



MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

1 YEAR ANNIVERSARY EDITION



• SEP 2019 • VOL XIII •

MSME INSIDER

MSME INSIDER COMPLETES *1* year



**FROM THE
DESK OF
JS(SME)**

SMT. ALKA ARORA

It gives me pleasure to be a part of the 1st anniversary edition of the MSME Insider. The idea of the e-newsletter took shape through a humble beginning made by the Ministry in September 2018 and continues till date. In this short but eventful journey, we have been enriched with a variety of experience associated with the preparation of the e-newsletter. The e-newsletter has been instrumental in increasing awareness, providing basic information about our schemes and programs and the readers were benefited in the best possible way.

This e-newsletter features interesting articles written in an engaging manner, government decisions about the sector, latest innovations, training programs, etc. It has been successful in highlighting the strategic importance of the MSME sector in the present economic scenario, bringing out the imminent challenges for the MSMEs in India and the way forward to help MSME sector achieve its full potential. The dream of our Hon'ble Prime Minister for a self-reliant India inspires us to do more work in the field of entrepreneurship.



Read more here



ESTABLISHMENT OF 15 NEW TCs UNDER TCSP

Fifteen new Technology Centres (TC) are being set up under Technology Centre Systems Programme (TCSP) at an estimated cost of Rs. 2200 Cr apart from up-gradation of existing Technology Centres. The work for construction of 13 out of 15 approved Technology Centres under TCSP at Rohtak,

Bhiwadi, Baddi, Bengaluru, Durg, Puducherry, Vishakhapatnam, Sitarganj, Bhopal, Kanpur, Imphal, Ernakulam and Greater Noida are in advanced stage. Out of these, the civil work for the Bhiwadi TC is complete and the centre is ready to be inaugurated.



NSIC-TSC SIGNS MoU WITH OSMANIA UNIVERSITY

NSIC-TSC, Hyderabad entered into a MoU with Osmania University, Hyderabad, Telangana, India. NTSC, Hyderabad will impart training in various academic, technical education, projects, Internships and Skill development programs to a good number of students/trainees and facilitate knowledge sharing between Osmania University and NTSC Hyderabad.



34,563 PERSONS IMPARTED SKILL DEVELOPMENT TRAINING BY MINISTRY OF MSME

Various institutes and organizations under the Ministry of MSME viz. NSIC, KVIC, NI-MSME and Office of DC(MSME) imparted skill training to 34,563 persons during the month of August, 2019. The number of persons trained this year, upto 31st August, 2019 is 1,27,878.

DIGITAL CORNER



To bring the MSME sector and design expertise on a common platform and to provide expert advice and solutions on design problems, resulting in continuous improvement and value addition for existing products, 'Design Clinic Scheme' has been introduced for delivering Design Expertise to MSME manufacturing sector under NMCP Schemes.

It also aims at value added cost effective solutions and provides financial assistance to MSMEs for design development.

The scheme is divided in two major parts viz. (i) Design Awareness- Seminars & Workshop Design Seminars and (ii) Design Projects – Professional Design Projects & Students Design Projects.

All MSMEs with EM registration are eligible to apply under the scheme

[Click here to know more](#)



YEAR-END REVIEW 2019: MSME INSIDER

The Ministry of Micro, Small & Medium Enterprises (MSME) envisions a vibrant MSME Sector by promoting growth and development of the sector, including Khadi, Village and Coir Industries, in cooperation with the concerned Ministries/Departments, State Governments and other Stakeholders, by providing support to existing enterprises and encouraging setting-up of new enterprises.

The year 2018-19 has been very significant for the Ministry of MSME, during which it took various initiatives to promote the MSME Sector including launching of 12-point action plan for the MSMEs by Hon'ble Prime Minister and various initiatives to support MSMEs in the backdrop of digitalisation viz, launch of MSME dashboard, MSME Delayed Payment Portal and Public Procurement Portal among others. The major initiatives and achievements of the Ministry during this year have been highlighted in this section.

01

STATE CONCLAVE-CUM-EXHIBITIONS

State conclave-cum-exhibitions were organised under the national SC-ST hub by the Ministry of MSME throughout the country to bring together CPSEs, Industry Associations and State Governments on a common platform and deliberate upon steps to be taken to promote SC/ST entrepreneurs.



