of MSME is implementing Credit Guarantee Scheme for Micro and Small Enterprises through Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), for providing collateral free loan up to a limit of Rs. 5 crore (w.e.f. 01.04.2023) to MSEs with a guarantee coverage up to 85% for various categories of loans. Under the scheme, 1.6 lakh guarantees amounting to Rs. 19,729 crore were approved in June, 2024, whereas as on 23.07.2024, 1.07 lakh guarantees amounting to Rs. 12,222 crore were approved in July, 2024, taking the total guarantees approved to 4.87 lakh guarantees amounting to Rs. 61,185 crore during FY 2024-25 (up to 23.07.2024).

1.2 Self Reliant India (SRI) Fund

Self Reliant India (SRI) Fund is aimed at infusing Rs. 50,000 crore as equity funding in those MSMEs which have the potential and viability to grow and become large units. Total fund of Rs. 50,000 crore has a provision of Rs. 10,000 crore from GoI and Rs. 40,000 crore leveraged through Private Equity / Venture Capital funds. As on 24.07.2024, 54 Daughter funds were empanelled and financial assistance provided to 451 potential MSMEs by way of investing about Rs. 8,388 crore, registering an increase in investment of Rs. 246 crore than the previous month. Rs. 38.73 crore has been released to the Implementing Agency i.e., NSIC Venture Capital Fund Ltd in the month of July, 2024.

1.3 PM Vishwakarma

Hon'ble Prime Minister launched the PM Vishwakarma scheme on 17th September, 2023. The Scheme offers various benefits, including recognition through the PM Vishwakarma Certificate and ID Card, skill upgradation, toolkit incentives, access to collateral-free credit, incentives for digital transactions and marketing support to beneficiaries. As on 24.07.2024, the Scheme's progress is as under:

- Enrolment & Registration: 14.21 lakh applications were successfully registered under the Scheme.
- PM Vishwakarma Certificate & ID Card: 12.38 lakh Certificates and ID card were delivered to the beneficiaries.
- Skilling: Skill verification completed for 6.37 lakh applications. Basic skill training successfully completed by 5.33 lakh applicants.
- Toolkit Incentive: Toolkit e-RUPI voucher sent to 3.04 lakh beneficiaries.
- Loans: Loan sanction has been granted to 55,486 applications, totalling Rs. 541.80 crore. Loan disbursement made to 14,838 applications, totalling Rs. 124.14 crore.



1.4 Prime Minister's Employment Generation Programme (PMEGP)



PMEGP is a major credit-linked subsidy programme aimed at generating self-employment opportunities through establishment of micro-enterprises in the non-farm sector. The maximum project cost admissible for setting up a new project is Rs. 50 lakh in Manufacturing Sector and Rs. 20 lakh in Service Sector. The subsidy varies from 15% to 35% of project cost based on various geographical & demo-graphical criteria.

During July, 2024, 3,145 micro enterprises were assisted with Margin Money subsidy of Rs. 300.11 crore, generating estimated employment opportunities for 25,160 people. Also, 7,934 beneficiaries were provided Entrepreneurship Development Programme (EDP) training. Since inception of the Scheme i.e., FY 2008-09 till 31.07.2024, more than 9.69 lakh micro enterprises have been assisted with Margin Money subsidy of more than Rs25,563Crore providing employment to an estimated 79.09 lakh persons.



ACCESS TO TECHNOLOGY

2.1 Technology Centres

18 Technology Centres across the country are providing trained personnel and are assisting MSMEs for various job works, testing & calibration, consultancy services such as designing and manufacturing of dies and tools, moulds etc. 3,639 units were assisted by these Technology Centres in July, 2024.

To augment the network of Technology Centres, under the Scheme, “Establishment of new Technology Centres /Extension Centres”, 20 new Technology Centres (TCs) as “Hub” and 100 Extension Centres (ECs) as “Spoke” are being established across the country. For establishment of 20 new TCs, a total of 14 sites for TCs have been taken under possession of the Ministry till July, 2024, whereas the remaining sites are under land transfer/identification stage. For establishment of 100 new ECs, a total of 24 ECs have commenced training up to July, 2024. 24 ECs have trained 2,130 trainees and provided business/ technical advisory services have also been provided to the ECs 80 MSMEs/ trainees/ industries/ entrepreneurs.

