

MSME

December 2021/Vol XXXIX

INSIDER

Ministry of Micro, Small & Medium Enterprises, Government of India / December 2021 / Vol XXXIX / Hornbill Festival



EVENTS

Hon'ble Union Minister for MSME Shri Narayan Tatu Rane and Shri Bhanu Pratap Singh Verma, Minister of state (MSME) inaugurated "SAMBHAV" (The National Level Awareness Program) at NSIC Exhibition Complex.

CULTURE & ENTREPRENEURSHIP



HORNBILL FESTIVAL

**“ We Have different religions,
different languages, different
colored skin, but we all belong to
one human race
-Kofi Annan ”**



Table of Contents

What's New Around the Ministry	04
Success Stories	06
Progress Update	08
Events	11
Social Media	14

Hornbill Festival

In India, the working of small business has been closely associated with factors unique to the respective regions of the country. The capability of Micro, Small and Medium enterprises is often associated, among other factors, with the region's cultural environment. Hornbill festival is named after the India hornbill, a colorful forest bird, promotes the small business and tourism of Nagaland..



CULTURE & ENTREPRENEURSHIP

Entrepreneurship is defined as the beginning of change through some creativity or innovation. It leads to the creation of opportunities to the jobseekers which further impacts social, economic and political systems of the countries. There are various factors that promote and encourage entrepreneurship as well as there are hindrances that limit it. Factors impacting entrepreneurship may be formal or informal. Culture is one such informal factor.

Culture is defined as the way of life which includes beliefs, art, dress, language, food, religion, rituals, marriage, music, dance, values, behaviour such as law and morality etc of a population which is passed down from one generation to other generation. **UNESCO defined culture as the set of distinctive spiritual, material, intellectual and emotional features that characterize a society or social group.**

Culture has a very crucial role in the entrepreneurial activity of a society as it influences the creation and sustenance of the business. It is a key attribute which is often neglected in shaping the entrepreneurship. Culture guides people about the small business activity, connects them with their common identity and society. Indian culture is quite diverse and there are various communities having their own traditions and customs which reflects the uniqueness of our country. We can see this diversity of our country in different sectors. One such sector is the micro and small businesses. From Jammu and Kashmir to Tamil Nadu and from Gujarat to Arunachal Pradesh multiple diverse small businesses are thriving which is boosting our economy by the creation of self-employment. One can walk down in any market lane in most of the states and union territories and enjoy the sight of beautiful row of shops selling embroidered suits, shawls, dupattas, food items, handicrafts etc. This amalgamation of culture and entrepreneurship helps to protect the unity of our country and promotes the small businesses to grow and sustain which further augments the solidarity and economy of our country. Hornbill Festival which is celebrated across the north east and especially in Nagaland is one such example of this amalgamation.

A 21st century creation of Nagaland is the hornbill festival, an event which is getting global recognition. It is known as the “Festival of Festivals” that showcases cultural extravaganza, inter-tribal interaction and protects, preserves and revives the Naga heritage. The first hornbill festival was organized by the State Government of Nagaland in December 2000. This year also in continuation with the celebration of **Azadi ka Amrit Mahotsav**, the State Government of Nagaland supported by the central government is celebrating 22nd hornbill festival 2021 from 1st December to 10th December at Naga Heritage Village Kisama. The population of Nagaland may sound meagre but these few people are composed of 16 different major tribes, each representing a unique cultural system and multiple **small business opportunities**. The custom that each tribe follows, translates into a festival and it further translates into a small unique business opportunity. Hornbill festival is one such kind of festival which represents unique cultural traditions of 16 different major tribes and these tribes translate this festival into a business opportunity for them. **Ministry of MSME under National SC-ST Hub Scheme** supported the tribes by setting up stalls for different products where 40 SC/ST owned MSME units from all across the North Eastern States had participated in the **Horn Bill festival**.





Nagas are the master craftsmen, they can create anything from a small paper knife to large and stylish pieces of furniture using cane and bamboo. The colours of the Naga people have been showcased internationally through their handloom products. The red and black Naga shawls and throw-overs have become a familiar sight in many countries because of the master weavers and marketing efforts by

government and private stakeholders. Hence proper handholding support to these artisans can transform the lives of the entire community. One such measure by the Ministry of MSME in partnership with TRIFED is - implementing the “**Tech for Tribals**” which is aiming capacity building of tribal entrepreneurs engaged in Van Dhan Yojana, under its **Entrepreneurship-cum-skill development programme (ESDP)**. A number of other schemes for our tribal entrepreneurs are being implemented by the **Ministry of MSME** like **Prime Minister’s Employment Generation Programme (PMEGP)**, **National SC ST HUB**, **IC-MDA**, etc.