02

DEFENCE & HOMELAND SECURITY EXPO & CONFERENCE 2018

Defense & Homeland Security Expo and Conference 2018 was held at NSIC grounds from 06- 08 Sep 2018. Shri Rajnath Singh, Hon'ble Minister for Home Affairs inaugurated the event and it was addressed by Dr. Jitendra Singh, Hon'ble MoS (I/c) in the PMO & DONER and Shri Giriraj Singh, Hon'ble MoS for MSME. JS (SME) & senior officials of M/o Defence were present wherein NSIC facilitated the participation of 20 MSMEs.



03

15TH SME GLOBAL SUMMIT

The 15th edition of SME Global Summit was organized by the Ministry of MSME in partnership with CII, on 19 - 20 December, 2018 in New Delhi, themed 'Building Partnerships through Global Value Chains'



04

MSME AT VIBRANT GUJARAT GLOBAL SUMMIT 2019

Ministry of MSME displayed live activities under the name "MSME LIVE" showcasing the theme of 'Charkha se Chandrayaan Tak' in a hexagon shaped theme pavilion, where traditional charkha, Patola Saree Loom, Coir Geo-Textile Loom were displayed alongside high-tech machines like 3-D Printing and parts of Chandrayaan produced by MSME- Technology Centres on 17th January 2019 at the Vibrant Gujarat Global Summit 2019 which was visited by the Hon'ble Prime Minister, Shri Narendra Modi.



05

PLATINUM AWARD AT THE DIGITAL INDIA AWARDS

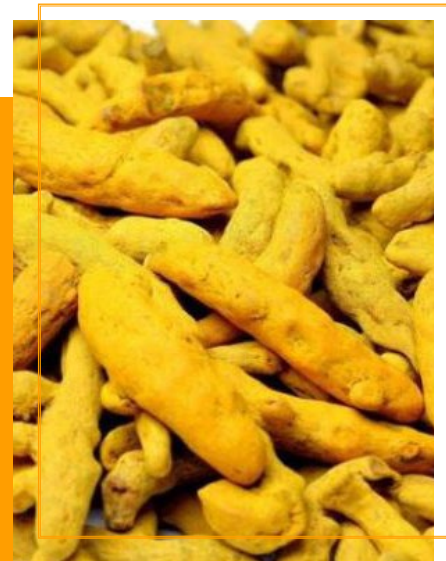
The Ministry of Micro Small and Medium Enterprises (MSME) was honoured with Platinum Icon Award (1st Prize) at the Digital India Awards under Web Ratna category for its exemplary performance in digital journey on 22nd January, 2019.



06

KASAM RECEIVED THE GEOGRAPHICAL INDICATION TAG

60,000 farmers under Kandhamal Apex Spices Association for Marketing (KASAM) received the Geographical Indication Tag from Intellectual Property of India on 6th April 2019 with the support, guidance & assistance of Central Tool Room & Training Centre (CTTC), Bhubaneswar. 'Kandhamal Haldi' is a variety of turmeric that has more oleo resin & volatile oil contents compared to other turmeric varieties and is indigenous to southern Odisha.



07

INTERNATIONAL SME CONVENTION 2019

Ministry of Micro, Small & Medium Enterprises of the Government of India and the India SME Forum co-organised the 2019 edition of the International SME Convention which was held on 27th - 30th June 2019, proved to be a focused platform for intensive business & trade relations, with a specific focus on co-operation between international entrepreneurs and selected entrepreneurs from India.



08

DASHBOARD UNDER M/o MSME GOES LIVE

A Dashboard with the current status of all the schemes and major activities under this Ministry has been made functional during July, 2019 and can be accessed at <http://dashboard.msme.gov.in>. The initiative is noteworthy as it aims to promote the digital India campaign heralded by the Hon'ble Prime Minister.