2.2 MSME Champions Scheme

MSME Champions Scheme has three components namely, ‘MSME-Sustainable’ (ZED), ‘MSME-Competitive’ (LEAN) and ‘MSME-Innovative’ (Incubation, Design, IPR). Rs.1.11 cr. were released to QCI as 1st Installment under MSME-Competitive (LEAN) for carrying out various activities. Revalidation of Rs.2,17,623/- MSME-Competitive (LEAN) to MSME – DFO for Awareness Programme of FY 2023-24 and Release of token amount of Rs.1.00 to CTTC-Bhubaneswar under Incubation scheme for Idea Hackathon 3.0 for an amount of Rs.4.50 cr.

2.3 A Scheme for Promotion of Innovation, Rural Industries and Entrepreneurship (ASPIRE)

A Scheme for Promotion of Innovation, Rural Industries and Entrepreneurship (ASPIRE) aims to create employment opportunities in the agro-rural sector by establishing a network of Livelihood Business Incubators (LBIs) and imparting various skill development and incubation programmes to the rural youth and women.

In July, 2024, 686 beneficiaries were trained. Additionally, 20 incubation programs were conducted in the Livelihood Business Incubators (LBIs) under ASPIRE, to facilitate establishment of 25 micro-enterprises via the incubation programs conducted. Further, 81 beneficiaries were also placed in the industries.



MARKET ACCESS

3.1 Procurement and Marketing Support

The Ministry of MSME participated in 14 Domestic Trade Fairs i.e. three at Delhi, one at Chennai, two at Bangalore, two at Mumbai, one at Cuttack, two in Jaipur, one in Ahmadabad, one in Hyderabad and one in Kolkata assisting around 840 MSE units towards participation in these fairs.

3.2 Public Procurement Policy for Micro and Small Enterprises

Implementation of Public Procurement Policy for Micro and Small Enterprises is monitored through 'MSME SAMBANDH Portal'. During the FY 2024-25, as on 29.07.2024, out of total procurement of Rs. 24,333.89 crore reported by 76 CPSEs, total procurement from MSEs was Rs. 9,483.51 crore (38.97%) benefitting 28,317 MSEs, out of which Rs. 232.51 crore (0.96%) was from 717 MSEs owned by SC/STs and Rs. 345.09 crore (1.42%) was from 2,509 MSEs owned by Women.

3.3 Export Promotion

60 Export Facilitation Centers (EFCs) functioning across the country which are disseminating information to the MSME Sector on import and export procedures, assisted more than 439 entrepreneurs and 31 Webinar/Workshop /Seminar on export related activities were organized.



TRAINING AND CAPACITY BUILDING

4.1 Skill Development

24,392 persons were imparted skill training through various organizations under the Ministry spread across the country registering 3.35% increase in the number of persons trained when compared with the previous month.

4.2 Placement

210 trainees trained by Technology Centres were placed in various enterprises through campus selection including Sampark portal.



NORTH EASTERN REGION

5.1 Technology Centre, Guwahati

Technology Centre, Guwahati trained 1,888 candidates in various NCVT/SCVT Certificate and Diploma courses. 143 units including MSMEs were assisted by manufacturing tools & components. 50 trainees were placed in different industries of Assam.

The Technology Centre also manufactured a Clamp Jaw set (originally being imported from Spain) for M/S Brillion Consumer Products Pvt. Ltd, Guwahati. It has reduced the assembly cost by 50% as compared to the imported version.

5.2 Promotion of MSMEs in NER & Sikkim Scheme

11th Project Approval and Monitoring Committee (PAMC) meeting held on 26.06.2024 under the scheme "Promotion of MSMEs in NER & Sikkim", in which a total of 12 projects of three states viz. Assam (03), Sikkim (04) & Nagaland (05) were approved. One project of Assam was accorded in-principle approval. Total project cost of 12 approved projects is Rs. 178.24 crore with a GOI grant of Rs 142.05 crore and state share of Rs. 36.19 crore.

