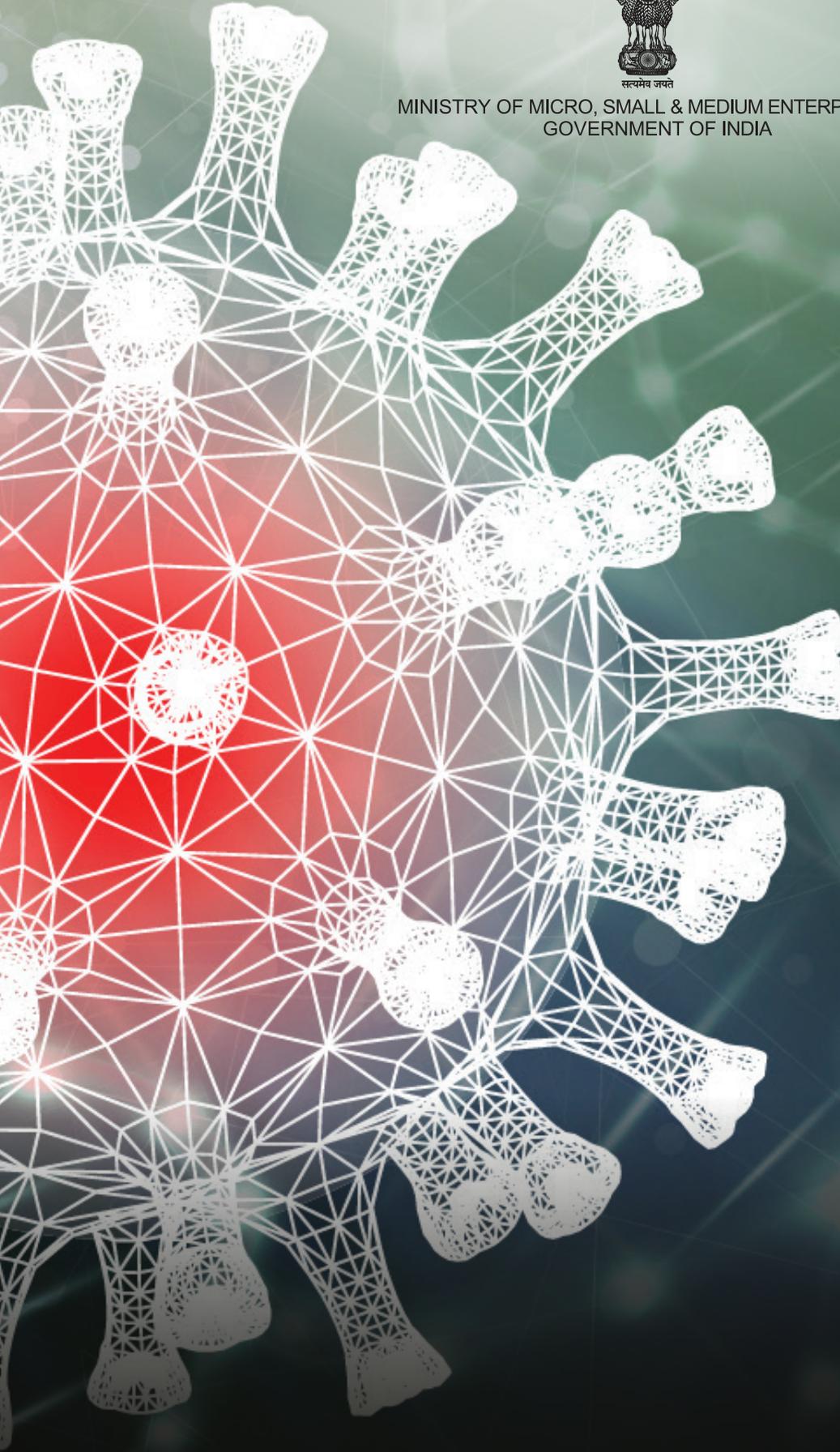




सत्यमेव जयते

MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA



BE INFORMED
BE PREPARED
BE SMART
BE SAFE

BE READY TO
FIGHT COVID-19

MSME INSIDER

• APRIL 2020 • VOL XX • COVID-19 AWARENESS ISSUE •

COVID-19 CHANGING BUSINESS PARADIGMS OF 2020 AND AHEAD

The coronavirus (COVID-19) pandemic crisis is a challenging time for every economy around the globe. All the assumptions and plans, which were made for businesses, commerce and trade at the beginning of this year, seems to be upside down at present, with such serious health havoc looming over the entire world. Nations are under lockdown, which has resulted in restrictions on all business and trade activities, especially affecting Micro, Small and Medium Enterprises. The present time, which we are facing, would lead to re-evaluation of the current investment and business structures and models.

Governments across the globe are striving to mitigate the huge socio-economic impact of the COVID-19. Numerous measures, such as extensive quarantines, restrictions on travel, as well as social-distancing are being adopted to mitigate the health havoc. However, all these measures are affecting the economy, leading to a steep fall in businesses and consumers spending, and a fall in trade and commerce as well. The

Small and Medium enterprises have been worst affected as a large number of population in the country is losing revenues, while the workers are concerned about the lay-offs. In such a time, all we can think about are the measures we can take for quick recovery as well as rapid growth to be back on track of businesses and gains.

The lockdown can also be an opportunity for us to rethink our economic growth course, by analysing the business structure in a more sustainable manner. We can evaluate our businesses under a few segments, firstly- Crisis management, the business leaders can still establish policies for workers to work-from-home and can initiate day-by-day and week-by-week business stability planning. Secondly- Stabilisation of the business, the pandemic situation has uncovered things that businesses can and cannot do. At present, it is time to stay calm and patient, because no one knows how long this situation would be continuing and accordingly develop well- structured contingencies. The enterprises should also assess

