

VOL. LVIII

# MSME INSIDER



## PM VISHWAKARMA

### HIGHLIGHT

On the occasion of Vishwakarma Jayanti, Hon'ble Prime Minister launched '**PM Vishwakarma Scheme**' on 17th September, 2023. The Prime Minister also launched the **PM Vishwakarma logo, tagline and portal along with a customized stamp sheet, a tool kit e-booklet and video** on the occasion.

A '**3-Day Exhibition**' on PM Vishwakarma, was held from 17th to 19th September, 2023 at Yashobhoomi, Dwarka, New Delhi.

Ni-MSME organized **International Conference on "Environmental Technology and Management"** on 14th -15th September, 2023.

**'Swachhata Hi Seva' Campaign:** Ministry of MSME actively participated in the 'Swachhata Hi Seva' campaign conducted from 15th September to 2nd October, 2023, with the theme "Garbage Free India".

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# PM Vishwakarma

On the occasion of Vishwakarma Jayanti, Hon'ble Prime Minister launched 'PM Vishwakarma Scheme' on 17th September, 2023 for traditional artisans and craftspeople. The Prime Minister also launched the PM Vishwakarma logo, tagline and portal. He also released a customized stamp sheet, a tool kit e-booklet and video on the occasion. The Prime Minister distributed Vishwakarma Certificates to 18 beneficiaries.

Upon arriving at the venue, the Prime Minister took a walk-through of the exhibition - Guru-Shishya Parampara and New Technology. He also inspected the 3D Model of Yashobhoomi.







Union Minister for Finance, Smt Nirmala Sitharaman, Union Minister for Commerce and Industry, Shri Piyush Goyal, Union Minister for Education, Skill Development and Entrepreneurship, Shri Dharmendra Pradhan, Union Minister for Micro, Small and Medium Enterprises, Shri Narayan Rane, and Union Minister for State for Micro, Small and Medium Enterprises, Shri Bhanu Pratap Singh Verma were present on the occasion among others.

In his welcome remarks Union Minister Shri Narayan Tatu Rane said that, this public welfare scheme dedicated to 'Antyodaya' will work to ensure economic self-reliance of artisans and craftsmen as well as give them a new identity in the society.



Addressing the gathering, the Prime Minister conveyed his best wishes on the occasion of Vishwakarma Jayanti and remarked that it is dedicated to the traditional artisans and craftspeople. He expressed delight at getting the opportunity to connect with millions of Vishwakarmas from across the country. He also highlighted the great experience of visiting the exhibition showcased on the occasion and interacting with the artisans and craftsmen. He also urged the citizens to visit the exhibition. The Prime Minister said that for lakhs of artisans and their families PM Vishwakarma scheme is coming as a ray of hope.



“The Government has come forward as a partner to elevate the respect, enhance the capabilities, and grow the prosperity of the Vishwakarmas”, Shri Modi remarked. Throwing light on the 18 focus areas of artisans and craftsmen, the Prime Minister informed that carpenters, blacksmiths, goldsmiths, sculptors, potters, cobblers, tailors, masons, hairdressers, washermen etc. have been included in the PM Vishwakarma Scheme and the expenditure will be Rs 13,000 crores.

While talking to artisans, recalling his personal experience during his foreign tours, the Prime Minister highlighted the growing demand for handmade products. He said that the world over big companies sub-let their work to small enterprises. This outsourced work should come to our Vishwakarma friends and they should become a part of the global supply chain. As per the Prime Minister, this scheme is an effort to take the Vishwakarma friends into the modern age.

PM Modi further emphasised that training, technology and tools are critical for the Vishwakarma friends. He informed that during training stipend of 500 rupees per day will be provided to Vishwakarma friends. He also said that a toolkit voucher worth 15 thousand rupees will also be given for a modern toolkit and the government will help in branding, packaging and marketing of the products. He asked that toolkits be purchased only from the GST registered shops and these tools should be made in India.







The scheme will also provide collateral free loan upto Rs. 3 lakh to Vishwakarmas.

The Government at the center prioritizes the development of the deprived", the Prime Minister said as he highlighted the 'One District, One Product' scheme which encourages the unique produce from every district.

The Prime Minister said that the world witnessed the result of the amalgamation of technology and tradition in the G20 Craft Bazaar. Even the gifts for the visiting dignitaries comprised the products of the Vishwakarma friends. Prime Minister also highlighted that "this dedication to Vocal for Local is the responsibility of the entire country". He said that "First we have to be Vocal for Local and then we will have to take the Local Global".



