

MSME

March 2021/Vol XXXI

INSIDER

Shri. Nitin Gadkari, flagged off seven mobile Udyam Express

**Journey from an Employee
to an Employer – a story of
self-belief**

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NSIC signs an MoU with Gem &
Jewellery Export Promotion Council
(GJEPC)

Success Stories

Painting the road to success
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ACHIEVEMENTS

SKILL DEVELOPMENT
During the month of February 2021, a
total of 39,558 persons have been
imparted skill training.

**Women Entrepreneurs–
Eye of the Nation**

“

Build your business success around something that you love, something that is inherently and endlessly interesting to you.

”



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International Womens Day

The world celebrates the 8th of March as International Women's Day. It's a day to celebrate the progress women have made in marching towards equality, in making the world a better place, in sustainable development and well being for all in their communities and their country.

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On my own, I will just create, and if it works, it works, and if it doesn't, I'll create something else. I don't have any limitations on what I think I could do or be.

From the Secretary's Desk



Shri B.B. Swain
Secretary, MSME



Women Entrepreneurs- Eye of the Nation

The world celebrates 8th of March as International Women's Day. It's a day to celebrate the progress women have made in marching towards equality, in making the world a better place, in sustaining development and well-being for all in their communities and their country.

Historically, women have been revered in India. During Vedic times women were respected as architects of the society - नारी अस्य समाजस्य कुशलवास्तुकारा अस्ति. Many women of that age were great learned scholars and philosophers.

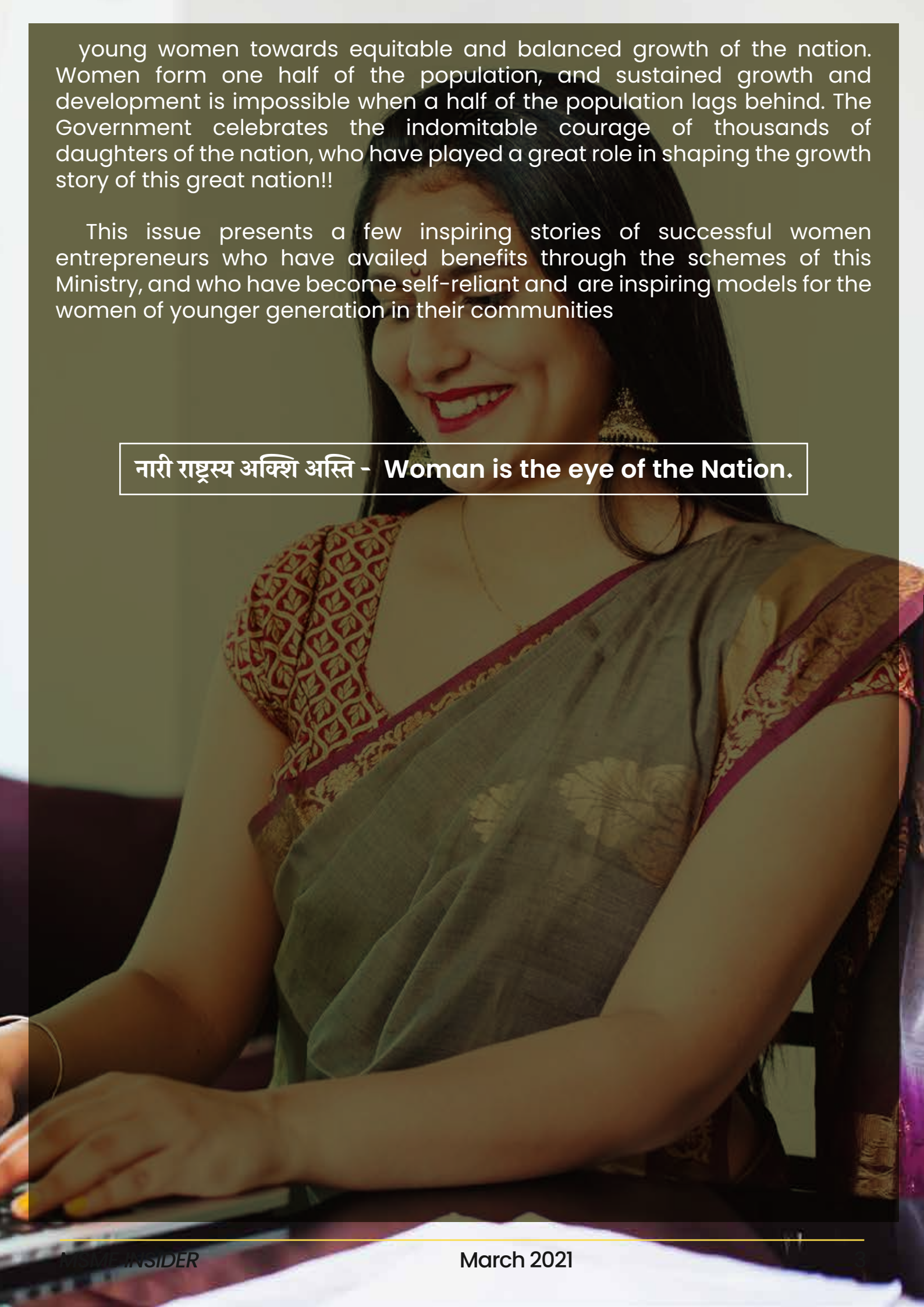
Women in the present age are trying to break many social barriers that had hitherto hindered their progress. It has been widely acknowledged that education of girls and women is the main road to empowering them and enabling them to realise their potential. Educate a woman, and you educate a family, it is said.