business revenues and finances as well as necessary solutions for continued existence. Thirdly- Realisation of the situation, the actual financial impact will emerge and then businesses must turn again for emerging successfully in the post-COVID-19 situation. Different enterprises and industries need to realize what should be the next action plan for the future.

The current situation proposes an evolution toward a growth path that ensures we pass on a healthy planet to the future generations. It is calling for a shift in the paradigm of consumption and production which is at the core of all economic notions. For sustainable development, the businesses can incorporate sustainability by factoring environmental aspects into investment analysis and decision-making instead of just material-intensive.

Hopefully, the COVID-19 pandemic would lead us to a reboot, where we would bring equilibrium in policies, business plans and models, as well as valuations of different sectors requiring prioritization.



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MINISTRY OF MSME CONDUCTS NATIONAL LEVEL AWARENESS PROGRAMME 2020 ACROSS THE NATION

Ministry of Micro, Small and Medium Enterprises (M/o MSME) launched a National Level Awareness Programme (NLAP) 2020 from February 17, 2020 to March 9, 2020. The main objective of NLAP was to spread awareness about the schemes and activities undertaken by the Ministry of MSME and its attached organisations- Office of Development Commissioner (MSME), Khadi & Village Industries Commission (KVIC), Coir Board, National Small Industries

Corporation Limited (NSIC), National Institute of MSME (Nimsme), MSME Technology Centres and Mahatma Gandhi Institute of Rural Industrialization (MIGIRI). A total of 126 field offices of the Ministry and its organisations conducted the NLAP across the country to disseminate information amongst students of colleges and educational institutes. The drive was conducted in over 600 colleges covering around 67,000 students from all parts of the country.



SHRI NITIN GADKARI HELD LIVE SESSION WITH MEMBERS OF INDIA SME FORUM

Shri Nitin Gadkari, Minister of MSME, held an interactive live session with members of India SME Forum on April 17th 2020. The session was focussed on the crisis situation prevailing in India during the time of lockdown due to COVID-19. Various topics were discussed during the live conference including the task force created for helping MSMEs, issues relating to wages to MSMEs' employees, working capital related concerns of MSMEs, etc.