Referring to the upcoming festival season in the country, the Prime Minister urged every citizen of the country to buy local products, especially those which the Vishwakarmas of the nation have contributed to.

Shri Modi said that, "Our Vishwakarma colleagues are the pride of Make in India and the International Convention Center will become a medium to showcase this pride to the world". Concluding the address, the Prime Minister emphasized the need for all citizens to work hard and come together.



## LAUNCH OF PM VISHWAKARMA

### PM Vishwakarma,

a Central Sector Scheme, was launched on 17th September, 2023 by the Hon'ble Prime Minister to provide end-to-end support to artisans and craftspeople who work with their hands and tools. The event took place at approximately 70 venues across the nation, as part of the whole-of-government strategy to increase beneficiary awareness.



Hon'ble Prime Minister underlined the contribution and importance of the Vishwakarmas in everyday life. He remarked that Vishwakarmas will always remain significant in society, no matter the advancements made in technology. He said that it is the need of the hour that Vishwakarmas are recognised and supported.





The PM Vishwakarma scheme which has been conceptualised to benefit Indian artisans engaged in eighteen identified traditional trades, would be fully funded by the Union Government with an outlay of Rs. 13,000 crore. Under the scheme, the eligible beneficiaries (Vishwakarmas) will be provided recognition through PM Vishwakarma certificate and ID card, along with skill upgradation involving basic and advanced training and toolkit incentive of Rs. 15,000. Further, collateral-free credit support up to Rs. 1 lakh (first tranche) and up to Rs. 2 lakh (second tranche) at a concessional interest rate of 5% would be made available, in addition to incentive for digital transactions and marketing support.

#### THE SCHEME COVERS ARTISANS AND CRAFTSPEOPLE ENGAGED IN 18 TRADES, VIZ.

(I) CARPENTER (SUTHAR/BADHAI); (II) BOAT MAKER; (III) ARMOURER; (IV) BLACKSMITH (LOHAR); (V) HAMMER AND TOOL KIT MAKER; (VI) LOCKSMITH; (VII) GOLDSMITH (SONAR); (VIII) POTTER (KUMHAAR); (IX) SCULPTOR (MOORTIKAR, STONE CARVER), STONE BREAKER; (X) COBBLER (CHARMKAR)/ SHOESMITH/FOOTWEAR ARTISAN; (XI) MASON (RAJMISTRI); (XII) BASKET/MAT/BROOM MAKER/COIR WEAVER; (XIII) DOLL & TOY MAKER (TRADITIONAL); (XIV) BARBER (NAAI); (XV) GARLAND MAKER (MALAKAAR); (XVI) WASHERMAN (DHOBII); (XVII) TAILOR (DARZI); AND (XVIII) FISHING NET MAKER.



Photos Courtesy: <https://www.pmindia.gov.in/en/event-gallery/>





### THE BENEFITS OF THE SCHEME INCLUDE THE FOLLOWING:

#### Recognition

Recognition of artisans and craftspeople through PM Vishwakarma certificate and ID card.

#### Skill Upgradation:

Basic Training of 5-7 days and Advanced Training of 15 days or more, with a stipend of Rs. 500 per day.

#### Credit Support

Collateral free 'Enterprise Development Loans' of up to Rs. 3 lakh in two tranches of Rs. 1 lakh and Rs. 2 lakh with tenures of 18 months and 30 months, respectively, at a concessional rate of interest fixed at 5%, with Government of India subvention to the extent of 8%. Beneficiaries who have completed Basic Training will be eligible to avail the first tranche of credit support of up to Rs. 1 lakh. The second loan tranche will be available to beneficiaries who have availed the first tranche and maintained a standard loan account and have adopted digital transactions in their business or have undergone Advanced Training.

#### Toolkit Incentive

A toolkit incentive of up to Rs. 15,000 through e-vouchers at the start of Basic Skill Training.