National Small Industries Corporation Limited (NSIC)

MOU Signed

To strengthening the support for MSMEs, MoUs were signed on 18.07.2024 by Shri Gaurav Gulati, Director (Finance), NSIC with various banks such as ICICI, Karur Vysya Bank, South Indian Bank, etc. under NSIC's credit facilitation scheme with the aims to enhance the accessibility of financial resources for MSMEs, thereby promoting their growth and sustainability.



Drone Destination

An MoU was signed between Shri Kartikeya Sinha, Director (P&M), NSIC, and the CEO of Drone Destination on 18.07.2024. This MoU aims to integrate advanced drone technology training into the new training programs, offering MSMEs a competitive edge in a rapidly evolving technological landscape. Shri Kartikeya Sinha, Director (P&M), NSIC expressed his enthusiasm about the collaboration, stating that this partnership will pave the way for innovative training modules that are aligned with global standards, ensuring our MSMEs are future-ready.



Ultratech Cement

NSIC signed an MOU with Ultratech Cement Limited on 10.07.2024 at Lucknow. The MoU was signed by Shri Sanjay Rautela, Zonal General Manager, Delhi, NSIC Limited and Shri Vivek Jain, Joint President, Sales and Marketing, Ultratech Cement Limited for distribution of Cement (OPC and PPC), Loose Cement to the MSMEs at subsidized and discounted rates. This initiative is set to enhance the competitiveness and market presence of MSMEs in Uttar Pradesh.



ONDC

On the occasion of 'International MSME Day' i.e. 27.06.2024, Hon'ble Minister of MSME Shri Jitan Ram Manjhi launched the MSME TEAM initiative, a sub-component under the World Bank supported scheme Raising and Accelerating MSME performance (RAMP). The MSME TEAM initiative aims at facilitating five lakh micro and small enterprises (MSEs) for onboarding on to the Open Network for Digital Commerce (ONDC). The NSIC has been entrusted as implementing agency for this initiative.

To Implement TEAM initiative, NSIC entered into a Memorandum of Understanding (MoU) with ONDC. The MoU was signed by Shri Kartikeya Sinha, Director (P&M), NSIC and Shri K. Harishankar, Head of Transformation, ONDC.

International Cooperation

An official delegation from the Industrial Technology Research Institute (ITRI) in Taiwan, led by Ms. Chin-An Wang, Business Director of ITRI, and accompanied by Ms. Joyce Chang of ITRI and Mr. Chester Chen, Economic Secretary at the Taipei Economic and Cultural Center (TECC), visited India to explore potential collaboration opportunities between Indian and Taiwanese SMEs in the automotive sector. NSIC, in collaboration with ITRI organized virtual B2B meetings between three Indian enterprises and three Taiwanese enterprises on July 16, 18, and 19, 2024.



Other Achievements

1. The Corporation imparted entrepreneurship/skill development training to 10,815 persons and provided Common Facility Services to 4,463 Micro & Small enterprises upto 25.07.2024.
2. Facilitated 1882 MSMEs with supply of raw materials worth Rs.1,493.87 Crore.
3. Extended credit support of Rs.1,675.68 Crore to 2,259 MSMEs.

National Institute for MSME (NI-MSME)

A total of 16 National Programmes were conducted and 468 participants got trained in Entrepreneurship, Management, and Innovation aspects.

Ministry of Finance

Training Programme on Shaping the Future of MSMEs towards Viksit Bharat 2047 for Indian Economic Service (IES) Probationary Officers sponsored by Department of Economic Affairs, Ministry of Finance, Govt. of India was organised. A total of 17 Officer Trainers participated the training programme.

Ministry of AYUSH

Three programmes on “Training of Trainers on Entrepreneurship Development” sponsored by National Commission for Indian System of Medicine (NCISM), Ministry of AYUSH, Government of India were completed. A total of 77 Doctors attended the programmes.