FFDC DIRECTOR HOLDS LIVE SESSION ON 'BUSINESS OPPORTUNITIES DURING AND POST COVID-19'

A Facebook Live session was organized by Shri Shakti Vinay Shukla, Director of Fragrance & Flavour Development Centre (FFDC), Kannauj, Ministry of MSME, on April 15th 2020. The web-seminar was focussed on 'Business Opportunities during and post the COVID 19 pandemic'.

DIGITAL CORNER

INITIATIVE FOR COVID-19 AWARENESS FOR MSMEs ON THE MINISTRY'S WEBSITE



The Ministry of Micro, Small and Medium Enterprises (M/o MSME) has introduced a special webpage on Coronavirus (COVID-19) on its official website to spread awareness about the pandemic. The webpage disseminates information about the latest government orders related to COVID-19, Initiatives by M/o MSME, RBI relief measures for MSMEs and a video gallery.

The webpage provides 'Latest Updates', having daily updated newsfeed, including circulars and official orders on COVID-19 from M/o MSME, Ministry of Home Affairs (MHA), National Disaster Management Authority (NDMA), Ministry of Health and Family Welfare (MoHFW), Reserve Bank of India (RBI), and Department of Personnel and Training (DoPT).

It also includes a section of 'Initiatives by Ministry of MSME' on COVID-19 relief, A 'Video Gallery', comprising M/o MSMEs fight against the pandemic videos as well as Webinars held by experts and officials, and 'RBI Relief Measures' comprising latest updates by the central bank for MSMEs.

[Click here to view](#)

SUCCESS STORIES

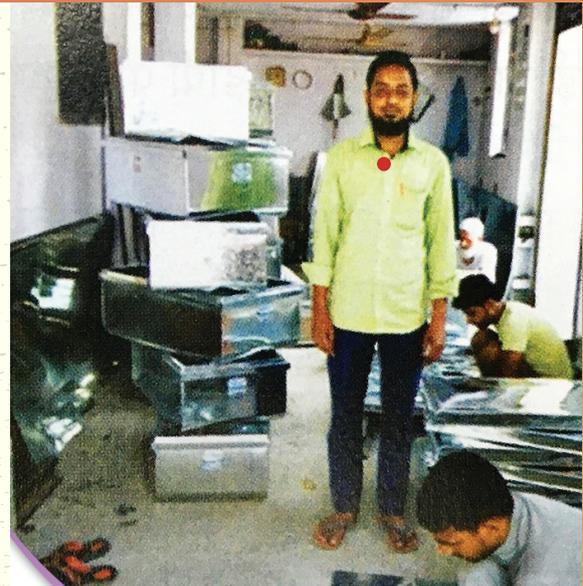


PREPARE A RECIPE FOR ACHIEVEMENT- PALLABI TALUKDAR

Ms Pallabi Talukdar, who hails from Assam's Guwahati, wanted to support her family but due to lack of awareness and knowledge of running a business, she could not do much. She came to know about the National Small Industries Corporation (NSIC) and its training programmes for the aspiring entrepreneurs. She applied for it and underwent a 45 days training on food processing. She was provided training in Entrepreneurship and Skill Development Programme. After which, a loan of Rs. 2,33,000 was sanctioned to her for setting up her noodle manufacturing unit under the name 'Piyush Chow'. At present, Ms Talukdar's product has a good market in Assam, and she desires to expand her business across other north-eastern states with more food items under her banner. Presently, she is earning a monthly income of Rs. 85,000 and employing seven other people.

THINK 'OUT OF THE BOX' TO SUCCEED- USMAN GHANI

Mr. Usman Ghani belonged to a poor family from Buxar, Bihar. He worked as a daily wager in a metal box manufacturing unit. While making boxes, he always thought 'out of the box' and wished for owning a similar unit. One day, he saw a newspaper advertisement about PMEGP scheme of the Ministry of MSME, encouraging youngsters to be entrepreneurs. He met Director of State Office, KVIC, who advised him to polish his skills with the help of EDP Training. After training, he established a metallic trunk manufacturing unit in Buxar with a loan of Rs. 5,00,000, sanctioned under PMEGP scheme. Now, he is earning a monthly income of Rs. 40,000 and providing employment to three other persons.