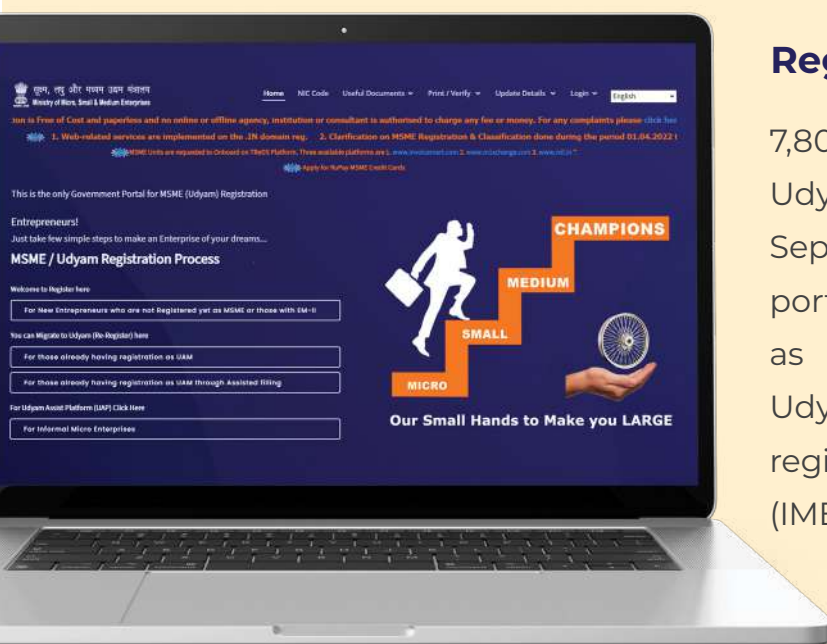
#### Incentive for Digital Transaction:

An amount of Re. 1 per eligible digital transaction, upto maximum 100 eligible transactions monthly will be provided to the beneficiary for digital pay-out or receipt.

#### Marketing Support:

Marketing support in the form of quality certification, branding, on boarding on e-commerce platforms such as GeM, advertising, publicity and other marketing activities to improve linkage to value chain.

# About the Ministry



## Registration of MSMEs

7,80,250 MSMEs have registered on the Udyam Registration portal in the month of September, 2023. Since the launch of the portal i.e. 01.07.2020 till 30.09.2023, as many as 2.81 crore MSMEs have registered on Udyam Portal, including 84.41 lakh registration of Informal Micro Enterprises (IMEs) on Udyam Assist Portal.

## MoU was signed on 07.09.2023 by Tool Room at Bhubaneswar

MoU was signed on 07.09.2023 by Tool Room at Bhubaneswar with Swami Vivekanand National Institute of Rehabilitation Training and Research (SVNIRTAR) for conducting skill development training for Persons with Disabilities (DIVYANGJAN) for improving their employability and livelihood.







# PROGRESS UPDATE

# 01. CREDIT SCHEME

## i. Credit Guarantee Scheme:

Ministry of MSME is implementing Credit Guarantee Scheme for Micro and Small Enterprises through Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), for providing collateral free loan up to a limit of Rs. 5 crore (i.e. 01.04.2023) to MSEs with a guarantee coverage up to 85% for various categories of loans.

Under the scheme, 1,27,978 guarantees amounting to Rs. 17,009.46 crore have been approved in August, 2023 whereas as on 24.09.2023, 1,08,030 guarantees amounting to Rs. 12,578 crore have been approved in September, 2023, taking the total guarantees approved to 5.75 lakh guarantees amounting to Rs. 72,951 crore during FY 2023-24 (upto 24.09.2023).

## ii. Aatmanirbhar Bharat Package - Self Reliant India (SRI) Fund :

Self-Reliant India (SRI) Fund is aimed at infusing Rs. 50,000 crore as equity funding in those MSMEs which have the potential and viability to grow and become large units. Total fund of Rs. 50,000 crore has a provision of Rs. 10,000 crore from GoI and Rs. 40,000 crore leveraged through Private Equity / Venture Capital funds. As on 26.09.2023, 45 Daughter funds were empanelled and financial assistance provided to 355 potential MSMEs by way of investing about Rs. 6,070 crore, registering an increase in investment of Rs. 865 crore than the previous month. Rs. 61.02 crore has been released to in the month of September, 2023, to the Mother Fund, NSIC Venture Capital Fund Limited.