09

CTTC BHUBANESWAR & IDEMI DEVELOP COMPONENTS FOR CHANDRAYAAN 2 MISSION

As Chandrayaan 2 successfully entered the Moon's orbit on Aug 20, 2019, Ministry of MSME feels proud of the fact that its Technology Centres in Bhubaneswar (Central Tool Room & Training Centre, CTTC) & Mumbai (Institute for Design of Electrical Measuring Instruments, IDEMI) have been closely associated with the Mission in developing several vital components for the Cryogenic engine of the Launch Vehicle and Navigational assemblies of the Lunar Orbiter.



WINDS OF CHANGE-

The new wave Indian MSMEs

A JOURNEY THROUGH

The story of Siam Laingek of Manipur from North East India is inspiring. Registered under the name 'Thangching Herbals Enterprises', his company is the pioneer in essential oil production in Manipur. His stall is an instant crowd-puller in each of the fairs that his company participates in. Ministry of MSME and NSIC, under the NSSH Scheme has provided marketing assistance to him through participation in fairs.



NORTH EAST



BRUSH MACHINERY

Dinesh Kr Verma hails from a middle class family of Agra city in Uttar Pradesh. With the help of PPDC, he started his own brush machine manufacturing unit called 'Sonitech Agra' with a loan of Rs. 2,00,000/- under the Mudra Scheme. Now, he manufactures various varieties of brushes for domestic uses. He now leads a renewed life with yearly turnover of Rs. 25,00,000/- and employs 16 people in his unit.

MANUFACTURING

KHADI

Harleen Singh is a bubbly entrepreneur who with her husband started a Khadi soft furnishing unit in Jaipur called 'Outland.' She merged traditional khadi fabrics with today's fashion-conscious younger generation, to get them closer to their roots, by making fashionable designer products from marina wool like quilts, pillows, cushion-covers, bedsheets and bathrobes. She is travelling around the nation to promote her brand, seeking marketing support under various schemes run by Ministry of MSME.



THE MODERN INDIAN FABRIC

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 7.5k impressions

Ministry of MSME organised a "National Workshop on Credit Linked Capital Subsidy (CLCS) component and Re-launch" which was inaugurated by Hon'ble Minister for MSME on Sept 5 at Dr. Ambedkar International Centre in New Delhi.
#MSME #CLCS #NitinGadkari

VIEW POST



TWITTER HIGHLIGHTS
Top Tweet earned 25k Impressions

As the #OzoneDay was celebrated, efforts to Reduce, Reuse and Recycle for a healthy planet were advocated by #MSME #OzoneLayer #WorldOzoneDay #MontrealProtocol #nature

VIEW POST



INSTAGRAM HIGHLIGHTS
Top Instagram post earned 1.1k impressions

A 6-member delegation led by Dr. Arun Kumar Panda, Secretary (MSME) met with H.E. Vladimir Bartl, Deputy Minister of Industry and Trade of Czech Republic, at Czech Republic, both sides focused the discussion on cooperation in MSME sector on mutually agreed terms.
#czech #msme #arunkumparpanda

VIEW POST



YOUTUBE HIGHLIGHTS
Top YouTube post earned 500 impressions

"National Workshop on Credit Linked Capital Subsidy & Delayed Payment to MSMEs" was inaugurated by Shri Nitin Gadkari, Union Minister for MSME in the presence of Shri Arun Kumar Panda, Secretary (MSME); Shri Ram Mohan Mishra AS&DC (MSME) at Dr Ambedkar International Centre

VIEW POST



#GLOBALIZING THE BRAND KHADI - THE PRIDE OF INDIA

Union MSME Minister Shri Nitin Gadkari while addressing a business summit "Globalizing the Brand Khadi: The Pride of India, organized by the CII on 27th August 2019 said that "Khadi is the soul of Gandhiji's thinking. Without compromising with its principles, we need to modernize Khadi – in product design, fashion design, weaving and other processes."

KVIC LAUNCHES FIRST-EVER 'TERRACOTTA GRINDER'

Khadi and Village Industries Commission (KVIC) Chairman Shri Vinai Kumar Saxena on 2nd Sep 2019 launched a first-ever 'Terracotta Grinder' at Sewapuri in Varanasi. The machine grinds all the wasted pottery and broken items which can be re-used in pottery-making. Mixing this powder in stipulated ratio to normal clay makes the resulting pottery items stronger. This Terracotta grinder will make grinding of wasted pottery items faster than the traditional mortar and pestle. It will lessen the cost of production and help to solve the problem of shortage of clay by mixing 20 percent of this wasted terracotta powder.