BELIEF MAKES YOUR DESTINY- PARMAR R SHAKRABHAI

Mr Parmar R Shakrabhai belonged to a poor scheduled caste family from Gujarat and worked as a labour in a textile mill but always dreamt about setting up his own business. With the help of KVIC, he got enrolled in the Entrepreneurship Development Programme and was sanctioned a loan of Rs. 23,75,000 under PMEGP scheme. He established a manufacturing unit of textile machinery parts, which he supplies to other textile industries. At present, he leads a happy life with an average monthly income of Rs. 80,000. He expresses his utmost gratitude to the PMEGP scheme of KVIC for moulding him as a successful entrepreneur.

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 **17,138 impressions**

The Ministry of MSME through its technology centres all around the country have joined the forces fighting against Corona
 #IndiaFightsCorona
 #CaronavirusIndia #Carona
 #Helpline #prepared
 #defeatCOVID #SocialDistancing
 #StayHomeStaySafe
 #StayHomeStaySafeStayHealthy

[VIEW POST](#)



INSTAGRAM HIGHLIGHTS

Top Instagram post earned **1,837 impressions**

The Ministry of MSME urges the people to maintain social distancing and stay at home to stay safe from the COVID-19 crisis.
 #IndiaFightsCorona
 #CaronavirusIndia #Carona
 #Helpline #prepared
 #defeatCOVID #SocialDistancing
 #StayHomeStaySafe
 #StayHomeStaySafeStayHealthy

[VIEW POST](#)

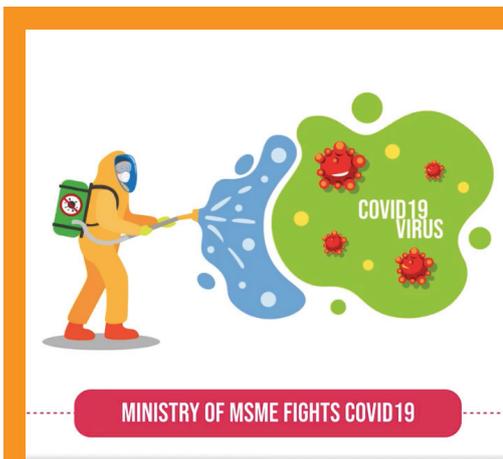


TWITTER HIGHLIGHTS

Top Tweet earned **36,826 impressions**

The Ministry of MSME through its technology centres all around the country are helping the healthcare system and people fight against Corona by developing sanitisers masks ventilators etc
 #IndiaFightsCorona
 #CaronavirusIndia #Carona
 #prepared #defeatCOVID
 #SocialDistancing

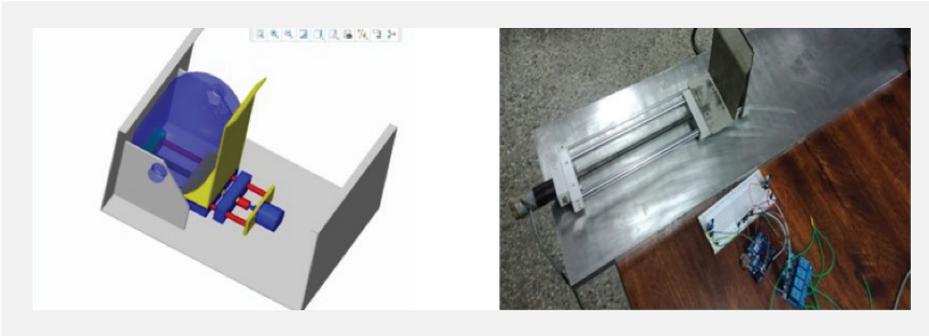
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#MINMSMEFIGHTSCOVID19