## 02. ACCESS TO TECHNOLOGY

### a. Tool Room & Technical Institutions

- 18 Tool Room & Technical Institutions spread across the country are providing trained personnel and are assisting MSMEs for various job works, testing & calibration, consultancy services such as designing and manufacturing of dies and tools, moulds etc. 2,908 units were assisted by these Tool Room & Technical Institutions in September, 2023, witnessing 3.3% increase in number of units assisted when compared with the previous month. Some of our Tool Rooms have undertaken the following import substitution/export initiatives.
- The Ministry of MSME is implementing “Technology Centre Systems Programme” (TCSP) under which 15 new Technology Centres (TCs) are being established. Contract for civil works has already been awarded for all 15 new TCs, out of which, five TCs have been dedicated to the Nation and civil works of TC-Kanpur have been completed. Four TCs are near to completion and remaining five TCs are at various stages of construction. Technology Centre at Sitarganj received Affiliation letter on 06.09.2023 for conducting four AICTE approved Diploma courses from Uttarakhand Board of Technical Education.
- To augment the network of Technology Centres, under the Scheme, “Establishment of new Technology Centres/Extension Centres”, 20 new Technology Centres (TCs) as “Hub” and 100 Extension Centres (ECs) as “Spoke” are being established across the country. Out of the 20 new TCs, land at 2 more locations have been brought under possession of the Ministry, in September, 2023, taking the total sites under possession of the Ministry to 9. Lease deed for a site was also signed in September, 2023. Further, two more ECs have started imparting training from the month of September, 2023. 20 ECs have trained 1,574 trainees in September, 2023. Business/ technical advisory services to 51 MSMEs/ trainees/ Industries/ Entrepreneurs have also been provided by these ECs. Letter of Award has been issued on 21.09.2023 for engaging a CPSE to set up 20 Technology Centres and 100 Extension Centres.

### b. Contribution by Tool Rooms of the Ministry in ‘Aditya L1’ mission

- India’s first Solar Mission, ‘Aditya L1’ was successfully launched on 02.09.2023. In this remarkable mission, Tool Room at Bhubaneswar under the Ministry has made its contribution towards realizing ‘Aatmanirbhar Bharat’, by manufacturing different types of precision components like regulator, flow control valves, gyroscope, temperature sensor and navigation parts for the Indian Space Research Organization (ISRO).

## 03. CLUSTER/INFRASTRUCTURE

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

- Gol grant of Rs. 41.52 crore has been released in the month of September, 2023.
- 3 Common Facility Centres (CFCs) and Infrastructure Development (ID) projects have been Geo-tagged, in the month of September, 2023, taking the total of Geo-tagged CFCs and ID Projects to 309.
- As per the new guidelines of the Scheme, 35 project proposals have been scrutinized for placing before the National Project Approval Committee (NPAC), for final approval.

## 04. MARKET ACCESS

### ‘Procurement and Marketing Support’ scheme:

- Under the Scheme, a total of 28 Domestic Trade Fairs, i.e. six in Maharashtra, three each in Gujarat, Tamil Nadu and Rajasthan, two each in Delhi (NCR), Telangana, Jammu & Kashmir and one each in Karnataka, Odisha, Madhya Pradesh, Punjab, Bihar, Chhattisgarh and Kerala were organized in the month of September, 2023, assisting more than 400 MSE units towards participation in these fairs.

### Public Procurement Policy for Micro and Small Enterprises

- Implementation of Public Procurement Policy for Micro and Small Enterprises is monitored through ‘MSME SAMBANDH’ portal. As per the portal, during the FY 2023-24, as on 29.09.2023, out of total procurement of Rs. 49,095.73 crore reported by 91 CPSEs and one Department, total procurement from MSEs is Rs. 18,082.68 crore (36.83%) benefitting 70,498 MSEs, out of which Rs. 364.15 crore (0.74%) is from 2,798 MSEs owned by SC/STs and Rs. 570.45 crore (1.16 %) is from 5,629 MSEs owned by Women.
- Whereas, during the previous FY 2022-23, as on 29.09.2023, out of total procurement of Rs. 1,76,687.46 crore reported by 161 CPSEs and two Departments, total procurement from MSEs is Rs. 63,238.63 crore (35.79%) benefitting 2,33,566 MSEs, out of which Rs. 1,489.09 crore (0.84%) is from 10,233 MSEs owned by SC/STs and Rs. 2,174.25 crore (1.23%) is from 16,383 MSEs owned by Women.



## 05. SKILLING

### Skill Development

23,704 persons have been imparted skill training through various organizations under the Ministry spread across the country during September, 2023.

Under the 'Entrepreneurship Skill Development Programme' (ESDP) scheme, as on 27.09.2023, 31 programmes were conducted across the country benefitting 2,375 persons during the month of September, 2023.

### Placement

174 trainees trained by MSME Tool Rooms & Technical Institutions under the Ministry located at Bhubaneswar, Aurangabad and Hyderabad have been placed in various enterprises across the country in September, 2023.

## 06. NORTH EASTERN REGION

### Tool Room & Training Centre, Guwahati:

Tool Room & Training Centre, Guwahati has trained 1,845 candidates in various NCVT/SCVT Certificate and Diploma courses witnessing 3% increase when compared with the previous month. 143 units including MSMEs were assisted by manufacturing tools & components. 29 trainees have been placed in different industries of Assam.