The changing role of a woman from being only a home worker whose contribution goes unrecognised as it is unpaid work, to an educated, skilled and confident woman is a celebration in itself. Women have now entered various fields that were earlier considered as the bastions of men. This change

should be sustained, and should progress till women from the most disadvantaged social groups are also able to enjoy the advantages of the social changes. Entrepreneurship is one such area that more women are being attracted to. India has seen a constant growth in the number of women starting their own businesses. Women are known to possess stellar qualities like diligence, perseverance, industry, and meticulous planning that make them good entrepreneurs. A woman is often called a born manager, as she deftly manages a home even when she is provided with limited resources, and ends up catering to the needs of all the members of the family to the best of her ability. Forbes (www.forbes.com) cites that though women find it difficult to attract capital, the return on investment made in women businesses is far higher than that made on businesses run by men.

The Government of India realises the importance of encouraging women entrepreneurship. To sustain the growth in women-led businesses, the Government has made many interventions. Strengthening the women entrepreneurship ecosystem- by creating opportunities for capacity building of the women, by imparting skills, by providing increased access to credit and technology, etc - has been on the priority list. The Ministry of MSME, recognising the needs of the micro entrepreneurs, launched the Prime Minister's Employment Generation Programme (PMEGP). This is a credit-linked programme wherein margin money is provided to the micro entrepreneur to set up his/her micro enterprise. It is heartening to note that the scheme has gained popularity among prospective women entrepreneurs, and the share of women covered by this scheme has been constantly growing over the last few years. This scheme serves the needs of rural and urban women alike, by providing increased amount of margin money, and hand-holding assistance. The Mahila Coir Yojana is yet another intervention aimed at training women in the coir sector. The trainees are provided monthly stipend, and are encouraged to set up their own coir enterprises through the PMEGP. It is well recognised that lack of market information is a barrier faced by many women entrepreneurs. To mitigate this, M/o MSME has mandated that 3% of the public procurement made by Central Ministries/Departments and Public Sector Undertakings must be made from women entrepreneurs. To bring about a focused attention to the issues relating to women entrepreneurs, and to facilitate their growth by networking with other Ministries/Departments and NGOs, the M/o MSME has established a Women Entrepreneurs Cell (WEC). It is hoped that the WEC would work to catalyze the growth of the women entrepreneurs in the country, in the years to come.

It is time for women to think beyond the stereotype set for them and grab the opportunities that come their way, and lead the next generation of

A woman with long dark hair, wearing a grey saree with a red and gold border, is smiling and looking down at a laptop. Her hands are on the keyboard. The background is a plain, light-colored wall.

young women towards equitable and balanced growth of the nation. Women form one half of the population, and sustained growth and development is impossible when a half of the population lags behind. The Government celebrates the indomitable courage of thousands of daughters of the nation, who have played a great role in shaping the growth story of this great nation!!

