SUSTAINABLE & INNOVATIVE MSMES TO LEAD NATION’S PATH

The environment is an essential part of our existence, which further depends on the works that we do to earn a living. Industrialization or doing business and environment go hand in hand. To excel in both the fields—environment and industrialization, we need to adopt green technologies leading us on a path of sustainable development. The environmental sustainability revolves around making environmental friendly decisions and taking relevant actions that protect the nature, emphasizing on preserving the capability of the environment to further support our existence. At present, it is an important issue, as people are realizing the full impact that businesses and people can have on the environment and nature. It is not simply about reducing the amount of waste you produce or using less energy; however, it is concerned with developing processes that will lead to businesses becoming sustainable in the future and helping in saving our planet with better eco-friendly technologies.

In recent years, the concern of sustainability has taken a centre stage of development globally and the Government of India has made several commitments at national and international platforms to save our environment with the help of various initiatives. One such measure is ‘Make in India’ with ‘Zero Defect & Zero Effect’ initiative of the government that expresses the zeal to balance economic growth with sustainability and social inclusion as well as encourages MSMEs to constantly upgrade their quality standards in products and processes without damaging the environment. All the sectors of the economy—agriculture, manufacturing and services will need to contribute to this collective objective of the nation-building with sustainability. With an improved push on making manufacturing sector a significant part of sustainable economic development, consumption of resources including fossil fuels or non-renewable resources is now far more significance than ever before.

While large enterprises have access to resources and knowledge, it is the micro, small and medium enterprises & businesses that together contribute to almost half of the manufacturing output and a major number of employment opportunities, which requires the most attention. To help such MSMEs to adopt new and green technologies, the government has been advocating numerous schemes and policies, which can help these businesses to adopt and up-scale their businesses without damaging the environment. The Ministry of MSME and many other organizations and trade bodies have been assisting MSMEs to take benefits of schemes such as Technology Upgradation and Quality Certification’s ZED Certification Scheme, A Scheme for Promoting Innovation, Rural Industry & Entrepreneurship (ASPIRE), Credit Linked Capital Subsidy for Technology Upgradation (CLCSS), and Design Clinic for Design Expertise to MSMEs, among many other schemes. Fortunately, there are already several existing technologies, methods and models which are available for various sectors and definitely for those that have been identified in need of sustainable up-gradation of business.

READ MORE
AROUND THE MINISTRY

UNION CABINET APPROVES 3 NEW SCHEMES FOR MSMEs

The Union Cabinet approved the modalities and road map for the Micro, Small and Medium Enterprises (MSMEs) on June 1, 2020. The Cabinet approved three new schemes for the MSME sector- a Rs 20,000 crore Subordinate Debt Scheme to support and help NPA or stressed MSMEs, a Rs 50,000 crore equity infusion for MSMEs through Fund of Funds scheme & an Rs. 3.00 lakh crores Collateral Free & Guarantee Free loans scheme. The schemes have been launch to support the MSME sector to revive the businesses and MSMEs, which have been badly hit due to COVID-19 pandemic.

GOVT REVISES CRITERIA FOR CLASSIFYING & MEDIUM ENTERPRISES UNDER NEW

Union Minister Shri Nitin Gadkari on June 1, 2020 announced that the Government of India has revised the criteria for classifying Medium Enterprises under the new definition of MSME. As per the new definition, the limit of Medium enterprise unit has been increased from Rs. 20 crore of investment to Rs 50 crore & the turnover limit has been further revised to Rs 250 crore from Rs 100 crore.

GOVERNMENT OF INDIA INCLUDES COIR GEOTEXTILES UNDER NEW MATERIAL/NEW TECHNOLOGY

Government of India has decided to include coir geotextiles under new material/new technology category & allocated 5% of the length of rural roads to be constructed with it. The National Rural Infrastructure Development Agency will construct roads with coir geotextiles in seven states- Andhra Pradesh, Gujarat, Kerala, Maharashtra, Odisha, Tamil Nadu and Telangana.

DIGITAL CORNER

CHAMPIONS PORTAL

The Champions portal (www.Champions.gov.in) is a technology-driven Control Room-cum-Management Information System. The system utilises modern ICT tools aiming at assisting Indian MSMEs lead into the big league as national and global Champions. The system is enabled by Artificial Intelligence, Data Analytics and Machine Learning. It is also fully integrated on a real-time basis with GOI’s main grievances portal CPGRAMS and MSME Ministry’s web-based mechanisms.

The Champions stands for Creation and Harmonious Application of Modern Processes for Increasing the Output and National Strength. The portal is for making the smaller units evolve into big by solving their grievances, encouraging, supporting, helping and handholding. It is a real one-stop-shop solution of MSME Ministry.

The Portal is based on a Hub & Spoke model, the Hub is situated in New Delhi. The spokes are situated in the states in various offices and institutions of MSME Ministry. As of now, 66 state level control rooms are created and made functional.
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 HAPPENINGS AND THE HIGHEST ENGAGEMENT POSTS FOR THE MONTH.