### "Promotion of MSMEs in NER & Sikkim" Scheme

Rs. 4.08 crore released for the project "Technology Centre for promotion of Medicinal and Aromatic Plants" at Razhaphe Basa, Dimapur by Nagaland Bio-Resource Mission, Government of Nagaland.





## 07. **MSME SAMPARK**

MSME SAMPARK portal is a digital platform wherein jobseekers (passed out trainees/students of Tool Rooms & Technical Institutions) and recruiters get connected. As on 23.09.2023, 895 Job seekers (passed out trainees) registered, 13 Job providers (Recruiters) registered, 97 Jobs offered in September, 2023 and 275 vacancies for passed out trainees are available on the portal.

## 08. **KHADI AND VILLAGE INDUSTRIES COMMISSION (KVIC)**

Distributed 180 Numbers of Tool Kit under Mineral Based Industry (MBI), 60 Numbers under Hand Made Paper & Fiber Industry (HMP&FI) 75 Numbers under Polymer and Cosmetics Based Industry (PCBI) to the beneficiaries and inaugurated 3 day Pottery Expo cum sales at KIIT University, Bhubaneswar, Odisha on 01.09.2023.

Distributed training certificates to 20 trainees under Honey Mission and 40 trainees of Multi Disciplinary Training Centre, KVIC, Bhubaneswar on 01.09.2023.

Inaugurated Prakritik Paint Training Centre at Panjokhera and distributed 40 Turn-wood machines to the beneficiaries of Panjokhera area on 22.09.2023.



09.

## PRIME MINISTER'S EMPLOYMENT GENERATION PROGRAMME (PMEGP)

PMEGP is a major credit-linked subsidy program aimed at generating self-employment opportunities through establishment of micro-enterprises in the non-farm sector. The maximum project cost admissible for setting up a new project is Rs. 50 lakhs in Manufacturing Sector and Rs. 20 lakhs in Service Sector. The subsidy varies from 15% to 35% of project cost based on various geographical & demographical criteria.

During September, 2023, 7,093 units were assisted with MM subsidy of Rs.299.97 cr., generating estimated employment opportunities for 56,744 people.

In FY 2023-24 till 30.09.2023, 35,987 units were assisted with MM subsidy of Rs.1499.99 cr., generating estimated employment opportunities for 2,87,896 people.



10.

## SCHEME OF FUND FOR REGENERATION OF TRADITIONAL INDUSTRIES (SFURTI)

During the month of September, following 10 clusters became functional in 8 states providing sustainable employment to 7,263 artisans, supported with a GoI assistance of Rs. 3347.24 lakh:

- Lucknow Jute Processing Cluster, Lucknow, Uttar Pradesh.
- Dhemaji Traditional Embroidery Cluster, Dhemaji Assam.
- Makhana Processing and Value Addition Cluster, Madhubani Bihar.
- Bee Keeping and Medicinal Herbal Processing and Value Addition Cluster, Shravasti, Shravasti, Uttar Pradesh
- Annatdev Woodcraft Producer Company, Bokaro, Jharkhand
- Gold and Silver Jewellery Cluster, Ramgarh, Jharkhand
- Jonnada Food Processing Cluster, East Godavari, Andhra Pradesh
- Cold Press Oil Cluster, Dindori, Madhya Pradesh
- Sirsi Pepper and Cardamon Spices Cluster, Uttara Kannada, Karnataka
- Jungal Mahal Tasar Cluster, Jhargram, West Bengal

11.

## A SCHEME FOR PROMOTION OF INNOVATION, RURAL INDUSTRIES AND ENTREPRENEURSHIP (ASPIRE)

In the month of September, a total of 1,203 beneficiaries have been trained. Additionally, 05 incubation programs have been conducted in the Livelihood Business Incubators (LBIs) under ASPIRE, to facilitate establishment of 08 micro-enterprises via the incubation programs conducted. Further, 58 beneficiaries have also been placed in the industries.



12.