This issue presents a few inspiring stories of successful women entrepreneurs who have availed benefits through the schemes of this Ministry, and who have become self-reliant and are inspiring models for the women of younger generation in their communities

नारी राष्ट्रस्य अक्षि अस्ति - **Woman is the eye of the Nation.**

Around The Ministry



Hon'ble Minister inaugurating Technology centres and Extension Centers of MSME

Inauguration of Technology Centres and Extension Centres of M/o MSME

Shri. Nitin Gadkari, Hon'ble Minister of MSME, inaugurated MSME-Technology Centres at Visakhapatnam & Bhopal along with three Extension Centers. He also flagged off seven mobile Udyam Express on 10th March 2021. He added "This will encourage the youth to become entrepreneurs by boosting their skills & become Aatmanirbhar" The new Technology centres at Visakhapatnam and Bhopal were developed with an investment of Rs 123 Cr & Rs 121 Cr, respectively. These state of art training facilities will train more than 16,000 students annually & develop access to technology for MSMEs at the grass root level.

Shri. Nitin Gadkari, Hon'ble Minister of MSME inaugurates the Livelihood Business Incubator Centre at Wardha

Shri. Nitin Gadkari, Hon'ble Minister of MSME inaugurated the Livelihood Business Incubator center and training hall of MGRI at Wardha on 06.02.2021; Hon'ble Minister inaugurated the Keshai Bio Product LLP Bamboo Agarbatti Stick Manufacturing Unit at Barpeta Assam on 18.02.2021; and inaugurated 50 SFURTI Cluster through video conferencing and had meeting with Chairman, KVIC on Solar Charkha at Delhi on 22.02.2021



The India Toy fair 2021

Prime Minister, Shri Narendra Modi inaugurated "The India Toy Fair 2021" via video conferencing on 27th February 2021. This Toy Fair 2021 was organised by various Ministries of the Government of India and Industry Leaders. The fair aims at helping India become a global hub

of Toy manufacturing & sourcing of Toys, thereby attracting domestic and global investors in this sector and promoting exports. This virtual fair was held between 27th February and 4th March, 2021 and was attended by over 1.5 million persons.



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: 50,210 views



Collectively, we can all help create an inclusive world, so let's all support women's entrepreneurship. So, hand up high to show you're in.
#ISupportWomenEntrepreneurs
#womensday2021

FOLLOW US @minmsme





facebook.com/minmsme

Impression: 6,304 views

 Ministry of Micro, Small and Medium Enterprises, Government of India is in Delhi, India. ...
Published by Mo Msme · 10 March at 17:30 · 🌐

No one can set your limits. There is no limit to what we, as women can accomplish. Do you #ChooseToChallenge ?

#womensday2021 #WomensDay #MSME
Ministry of Micro, Small and Medium Enterprises, Government of India Press Information Bureau - PIB, Government of India Hema Ghadiali Kalavathy Sridharan



No one can set your limits. There is no limit to what we, as women can accomplish. Do you #ChooseToChallenge ?
#womensday2021 #WomensDay #MSME

FOLLOW US @minmsme



The background of the entire page is a vibrant sunset or sunrise scene. A large, bright sun is positioned in the upper right quadrant, casting a warm orange and yellow glow across the sky. In the foreground, two dark, silhouetted rock formations frame a gap. A person is captured in mid-air, jumping from the left rock to the right rock. Their arms are outstretched, and one leg is bent, suggesting a powerful leap. The overall mood is one of achievement and overcoming challenges.

Success Stories !

of entrepreneurs.

Journey from an Employee to an Employer – A story of self-belief

Ms. V. Sunitha



Having an acute sense of the market demand and customers' preferences prompted Ms. V. Sunitha to think about turning into a techno-preneur from an employee. Armed with a Diploma in Electronics, she gained work experience in the assembling of Stabilizers for Air Conditioners. This boosted her confidence in her own capabilities. A newspaper advertisement inviting applications under the PMEGP scheme caught her attention and showed her the way. She diligently prepared a project report for her proposed Micro enterprise 'S.S. Electrical & Electronics' at a project cost of Rs.25 lakhs. She was sanctioned a margin money assistance of Rs.8.75 lakhs through this scheme.