Indian culture and festivals come up with a golden opportunity for **micro and small business** to reconnect with their customers. Proper marketing strategies like advertisement campaigns, offers and discounts, enlighten customers about the potential health benefits of the products etc during the festivals helps to enhance the reach to potential customers. Hence the Government of India protects the traditional culture and supports entrepreneurship through its various schemes and awareness campaigns.

What's New Around The Ministry



During the 56th Meeting of National level steering committee (NLSC) of MSE-CDP held on 10.11.2021, six common facility center's (CFC), 2 Flatted Factory complexed and 5 Infrastructure Development (ID) projects with total project cost of Rs. 17,647.45 lakh and GOI grant of Rs 11,102.75 lakh have been approved.

MOUs & Partnership

NSIC has entered into MOU agreement with Central bank of India on 01.11.2021 under Bank Credit facilitation scheme to support MSMEs with credit requirements.

NSIC renewed MOU with ICICI Bank on 13.10.2021 to strengthen its endeavor for serving to the financial needs of the MSME sector.



Research & Development

Indo Danish toolroom (IDTR), Jamshedpur has designed and manufactured the following-
Welding Fixture of Frame Cell T-72 Tank for ordnance factory, Dumdum.

Central Footwear Training Institute (CFTOI), Agra has developed 13 new styles of shoes and its patterns in its shoe design studio for an export-oriented Unit at Agra.

Scope of the work includes last scanning, 3D software Virtual designing, Range building etc. Institute for Design of Electrical Measuring Instruments (IDEMI), Mumbai has manufactured and supplied 5 'Magnetic Conductors' for M/s Electronics Corporation of India Ltd., Hyderabad for Indian Navy's requirement. Tool rooms and Technical Institutions under the Ministry of MSME have displayed various products developed by them and disseminated information about their skilling, tooling, product development and other MSME support activities in its 40th India International Trade Fair (IIFT) held during 14.11.2021 to 27.11.2021 at Pragati Maidan, New Delhi..



Success Stories !



“Ab Hum Rukenge Nahi”

-Mr. Jagmohan Singh



Facing the storms of life with fortitude and courage, Jagmohan Singh, is today the proud owner of JJ Fastners, a Unit which is engaged in manufacturing a wide range of anchor bolts, industrial washers, industrial bolts etc. He was working in a factory for 20 years and then thought to start his own enterprise. In the initial stage he faced many difficulties but later on he got the support of **#National SC-ST Hub** in the form of opportunities to file tender through **#Single point registration Scheme**. Subsequently his business achieved massive success in this industry.

Food Micro Lab

-Mr. Henry Singura

MR. HENRY SINGURA from Mizoram developed mushroom cultivation as a successful business venture and also provided training and employment opportunities to the youth of the area. Henry always dreamt of doing something great for his local residents and hence he established a food micro lab in 2019. His initial challenge was to get the funding for his startup and for that he was supported by the **#MINISTROFMSME** under **#PMEGP SCHEME**.





PROGRESS UPDATE

Progress Update

MSME SAMBANDH - Public Procurement Policy:

To Implementation of Public Procurement Policy for Micro and Small enterprises is monitored through the MSME SAMBANDH portal. Up to 30.11.2021, the procurement details of CPSEs during 2020-21 are 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	152	1,44,457.72	40,704.70 (28.18%) (1,75,703 MSEs benefited)	756.59 (0.52%) (6,806 MSEs benefited)	718.69 (0.50%) (4,960 MSEs benefited)
2021-22 (As on 31.11.2021)	103	66,431.64	20,852.86 (31.39%) (1,01,613 MSEs benefited)	499.35 (0.75%) (3,840 MSEs benefited)	493.32 (0.74%) (3,381 MSEs benefited)

Emergency Credit Line Guarantee Scheme (ECLGS):

Under the Emergency Credit Line Guarantee Scheme (ECLGS), out of the total budgetary allocation of Rs.10,000 crore, Rs.1000 crore has been released to the implementing agency, i.e., National Credit Guarantee Trust Company (NCGTC) in the month of November 2021. Till 30.11.2021, the total release to the said agency by the Ministry of MSME during the current financial year stands at Rs. 7,250 crores.

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

It is operationalized through a special window created for this purpose under Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE). The scheme has been extended upto 31st March, 2022.

During the current FY 2021-22 (from 01.04.2021 to 28.11.2021), 282 guarantees have been approved involving an amount of Rs.26 crore.

Since inception, as on 28.11.2021, 754 guarantees involving an amount of Rs. 81.47 crore have been extended by 18 Banks.