## COIR BOARD

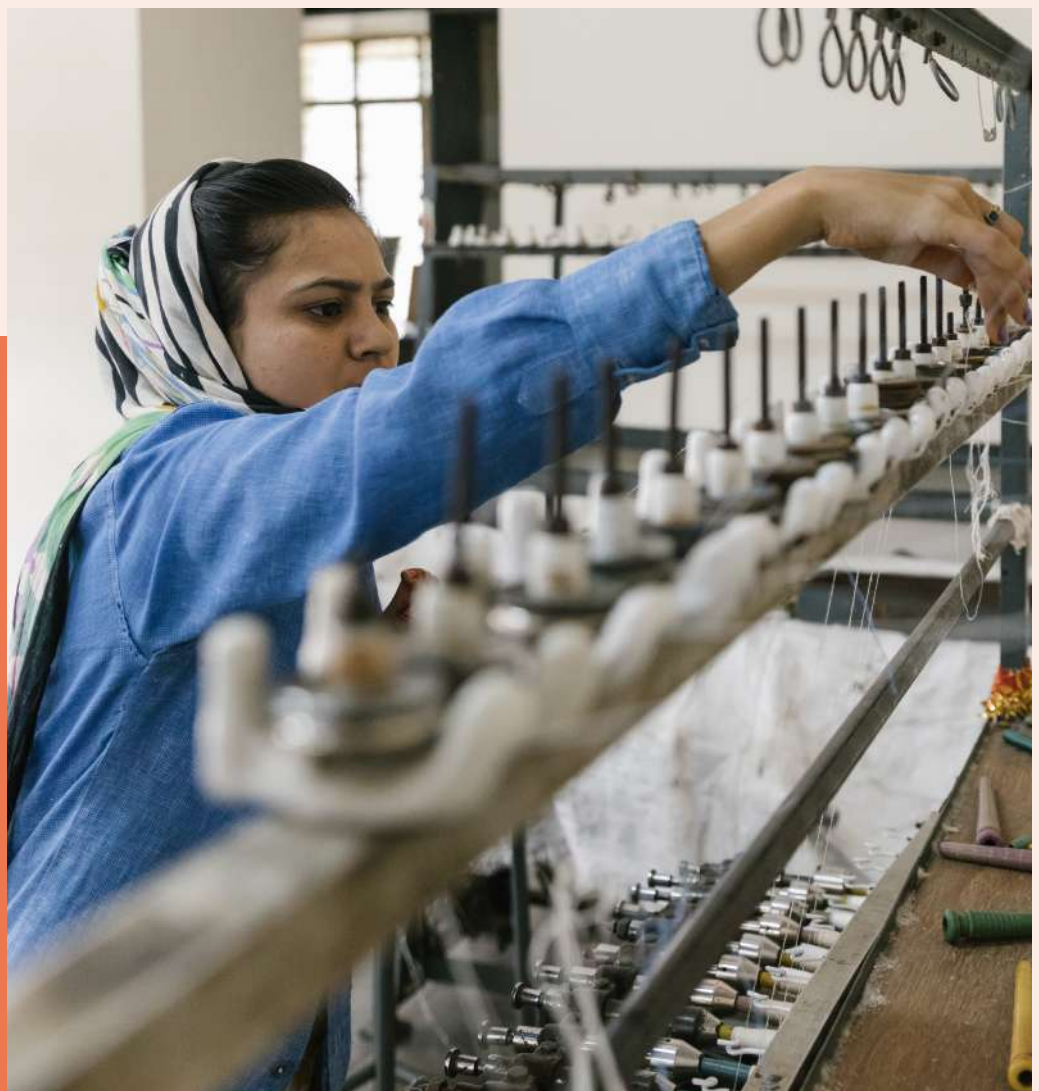
- 13 firms were newly registered as Coir Exporters and issued Registration-Cum-Membership Certificates, 2023 and 03 Coir units are registered in September, 2023.
- Export/Domestic Market Promotion was organized by Coir Board, which are as follows:
  - One Management Development Programs (MDP) held at Thanjavur during 12-14.09.2023.
  - Neyyar Onam Fest-2023 held at Neyyatinkara, Trivandrum, Kerala during 25.08.2023 for 16 days.
  - MSME Scale Up Summit held at Chennai Tamil Nadu on 02.9.2023.
  - 2nd Destination Goa 2023 held at Goa during 13-15.09.2023.
  - Jaipur Expo-2023 held at Jaipur Rajasthan during 14-16.09.2023.
  - 6th Eastern India regional Conference & Exhibition held at Biswa Bangla Convention Centre, New Town, Kolkata during 15.09.2023 -16.09.2023.



13.

## **MAHATMA GANDHI INSTITUTE FOR RURAL INDUSTRIALIZATION (MGIRI)**

- Entrepreneurship Development Training Program based training on Soya based products for 3 participants from 05.09.2023 for 3 days; on Smartphone repairing training program for 5 participants from August to September; on Ceramic & Terracotta Craft for 1 women artist from 15.08.2023 for 45 days and on LED light assembling training program for 1 participant from 12.09.2023 for 17 days.
- Skill Development Training on Dyeing of Khadi yarn/fabric with synthetic dyes for 2 candidates of Gondia from 21.08.2023 for 11 days, for 1 candidate of Wardha from 22.08.2023 for 13 days, on Water Quality Analysis for 3 candidates from 4.10.2023 for 30 days and on wilcom-embroidery for 5 candidates from 01.09.2023 for 15 days.