Painting the road to success

Ms. Anju Devi, Patna

She is surrounded by paints, and helps paint our lives with cheerful colours. Endowed with an artistic talent, Ms. Anju Devi first discovered her passion for Madhubani art from her mother-in-law. Instead of keeping the talent to herself, she decided to turn it into an economic proposition and revive the dying art. Realising that a formal training would help, she obtained a Diploma in Madhubani painting. A loan under PMEGP scheme helped her launch her own enterprise in Madhubani district of Bihar – S.S.D. Mithila Arts – with an investment of Rs 4 lakhs. She has exhibited her creations in many exhibitions and has drawn the attention of many people. Her message to other women is "Choose an activity that interests you, makes you self-reliant, and at the same time, provides employment to other women around you. Hard work, perseverance, quality output and constant innovation will lead to success".





Innovation/ Research

Mahatma Gandhi Institute for Rural Industrialization (MGIRI)

34 Cotton Khadi fabric samples pre-mordanted with 15% Harda + Aluminium Sulphate (75:25) & dyed with Annato seed extract will be tested for surface colour strength values like, K/S value, CV% of K/S Value, CDI value etc and also sent for testing fastness to light and perspiration to Bombay Textile Research Association (BTRA), Mumbai.



Coir Board's achievements in R&D

Coir Board Establishes a Centre of Excellence (CoE) on application of coir exclusively or in combination with other natural fibres at IIT, Madras

The major focus area of research and development of the CoE will be coir geotextiles, its application in infrastructure projects and standardization and the design standardization and development of energy efficient machinery for the coir industry.

Services to be provided by CoE

- Supporting the development of coir products & relevant technology and evolving standards for production and processing through specific projects.
- Identifying, awarding, evaluating and monitoring research projects with approval of Coir Board.
- Providing necessary assistance in selection of scientific and technical personnel for the Coir Board and their associated laboratories and such other requirements those may be required from time to time.

matters from time to time.

- Mentoring of Coir Board's research institutes/laboratories.
- Help in capacity building by way of organizing tailor made training programs and technical

Coir Board Establishes a Centre of Excellence on coir composites (CECC) for utilization of coir fibres for transforming into high value added coir composites for various end use applications at IPIRTI, Bangalore.

The major focus area of research and development of the CoE will be exploring the possibilities of using Coir Wood in the building construction and other applications as a substitute for conventional timber wood and also extension of the results of the technology developed/research through IPIRTI to the industry for systematic development.

Services to be provided by the CoE established at IPIRTI for coir composites.

The CECC will assist the existing coir industries (Maximum of 5) nominated by Coir Board with technological back up for the manufacture of quality e CECC coir composites and evaluate the suitability of coir hybrid composites for various infrastructure applications like marine and shuttering with necessary suggestions for refinement in the technology to the Coir Board.

- The CECC also aims to test coir hybrid composites with respect to specific applications. If any additional test facilities are required to formulate a standard, then such facilities will be created at the Centre. The Centre will also provide Technical and administrative support in building scientific manpower to Coir Board and its nominated industry and will extended technical support to the units established under SFURTI.

seminars/workshops.

- Assisting in generating the Intellectual Property Rights and technology transfer
- Such other services that may arise from time to time for the functioning of the centre of Excellence, with mutual concurrence

- In addition to the above, special training programmes (Maximum of 10 candidates per year) including online modules on coir composites for enhancing the technical capabilities of new entrepreneurs/ rural community nominated by Coir Board will be conducted.



Coir Board has prepares handmade paper for Department of Posts, Govt. of India for release of an eco-friendly envelope on Indian Coir. CCRI has developed a new technology for creating the handmade paper.

The cover was released by Shri. Pradipta Kumar Bisoy, Secretary (Posts) & Chairman of the Postal Services Board New Delhi and handed over to Shri. V. Rajarajan, Chief Postmaster General, Kerala Circle, Trivandrum.

Ministry of Rural Development approved 5% use of coir geotextiles for construction of roads in seven States

Govt. of India have decided to include coir geotextiles under new material/new technology category and allocated 5% of the length of rural roads to be constructed in the seven states. This was conveyed to all the state Rural Road Development Agencies of the seven states by the National Rural Infrastructure Development Agency. For implementation of the same a Master Plan has been prepared.