This Terracotta Grinder machine will be a boon for potters as Union Minister of MSME Shri Nitin Gadkari has proposed to introduce kulhads and other terracotta products at 400 prominent railway stations. The proposal is under active consideration of the Railways as part of its commitment to Swachh Bharat Abhiyaan.



CENTRAL TOOL ROOM (CTR) LUDHIANA DEVELOPS IMPORT SUBSTITUTES:-



Central Tool Room (CTR) Ludhiana developed the following Import Substitutes:-

(i) Design, development and indigenization of Expander Assembly Tool for the Nuclear Power Generation Plant, Rawatbhata, Rajasthan.



(ii) Development of CRC Steel Rolling Mill tools in association with Heat Treatment and Testing Lab facility for a MSME Unit namely M/s Jagdeep Engineering, Ludhiana.

ACHIEVEMENTS (2019-2020 upto August)

Prime Minister's Employment Generation Programme (PMEGP)

Margin money subsidy of Rs.331.32 crore has been disbursed by the banks up to 31.08.2019 which will facilitate setting up of 10,731 micro enterprises creating employment of around 85,848 persons.

MSME Sambandh

As on August 31, 2019, procurement of Rs. 9,843.94 crore has been made by 94 CPSEs from 41,258 Micro and Small Enterprises (MSEs) including procurement of Rs.178.42 crore from 1,363 SC/ST-owned MSEs and Rs. 122.97 crore from 744 Women-owned MSEs out of a total public procurement of Rs. 35,733.40 crore thereby achieving 27.55% of the total procurement from MSEs.

Micro and Small Enterprises - Cluster Development Programme (MSE-CDP)

Three Common Facility Centres (CFCs) in Printing Cluster (Chamarajpet, Karnataka), Textile Cluster (Navapur, Maharashtra), Engineering & Allied Product Cluster (Bhosari, Pune, Maharashtra) have been commissioned in the month of August 2019 apart from upgradation of Infrastructure Development Centre at Bame, Arunachal Pradesh. Also, 4 Common Facility Centres (CFCs) have been commissioned and 3 Industrial Estates have been made functional/ upgraded upto the month of August 2019.

MSME Samadhaan

Upto 31st August, 2019 a total number of 24,220 applications were filed by MSEs in MSME Samadhaan Portal involving an amount of Rs. 6,223.12 Crore. Out of these, 1893 applications have been mutually settled involving Rs. 243.85 crore. A total of 6,028 applications were converted into cases and 3,948 applications have been rejected by MSEFC Councils. 4252 cases have been disposed by MSEFCs involving Rs. 1247.51 crore.



IDTR, JAMSHEDPUR, CONDUCTS A WORKSHOP ON 'INDUSTRY 4.0 FOR MSME's'

Indo Danish Tool Room (IDTR), Jamshedpur, conducted a workshop on 'Industry 4.0 for MSME's' on 23rd August, 2019 in collaboration with Design Tech System, an Indian partner of M/s PTC (a global software company), where 101 participants designed and manufactured a Blanking Tool (an import substitute) for 5th wheel coupling pedestal for a MSME unit namely, M/s Jost India Ltd., Jamshedpur.



NATIONAL WORKSHOP ON CREDIT LINKED CAPITAL SUBSIDY AND DELAYED PAYMENT TO MSMEs

"National Workshop on Credit Linked Capital Subsidy and Delayed Payment to MSMEs" was inaugurated by Shri Nitin Gadkari, Union Minister for MSME and Road Transport in the presence of Shri Arun Kumar Panda, Secretary (MSME) and Shri Ram Mohan Mishra AS&DC (MSME) at Dr Ambedkar International Centre in New Delhi on 5th September, 2019. The event was shaped as a platform for finding solution to overcome the delays in MSEFCs and to raise awareness amongst MSEs regarding benefits of special CLCSS.

UPCOMING EVENTS/ TRAININGS/ ACTIVITIES FOR THE MONTH OF SEPTEMBER-OCTOBER

NSIC

MSME-DI

**TECHNOLOGY
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NIMSME

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