# EVENTS



## 3-Day Exhibition

A '3-Day Exhibition' on PM Vishwakarma, was held from 17th to 19th September, 2023 at Yashobhoomi, Dwarka, New Delhi, which showcased the story of the advancement of traditional artisans and craftsmen from 18 trades (Vishwakarmas) by combining heritage and modern technology. 54 artisans and craftsperson from different parts of India, following the Guru-Shishya parampara, have participated in the exhibition. Artisans from the different trades of PM Vishwakarma have displayed their craftsperson ship showcasing their products.





Visiting the exhibition on 17.09.2023 during the launch of 'PM Vishwakarma Scheme', Hon'ble Prime Minister interacted with the artisans and craftspeople participating in the exhibition and also urged the citizens to visit the exhibition.

The exhibition displayed high-end technological elements as well as a centre zone depicting various components of PM Vishwakarma through interactive technology.

Showcasing the centuries-old traditions, an exclusive antiquity museum of tools and crafts of trades related to PM Vishwakarma was created in the exhibition, displaying traditional tools created by Vishwakarmas and covering their journey.



## Indore MSME Conclave

Hon'ble Minister, MSME inaugurated the 'Indore MSME Conclave' on 26.09.2023 at Abhay Prashal, Indore, Madhya Pradesh in the august presence of Shri Shankar Lalwani, Hon'ble M.P., Lok Sabha, Indore constituency.

A seminar-cum-exhibition was organized by the Ministry of MSME as part of this one-day conclave, in which more than 50 exhibitors showcased their products. The conclave witnessed participation of more than 1,000 participants including MSMEs, industries, officials and trainees/students of the Ministry's Tool Room at Indore.



## MSME Conclave

A Mega Conclave under the Chair of Hon'ble Minister of State, Ministry of MSME was organized at Jhabua, Madhya Pradesh on 27th September, 2023 to create awareness of the various initiatives under National SC-ST Hub (NSSH) Scheme and other Schemes of the Ministry amongst existing/aspiring SC-ST entrepreneurs of Madhya Pradesh. Around 600 aspiring and existing SC-ST entrepreneurs participated in the event. A special technical session with CPSEs, Banks & Lending institution was held providing an interactive platform for aspiring and existing SC-ST entrepreneurs.



## Ni-MSME organized International Conference on “Environmental Technology and Management” on 14-15 September, 2023

Ni-MSME organized International Conference on “Environmental Technology and Management” (ICETM-2023) during 14-15 September 2023 at Acharya Nagarjuna University Auditorium, Guntur, Andhra Pradesh. Three International speakers Dr.George Orara Ontumbi, Kenya; Dr.Nani Raut, Nepal and Shri Danuskha Bandara, Sri Lanka have delivered presentations in the conference. As many as 120 Udyam Registered MSMEs participated and made it grand success.



## 'Swachhata Hi Seva' Campaign

'Swachhata Hi Seva' campaign: Ministry of MSME actively participated in the 'Swachhata Hi Seva' campaign conducted from 15th September to 2nd October, 2023, with the theme "Garbage Free India". Various swachhata activities envisaged under the campaign were conducted by the Office of DC (MSME) and field offices network spread across the country.



## Swachhta Hi Seva Abhiyan- 2023

On the occasion of Swachhta Hi Seva Abhiyan-2023 on 21st September, 2023, Shri Vipul Goel, CMD, NSIC along with Shri Kartikeya Sinha, Director (P&M) & Shri Gaurav Gulati, Director (Finance), NSIC administered Swachhta Hi Seva Pledge to the employees of the National Small Industries Corporation Ltd. at Corporate Office, New Delhi simultaneously all NSIC offices actively participated in taking the pledge. The pledge and other activities are aimed to generate jan andolan through community participation; to provide impetus on implementation of Swachh Bharat Mission; to disseminate the importance of a sampoorana swachh village; to reinforce the concept of Sanitation as everyone's business; and as a prelude for the Swachh Bharat Diwas (2nd October) with nationwide participation. NSIC is also actively involved in the Swachhata Hi Seva Campaign (15th Sept 2023 - 2nd October 2023) across the country in association with local Industries Associations, Chambers of Commerce, etc. The focus of all NSIC offices Swachhata Hi Seva drive has been on high footfall public places like Metro Station, tourist places, historical sites, drains, Nallahs, etc including spaces in the vicinity of NSIC offices where the MSMEs, youth, entrepreneurs, etc. frequently visit.