The Ministry of MSME launched a campaign to shed light on the initiatives taken by its technology centres all across the country and their endeavour to help the healthcare system and the people to fight the COVID-19 crisis by developing and providing sanitisers, masks, ventilators etc

MSME TECHNOLOGY CENTRE, HYDERABAD IS DEVELOPING A PROTOTYPE OF ELECTRO MECHANICAL VENTILATOR



MSME Technology Centre, Hyderabad is developing a prototype of VENTILATOR. It is electro mechanical ventilator based on sensors. Prototypes of

VENTILATOR are being developed in consultation with Medicover Hospitals and IIT Hyderabad. Some sensors are yet to be received from SMC.

MSME TECHNOLOGY CENTRE, AURANGABAD DEVELOPS 3D PROTOTYPE OF FACEMASK



MSME Technology Centre, Aurangabad has developed a 3D prototype of face mask, to deal with

the shortage of the supply. The Technology Centre is in touch with local hospital for facemask's validation.

CTTC KOLKATA DEVELOPS SIMPLE AND LOW COST VENTILATOR SYSTEM



Central Tool Room and Training Centre (CTTC), Kolkata is developing a simple and low cost ventilator system. It has

also developed face shield prototype. It has supplied 7000 face shield holders to AMTZ by April 28th, 2020.

ACHIEVEMENTS

(2019-2020 upto March)

Credit Guarantee Scheme (CGTMSE)

As per the data provided by Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), by the month of March 2020, 2,90,350 credit proposals involving an amount of Rs. 10,396 crore have been approved.

MSME Sampark

As on 15.04.2020, 58,345 passed out trainees (job seekers) and 5,469 recruiters (job providers) have registered on the portal. Against vacancies posted by recruiters, 18,259 resume have been shared with recruiters and 10,381 jobs have been offered.

Registration of CPSEs on TReDS and GeM

As on 01.04.2020, 164 Central Public Sector Enterprises (CPSEs) have been on boarded/registered on Trade Receivables Discounting System (TReDs) portal and as on 29.03.2020, 268 CPSUs/CPSBs have been on boarded/ 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), New TCs under TCSP, National Small Industries Corporation (NSIC) Ltd., National Institute for Micro, Small and Medium Enterprises (ni-msme), Khadi and Village Industries Commission (KVIC) and Coir Board. A total of 54,493 persons have been imparted skill training during March 2020 (upto 31.03.2020). A total of 4,05,039 persons have been imparted skill training during the FY 2019-20.

MINISTRY OF MSME ORGANISES 'CONFERENCE ON EMPOWERING WOMEN ENTREPRENEURS 2020'



The Ministry of Micro, Small & Medium Enterprises along with various industry associations organized a 'Conference on Empowering Women Entrepreneurs 2020' on 6th March, 2020 at Sushma Swaraj Bhawan, ChanakyaPuri, New Delhi. The Hon'ble Minister for MSME, Shri Nitin Gadkari and Hon'ble MoS for MSME, Shri Pratap Chandra Sarangi graced the occasion and felicitated women entrepreneurs and enablers of women entrepreneurship. Over 300 women entrepreneurs from across the country attended the event. Panel discussions were also held on 'Creating a Conducive Business Ecosystem for Empowering Women Entrepreneurs'.

MSME-DI, CUTTACK ORGANISES INDUSTRIAL EXHIBITION & MSME EXPO 2020



MSME-DI, Cuttack organized a National Level Vendor Development Programme cum Industrial Exhibition and MSME-Expo 2020 at Cuttack from 13to 15March, 2020. The inaugural event of the NVDP was attended by Shri P.K. Mishra, Director, NALCO as Chief Guest, Shri Reghu, G, IAS, Director of Industries, Govt of Odisha, Shri P.C. Nayak, GM, NSIC, Dr. S.K. Kar, Head & senior Consultant, CTTC, BBSR and Shri AbaniKanungo, Chairman, Odisha Industries Association. The event was attended by around 250 participants.