Developed coir spinning machinery suitable for modern coir yarn spinning mill in collaboration with Dr. MGR University, Chennai.

Coir is a unique fibre and popular because of its properties. The main issues facing while making mass production of coir yarns is lack of uniformity in thickness, over hairiness in the yarn & less production capacity due to the lack of fully automated sophisticated spinning machines.

To solve there issues, Coir Board has entered a collaborative project on **“Development of Process & Machinery for Spinning of Fine Quality Yarn of Uniform Thickness and Reduced Hairiness”** with Dr. M.G. R. University, Chennai for developing a plant type machinery comprising of coir fiber preparatory machines, high speed spinning machine and electronically controlled winding cum finishing machine for producing fine coir yarn spinning which will take coir spinning industry on par with other textile industries in terms of spinning technology and machinery engineering. The machine has been developed and fine tuning is going on.

On successful completion of this project, it is expected to open new avenues for establishing large scale modern coir yarn spinning mills with large potential for employment generation as well as expansion of downstream coir product manufacturing sector including weaving. The Board envisages an exponential growth in coir product manufacturing for domestic and export markets as a result of this initiative.



The special cover was conveyed by a postman in a country boat, which was the traditional mode of conveying coir goods in olden days



Events



Iran Delegation visits NSIC - Technical Service Centre (Okhla)

A delegation led by Dr. Sirous Vatankhah Moghaddam, President of Center for Progress and Development of Iran (CPDI)– (Presidency of Iran) visited NSIC on 02.02.2021 during their recent visit to India to know about self-employment opportunities and skill development through Incubation program of NSIC in the country. Shri Vijayendra, CMD, NSIC briefed them on the activities of NSIC and highlighted the opportunities for co-operation Iran and NSIC. Shri P. Udayakumar, Director (P&M) took them around NSIC's facilities for skill development and explained about various opportunities for creation of self-employment opportunities for youth.

NSIC signs an MoU with Gem & Jewellery Export Promotion Council (GJEPC)

NSIC signed an MoU with Gem & Jewellery Export Promotion Council (GJEPC) on 29-01-2021 to promote the business activities of both the organizations with prime focus on Machine & Equipment Selling.



International Womens day

Shri Nitin Gadkari, Union Minister for MSME, inaugurated the 'Annual Conference on Empowering Women Entrepreneurs 2021' that was organized by the Ministry of MSME at New Delhi. At the event he felicitated women entrepreneurs for their outstanding performances in the MSME sector. He declared at the event "My goal is to make 5000 SFURTI clusters in India & given maximum encouragement to women to set up their enterprises."



Achievements

Interest Subvention Scheme:

During the month of February 2021, Rs. 15 crore has been released to Small Industries Development Bank of India (SIDBI). After this release the 'Interest Subvention Scheme for MSMEs' scheme has reached the approved budget outlay of Rs. 975 Crore.

SKILL DEVELOPMENT

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 February, 2021. A total of 39,558 persons have been imparted skill training by these organizations.

Prime Minister's Employment Generation Programme (PMEGP)

Margin money subsidy of Rs.1500.09 crore has been disbursed by Banks upto 28.02.2021 under the Prime Minister's Employment Generation Programme (PMEGP) which will facilitate setting up of 48743 micro enterprises creating employment for around 389944 persons.

Micro and Small Enterprises - Cluster Development Programme

Under the MSE-CDP scheme, 16 projects have been recommended during 74th Meeting of Techno Economic Appraisal Committee (TEAC) held on 25th February, 2021.

MSME SAMPARK

As on 25.02.2021, a total of 4,69,672 passed out trainees (job seekers) data is available on portal, out of which 79,710 jobseekers have applied for registration. 5984 recruiters (job provider) have applied for registration. Against various vacancies posted by recruiters, 28,135 jobs have been offered.

Credit Guarantee Scheme:

During the month of February 2021, as on 24.02.2021, as per the data provided by Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), 40,032 guarantees have been approved involving an amount of Rs.2,098.59 crore. During the current FY 2020-21 (from 01.04.2020 to 24.02.2021), a total of 5.97 lakh guarantees have been approved involving an amount of Rs.30,019.92 crore.