## NSIC in association with the AIMA & DSIR organize a workshop on Use of AI and ML.

NSIC (Zone NCR), in association with the All India Management Association (AIMA) and the Department of Scientific and Industrial Research (DSIR), organized a workshop titled "Use of Artificial Intelligence (AI) and Machine Learning (ML) for MSMEs" on 4th September, 2023. The event saw active participation from nearly 30-35 attendees, comprising entrepreneurs and professionals eager to explore the transformative potential of AI and ML in the MSME sector. The workshop provided a valuable platform for knowledge exchange and hands-on learning, empowering MSMEs to leverage cutting-edge technologies for business growth and innovation.

## Hindi Diwas

Observing Hindi Diwas on 14th September, 2023, Shri Gaurav Gulati, Director (Finance), NSIC inaugurated the Hindi Pakhwada in the august presence of NSIC employees. On the occasion, Shri Gaurav Gulati, Director (Finance) shared about the importance of Hindi language which has been prevalent for ages. He said that according to Article 343 of the Constitution, the official language of the Indian Union is Hindi, and the script is Devanagari. Therefore, there is a need to be more conscious about the implementation of the official language.





# Success Story



**DAMINI WOMEN FARMERS  
PRODUCER COMPANY LTD. DEOLI**

## *Incredible Journey of earning crores from growing crops*

With the desire to bring positive change in the lives of farmers, a company was established by a group of women to support farmers in terms of value addition of agriculture products for enhancing their income level. Damini women Farmers producer company is involved in growing of crops, market gardening and horticulture. They came in association with Ministry of MSME and availed technological support for manufacturing equipments. Today, they not only support farmers but also generate women employment in rural areas.



# 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



# facebook.com/minmsme

Impression : 19,082

**Ministry of MSME**  
@minmsme

The joy of a Vishwakarma, beautifully narrated in their own craftsmanship.

#PMVishwakarma #Artisans #MSME

@PMOIndia @MeNarayanRane @bpsvermabjp @PIB\_India  
@MSDESkillIndia @DFSforMSMEs @dcmsmeoffice @nimsmeconnect  
@kvicindia @mgiriwardha @IndianCair @NSICLTD



0:24 / 1:20

10:13 PM · Sep 15, 2023 · 19K Views

FOLLOW US @minmsme







# twitter.com/minmsme

Impression : 9,818

**Ministry of Micro, Small and Medium Enterprises, Government of India**   
Published by Mo Msme · 18 September at 15:52 · 

Artisans and craftsmen from different parts of India are displaying their craftsmanship by showcasing their products.  
'Entry is free'  
#Artisans #PMVishwakarma #MSME  
[PMO India Narayan Rane Bhanu Pratap Singh Verma Press Information Bureau - PIB, Government of India Khadi and Village Industries Commission The National Small Industries Corporation Ltd.- NSIC](#)



Visit Exhibition on  
**PM Vishwakarma**

On Heritage and Evolution of Vishwakarmas with display of Traditional Products as well as Modern Technology. Artisans and craftsmen from different parts of India are displaying their craftsmanship by showcasing their products.

**Time- 10 AM to 6 PM**  
**18 and 19 September, 2023**

**Yashobhoomi (IICC), Sector-25**  
**Dwarka, New Delhi**

**ENTRY IS FREE**





Follow Ministry of MSME On      @minmsme | Scan QR for location

Artisans and craftsmen from different parts of India are displaying their craftsmanship by showcasing their products.

**FOLLOW US @minmsme**

MSME INSIDER- JULY TO SEPTEMBER, 2023

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# About the Ministry

Ministry of Micro, Small & Medium Enterprises (M/o MSME) envisions a progressive MSME sector by promoting growth and development of the Sector, including number of statutory and non-statutory bodies work under the aegis of the Ministry of MSME. These include the Khadi and Village Industries Commission (KVIC) and the Coir Board besides National Small Industries Corporation (NSIC), National Institute for Micro, Small and Medium Enterprises (NIMSME) and Mahatma Gandhi Institute for Rural Industrialization (MGIRI).

Through these statutory and non- statutory bodies, Ministry of MSME runs various schemes aimed at Financial Assistance, Technology Assistance and Upgradation, Infrastructure Development, Skill Development and Training, Enhancing Competitiveness and Market Assistance to MSMEs.

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