FACEBOOK HIGHLIGHTS
Top Facebook post earned 34,800 Impressions
Starting your own business is just a few steps away... Check out the schemes for starters & new entrepreneurs. We have also put up systems to help you in this journey.

TWITTER HIGHLIGHTS
Top Twitter post earned 49,290 Impressions
A very comprehensive portal has been launched today by the M/O MSME for registration of MSMEs. The portal named https://udyanregsitration.gov.in has been made entirely in house by the Ministry with the help of NIC.

INSTAGRAM HIGHLIGHTS
Top Instagram post earned 341 Impressions
PM Shri @NarendraModi launched the #Champions portal, a one-stop solution for #MSMEs. The Portal will support and handhold, grievance redressal, polishing entrepreneurial talent & discovering business opportunities.

YOUTUBE HIGHLIGHTS
Top Youtube post earned 700 Impressions
National Level Awareness Programme (NLAP)-2020 of Ministry of Micro, Small and Medium Enterprises is going to be held from 17.02.2020 to 28.02.2020 through 164 field offices. #MSME #SME #NLAP2020

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SUCCESS DOESN'T JUST FIND YOU, YOU HAVE TO GO OUT & WORK HARD TO GET IT

State: Karnataka

Smt. Mamatha Patel has been successfully running her enterprise of making dining plates/donne cups of various sizes in Kyarakatte village, Karnataka. She remembers her visit to a palm leaf plate making mot, where she got inspired to open her unit in her village. She inquired about the unit and production process and bought a couple of manually operating machines with a basic investment of Rs. 75,000/- from her saving. Gradually, as the demand for her product rose, she required more capital to expand her business. She came to know about PMEGP scheme, was advised to apply for a loan under the scheme as well as undergo EDP training at CB RSETI Davangere.

As soon as she completed her training, she was sanctioned a loan of Rs. 20,00,000/- from Pragathi Krishna Gramin Bank and invested her saving of Rs.2,25,000/- for business expansion. She started her palm leaf plate making unit with rejuvenated energy and established with modern, automated machinery. At present, she is earning a monthly income Rs. 30,000/- and employing 15 other people.

LIFE WORKS OUT BEST FOR THOSE WHO CREATE THE BEST FROM IT:

State: Tamil Nadu

Shri R. Ragupathi hails from Kachuvalliyarum village of Salem district in Tamil Nadu, where he has been successfully running a coconut coir manufacturing unit. In past, when he was working in a finance company, he always thought of starting some business of his own and kept looking for possible ventures. Somehow, coconut coir manufacturing seemed to be a viable business proposition to him. While doing his research about the unit, he came to know that coir unit would require at least Rs 20,00,000/- for setup, which forced him to drop the idea.

Later, through some friend, he got to know about PMEGP scheme. He prepared a project report and submitted his application for financial assistance through District Industries Centre, Salem to Indian Bank, Alagassamudram for sanction of loan. The bank sanctioned him a loan of Rs.19,00,000/- and advised him to undergo EDP training at INDSETI Salem. After the training, Shri Ragupathi invested Rs.1,00,000/- from his family sources and established his coconut coir unit. Presently, Shri Ragupathi is earning a monthly income of Rs.1,25,000/- and employing 7 other persons.
PM Narendra Modi launches Champions portal on June 1, 2020

Prime Minister Shri Narendra Modi on June 1, 2020, launched the technology platform CHAMPIONS, which stands for Creation and Harmonious Application of Modern Processes for Increasing the Output and National Strength. This ICT based system is set up to help the MSMEs in present difficult situation and also to handhold them to become national and international DO Letter of April 2020, PIB press releases champions. The objectives of Champions are Grievance Redressal, to resolve the problems of MSMEs including those of finance, raw materials, labour, regulatory permissions etc particularly in the COVID-19 created difficult situation; To help them capture new opportunities, including manufacturing of medical equipment and accessories like PPEs, masks, etc and supply them in National and International markets; To identify and encourage the sparks: i.e. the potential MSMEs who can withstand the current situation and can become national and international champions.

Union Minister Nitin Gadkari interacts with members from Council of Leather Export

Union Minister for MSME Nitin Gadkari held a video conference with members from Council of Leather Export on June 4, 2020. The members were present from all across the country. The Minister addressed the representatives of the Council of Leather Export and mentioned that the proposal for establishing leather cluster nearby to Agra Ring Road may be submitted. These industrial clusters may develop smart cities, smart villages and other infrastructure to help the people working in the leather sector of Agra. He added that permission from the Ministry of Aviation may be explored for using private airline to send export products. Shri Gadkari responded to the questions from representatives and requested for sending suggestions and assured them all the help from the government.