Ministry of Agriculture & Farmers Welfare

Training Programme on “IP Strategy for Agripreneurs (Online)” sponsored by National Institute of Agricultural Extension Management (MANAGE) was conducted. A total of 20 Officers attended the training.

Government of Tripura

Four programmes on Entrepreneurship Development for women in Food Catering Business sponsored by Tripura Urban Livelihoods Mission (TULM), Government of Tripura were conducted. A total of 100 Officials participated in the programmes.



Khadi and Village Industries Commission (KVIC)

The details of performances under KVIC, is as follows:

- Rs. 44.77 crore were disbursed to 502 Khadi Institutions under MMDA.
- Rs. 10.25 core were disbursed to 1013 Khadi Institutions under ISEC.
- 2,694 candidates were trained under skill development programmes in Khadi and Village Industries trade through the training centres of KVIC.
- KVIC distributed certificate to the newly recruited 21 employees on completion of their training at Central Office, KVIC, Mumbai on 15.07.2024.



Mahatma Gandhi Institute for Rural Industrialization

Skill Development Training programmes were conducted on Preliminary Indoor/Outdoor LED lightening and Solar applications for 7 days; on Handmade Aari-Zardozi Surface Ornamentation for 4 weeks; on Panchgavya products on 12.07.2024 and on Printing of Khadi fabric with Pigment colours for 13 days. Entrepreneurship Development Training Programme conducted on “Garment Manufacturing Technology” for two weeks.

Coir Board

The performance of Coir Board during the month of July 2024 is as follows:

- Training on Coir technologies and Skill Upgradation imparted to a team of 20 members (2nd Batch) from Maharashtra Centre for Entrepreneurship Development (MCED) at CCRI, Alleppey during 4-12 July, 2024.
- 1 day training session was organized for technology takers of Coir reinforced injection moulded products in association with CIPET on 11.07.2024.
- A total of 36 Demonstration of Coir Machineries at Central Coir Research Institute (CCRI).
- One Technology Transferred (Technology of Mini Fibre Extraction Machine(MFEM) transferred to M/s. Steel Track Engg Products, Cherthala)
- 17 Training programme conducted on Value Added Products.
- 15 Training programme conducted under Mahila Coir Yojana.
- 24 Samples of Coir/Coir products tested.
- 9 New exporters/Registration-cum-Membership Certificate (RCMC) were issued.
- 6 new Coir units were registered.
- Awareness programme was conducted at Adeli, Vengurla, Maharashtra on 30.07.2024.



Success Story

of Women Entrepreneur

Ms. K. Paona, is a women entrepreneur from Senapati, Manipur, running a handicraft and textile business. She has been an inspiration to many women from her community. She started her business in 2017 and in just five years she has been able to give employment to more than 20 people. Managing a family of 6 along with her business, has been challenging for her. She availed many benefits under NSSH scheme which have helped her to grow her business. For instance, she took a loan of Rs 12 Lakh and availed a capital subsidy of Rs 3 Lakhs under Special Credit Linked Capital Subsidy Scheme. She has also participated in multiple domestic exhibitions by availing benefits under the Special Marketing Assistance Scheme of NSSH and is

very thankful to the Hon'ble Prime Minister for launching this scheme. In the future, she plans to increase her business by investing more in technology and undertaking skill development training.



**Ms. K. Paona,
Senapati, Manipur**



A 39-year-old postgraduate teacher Ms. Sheetal Bhoyar, member of SHG was one of the participants in Entrepreneurship Development Training Programme for Paper bags and crafts organized by Rural Crafts and Engineering Department, MGIRI, Wardha, from 06/10/2017 to 14/10/2017 and 26/10/2017 to 31/10/2017. The training was sponsored by Nagarparishad, Wardha under MSRLM scheme for self-employment.