Prime Minister's Employment Generation Programme (PMEGP)

Margin Money Subsidy of Rs.1324.88 crore was disbursed by Banks, up to 30.11.2021, under the 'Prime Minister's Employment Generation Programme' (PMEGP) which will facilitate setting up of 42538 micro-enterprises creating employment of around 3,40,304 persons.

Capacity Building and Augmentation:

Training & Placement:

During the month of November 2021, 18 Technology Centres under the Office of Development Commissioner (MSME) trained 11,024 trainees. These Technology Centres provide training and consultancy to improve the skill of toolmakers 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, Sports Shoes, and develop footwear designing to promote exports & provide training for manpower in Footwear Industry.

270 trainees trained by MSME Tool Rooms & Technical Institutions (namely CTTC Bhubaneswar, IDTR Jamshedpur, CTTC Kolkata, TRTC Guwahati and Indo German Tool Room (IGTR) Aurangabad have been placed in various enterprises like M/s Tata Electronics Pvt Ltd., M/s ASL Industries Ltd. and other enterprises located in Madhya Pradesh, Uttarakhand, Maharashtra, Jharkhand, Assam, Tamil Nadu and Punjab.

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 November 2021, upto 30.11.2021, 26,857 persons have been imparted skill training by these organizations.

Assistance and Handholding:

During the month of November 2021, 18 Technology Centres (TCs) under the Office of Development Commissioner (MSME) assisted 3,928 units for job works, testing & calibration, and consultancy services. These Technology Centres provide facilities for designing and manufacturing dies and tools, moulds, jigs and fixtures, gauges and tool components, CAD/CAM, etc.

Extension Centres (ECs):

17 Extension Centres have started training /assisting MSMEs. In the month of November 2021, 17 Extension centres have trained 708 trainees and assisted 36 MSMEs.

Coir Board:

16 new firms were newly registered as Coir Exporters and issued Registration-Cum-Membership Certificates in November, 2021.

EVENTS



Events



SAMBHAV

Hon'ble Union Minister for MSME Shri Narayan Tatu Rane and Shri Bhanu Pratap Singh Verma, Minister of state (MSME) inaugurated "SAMBHAV" (The National Level Awareness Program) at NSIC Exhibition Complex, New Delhi in the presence of Shri B. B Swain, Secretary, MSME, Ms. Mercy Epao (JS-SME). The aim of this initiative is to promote entrepreneurship among the youth and spread awareness on various schemes and its initiatives. The month-long e-NLAP program organized by Ministry of MSME was conducted in more than 1300 colleges across the country reaching to more than 1,50,000 participants directly.

MSME PAVILION

Hon'ble Union Minister for MSME Shri Narayan Tatu Rane inaugurated "MSME PAVILION" on 15.11.2021 in the august presence of Hon'ble Union Minister of State for MSME Shri Bhanu Pratap Singh Verma, at the 40 th India International Trade Fair (IITF) held at Pragati Maidan, New Delhi during 14.11.2021 to 27.11.2021.

Ministry of MSME participated in IITF by setting up "MSME pavilion" under the theme "Atmanirbhar Bharat" and allocated 142 stalls to MSEs from various parts of the Country. Participant MSMEs showcased products in diverse sectors including Textiles, Home Décor, Medical, Gem and Jewellery, Leather, Toys, yush, Handicrafts and Electrical and Electronics etc.



HON'BLE CABINET MINISTER, MSME INAUGURATES MSME NORTH EAST CONCLAVE (ASSAM)

Shri Narayan Tatu Rane, Hon'ble Union Minister for MSME launched Special Credit Linked Capital Subsidy Scheme (SCLCSS) for Services Sector during MSME North East Conclave at Maniram Dewan Trade Centre, Guwahati, Assam on 19th November 2021 in the presence of Sh. B.B. Swain, Secretary, MSME, Ms. Alka Arora, JS (ARI) & CMD NSIC, Ms. Mercy Epao. The hon'ble minister awarded certificates to successful trainees of the NTSC (Guwahati)



HORNBILL FESTIVAL

Ministry of MSME under National SC-ST Hub Scheme supported the tribes by setting up stalls for different products where 40 SC/ST owned MSME units from all across the North Eastern States had participated in the Horn Bill festival.



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: 8,482 views



Choose road to success with Ministry of MSME like Henry did. #MSME #SCSTHUB #KVIC #NSIC #NSSH

FOLLOW US @minmsme





facebook.com/minmsme
Impression: 14,610 views



The heritage artisanal craft of Khadi, brought the nation together in saluting the world's largest National Flag, made of Khadi cotton fabric on 2nd October at Leh. The monumental flag was unveiled by Hon'ble Lieutenant Governor of Ladakh, Shri RK Mathur. See full coverage at: https://youtu.be/QNt7_TC9xvU

FOLLOW US @minmsme