Union Minister Nitin Gadkari holds video conference on ‘Making Indian MSME Globally Competitive’

Union Minister for Micro, Small and Medium Enterprises Shri Nitin Gadkari held a video conference on the occasion of the 125th anniversary of Confederation of Indian Industry (CII) on June 2, 2020, on ‘Making Indian MSME Globally Competitive’. At least 500 members were present during the conference from across the world. The Minister said that the industry should work together and tap the opportunities created presently even though we are fighting with the COVID-19 crisis. Shri Gadkari urged that industries must make use of technology and innovation and quality improvement, which can play a major role in the development of the industrial sector. In addition, the Minister emphasized on use of agro-based products, to give rise to employment in rural areas as well as make smart villages along with smart cities.
INNOVATIONS

COIR BOARD INTRODUCES MULTI-FUNCTIONAL COIR GEO-TEXTILES
Coir Board has been researching Coir Geotextiles (CGT), which protect the land surface and promote quick vegetation. Geo-textiles are a great treasure of natural eco-friendly, erosion control blankets in woven and non-woven preparations. CGT is completely bio-degradable geo-textiles which help soil stabilisation and renew vegetation in unstable slopes. The Indian Institute of Technology (IIT)-Madras has also validated the research studies conducted till now undertaken by the Coir Board and other agencies in India on Coir Geo-Textiles and recommended that CGT can be successfully used to prevent soil erosion in slopes/embankments, river embankments, mine slope dumps stabilisation, etc. The Institute has also recommended the use of CGT in the low volume rural roads as a re-enforcement material.

KHADI MASKS TO HITS GLOBAL MARKETS
The Khadi and Village Industries Commission (KVIC) will be now exporting the Khadi cotton and silk face masks to foreign countries like Dubai, USA, Mauritius and several European and Middle East countries where Khadi’s popularity has significantly grown over the last few years. The move came after the Ministry of Commerce and Industries lifted the ban on the export of non-medical/ non-surgical masks of all types. Keeping in view the huge demand for face masks during the global Covid-19 pandemic, the KVIC has developed double-layered and triple-layered Cotton, as well as Silk, face masks respectively. The KVIC is specifically using Double Twisted Khadi fabric for manufacturing of these masks as it helps retains moisture content inside while providing easy passage for the air to pass through. What makes these masks more special is the hand-spun and hand-woven cotton and silk fabrics. Cotton acts as a mechanical barrier while Silk is an Electrostatic barrier.

So far, the KVIC has received orders to supply 8 lakh masks and has already supplied more than 6 lakh masks during Lockdown period. Apart from the sale, over 7.5 lakh Khadi masks have been distributed free to the District Authorities by Khadi Institutions across the country.

ACHIEVEMENTS

PRIME MINISTER’S EMPLOYMENT GENERATION PROGRAMME (PMEGP)
Margin money subsidy of Rs. 6.82 crore has been disbursed by banks up to 30.04.2020 under the Prime Minister’s Employment Generation Programme (PMEGP) which will facilitate setting up of 242 micro-enterprises creating employment of around 19364 persons.

CREDIT GUARANTEE TRUST SCHEME FOR MSE (CGTMSE)
As per the data provided by Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), 26,868 Credit proposals involving an amount of Rs. 2,096 crore have been approved during April 2020. Directions have been issued to Nodal Banks /Agency to expedite the release of subsidy.
MSME SAMADHAAN

As on 30.04.2020, a total of 40,194 applications have been filed by MSEs involving an amount of Rs.10572.70 crore. 3506 cases have been mutually settled with buyers involving an amount of Rs. 396.41 crore. 3148 applications have been disposed of by Micro and Small Enterprise Facilitation Council (MSEFC) involving an amount of Rs. 598.85 crore.

MSME SAMBANDH – Public Procurement Policy

The procurement details of CPSEs during FY 2018-19, FY 2019-20 and FY 2020-21 (Upto 29.05.2020) are as follows

<table>
<thead>
<tr>
<th>YEAR</th>
<th>PROCUREMENT AS ON DATE (RS. IN CRORE)</th>
<th>PROCUREMENT FROM MSEs (INCLUDING MSEs OWNED BY SC/STS) (RS. IN CRORE)</th>
<th>PROCUREMENT FROM MSEs OWNED BY SC/STS (RS. IN CRORE)</th>
<th>PROCUREMENT FROM MSEs OWNED BY WOMEN (RS. IN CRORE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020 (60 CPSEs)</td>
<td>10,816.00</td>
<td>3,563.61 32.95% 9768 MSEs Benefited</td>
<td>111.38 1.03% 239 MSEs Benefited</td>
<td>85.21 0.79% 336 MSEs Benefited</td>
</tr>
</tbody>
</table>

MSME SAMPAK

As on 31.05.2020, 59,291 passed out trainees (job seekers) and 5,578 recruiters (job providers) have registered on the portal. Against vacancies posted by recruiters, 19,01 resumes have been shared with recruiters and 10,381 jobs have been offered.

REGISTRATION OF CPSES ON TRENDS AND GEM

As on 01.05.2020, 165 Central Public Sector Enterprises (CPSEs) have been onboarded/registered on Trade Receivables Discounting System (TReDs) portal and as on 28.04.2020, 275 CPSEs/CPSBs have been onboarded/ registered on Government e- Marketplace (GeM) portal.

SKILL DEVELOPMENT

Skill Training under the Ministry of MSME is conducted through various organizations under the Ministry i.e. MSME – Technology Centers(TCs), National Small Industries Corporation (NSIC) Ltd. 7,977 persons have been imparted skill training during April 2020 (up to 30.04.2020).