After obtaining the training programme, she is fully engaged in making of paper bags as well as paper decorative items. She is working along with other 4 women trainees. Collectively they manufacture handmade envelopes, gift boxes, paper decorative for parties and other paper crafts items. They have even participated in exhibitions in Mahalaxmi Saras, an annual exhibition cum sale of handicrafts, handlooms and food products organized in Mumbai. They successfully sold paper bags and items and earned good profits from the exhibition.

They were also awarded with 'best stall award' by the organizers (photo above) in an exhibition organized in Nagpur where they had displayed and sold paper products made by them. They are presently receiving encouraging response for the shagun/paper envelopes made by them and they have supplied these to clients from Wardha as well as from Nagpur.

They are also linked with the party decoration managers for supplying paper decorative birthday items and are also getting orders for printed paper bags from local shops in Wardha.

KNOW YOUR SCHEME



PM Vishwakarma

Enabling Artisans and Craftspeople to Build Enterprises



Objective:

- To enable the recognition of artisans and craftspeople as Vishwakarma, making them eligible to avail all the benefits under the Scheme
- To provide skill upgradation to hone their skills and make relevant and suitable training opportunities available to them.
- To provide support for better and modern tools to enhance their capability, productivity, and quality of products and services.
- To provide the beneficiaries an easy access to collateral free credit and reduce the cost of credit by providing interest subvention.
- To provide incentives for digital transactions to encourage digital empowerment of Vishwakarmas.
- To provide a platform for brand promotion and market linkages to help them access new opportunities for growth.



How to apply:

For detailed information, **visit:**
<https://pmvishwakarma.gov.in> or
Scan QR Code

For enrollment in the scheme, Vishwakarma brothers and sisters may visit their nearest Common Service Centre



SOCIAL

MEDIA

Social Media

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

Impression : 4,000



Announcements made in the Union Budget 2024-25 for MSMEs.

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Impression : 4,978

Ministry of Micro, Small and Medium Enterprises, Government of India
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Announcements made in the Union Budget 2024-25 for MSMEs.
#BudgetForViksitBharat #MSME #MSMEs #KVIC #SCSTHUB #KHADI #COIR #Entrepreneurs
#womenentrepreneurs

1 BUDGET 2024 For MSMEs

SIDBI Expansion

With 24 new branches opening this year, SIDBI's service coverage will now reach 168 out of the 242 major MSME clusters, aiming to enhance financial and developmental support.

2 BUDGET 2024 For MSMEs

Financial Support for Food Irradiation Units

The establishment of 50 multi-product food irradiation units in the MSME sector will be financially supported, promoting food safety and extending the shelf life of food products.

3 BUDGET 2024 For MSMEs

Food Quality and Safety Testing Lab

100 new labs dedicated to food quality and safety testing will be set up, ensuring adherence to international standards and boosting consumer confidence.

4 BUDGET 2024 For MSMEs

E-Commerce Export Hubs

Thrust India, set up in public-private partnership (PPP) mode, will facilitate MSMEs in reaching international markets, promoting their products globally.

5 BUDGET 2024 For MSMEs

TRaDS Platform Onboarding

The turnover threshold for mandatory onboarding on the Trade Receivables Discounting System (TRaDS) platform will be reduced from Rs 100 crore to Rs 10 crore. This will include an additional 22 Central Public Sector Enterprises (CPSEs) and 7450 companies, enhancing the reach and efficiency of the platform.

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About the Ministry

Ministry of Micro, Small & Medium Enterprises (M/o MSME) envisions a progressive MSME sector by promoting growth and development of the Sector, including number of statutory and non-statutory bodies work under the aegis of the Ministry of MSME. These include the Khadi and Village Industries Commission (KVIC) and the Coir Board besides National Small Industries Corporation (NSIC), National Institute for Micro, Small and Medium Enterprises (NIMSME) and Mahatma Gandhi Institute for Rural Industrialization (MGIRI). Through these statutory and non- statutory bodies, Ministry of MSME runs various schemes aimed at Financial Assistance, Technology Assistance and Upgradation, Infrastructure Development, Skill Development and Training, Enhancing Competitiveness and Market Assistance to MSMEs.

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