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MSME INSIDER

HIGHLIGHTS

Har Ghar Tiranga Campaign
(13th-15th August 2022)

India International Mega Trade Fair
(19th-29th August 2022)

Diamond Jubilee celebration
of NI-MSME
(29th August 2022)



**HAR GHAR
TIRANGA**



*“ The diversity of India is our strength.
Being the Mother of Democracy gives
India the inherent power to
scale newer heights ”*

Hon'ble Prime Minister, Narendra Modi

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HAR GHAR TIRANGA

Independence Day is celebrated annually on the 15th of August. This day signifies India's long-fought victory and reminds us of those who laid their lives during the freedom struggle. This Independence Day (15th August, 2022) is especially significant as it marks 75 years of India's independence and to commemorate this momentous occasion, the Government of India launched 'Azadi Ka Amrit Mahotsav' with the objective to recreate and renew the patriotic fervour of the independence movement, to recall the contribution of the freedom fighters, especially the unsung heroes of India's independence.

'Azadi Ka Amrit Mahotsav' was inaugurated on 12th March, 2021, by Hon'ble Prime Minister Narendra Modi as he flagged-off a revival of the historic freedom march from Sabarmati Ashram to Dandi. Over the past 17 months, Azadi Ka Amrit Mahotsav has truly shaped into an initiative that is powered and led by the aspirations and hopes of the people of India, with outreach across both urban and rural areas, especially smaller towns and local communities. Events and initiatives organized under Azadi Ka Amrit Mahotsav have seen enthusiastic and a wide range of participation, from the Central, State, and Local Government bodies to private sector entities to individuals, especially the youth.



“Har Ghar Tiranga”, a campaign under the aegis of Azadi Ka Amrit Mahotsav encouraged people to bring the Tiranga home and to hoist it to mark India’s independence. The idea behind the initiative is to strengthen the feeling of patriotism in the hearts of the people and to celebrate Azadi Ka Amrit Mahotsav in the spirit of Jan Bhagidari. States, Union Territories, and Ministries participated extensively in the campaign with full enthusiasm. Individuals, organizations from various places also contributed towards making ‘Har Ghar Tiranga’ an iconic benchmark in the success path of Azadi Ka Amrit Mahotsav. More than 6 crore Tiranga selfies have been uploaded on the Har Ghar Tiranga website.

The Ministry of MSME and organizations under its administrative control organised Har Ghar Tiranga campaign with full enthusiasm. On 14th August, 2022, the Tiranga Yatra in New Delhi was led by Hon’ble Union Minister for MSME Shri Narayan Rane. The Yatra was attended by officers of the Ministry, Office of Development Commissioner (MSME), field offices, National Small Industries Corporation (NSIC), Khadi & Village Industries Commission (KVIC). Ministry of MSME organized a special social media campaign from 13th to 15th August, 2022 for promoting ‘Har Ghar Tiranga’. Ministry of MSME posted 75 creatives on Social Media to mark the 75th year of India’s independence. Various cultural, patriotic programs and competitions were also organized by the organization under the Ministry.

‘Har Ghar Tiranga’ campaign became a people’s movement wherein everyone came together in unity and displayed the National Flag. From villages to cities, people from all across the country hoisted the Tiranga and expressed their gratitude towards the freedom fighters who fought bravely for our country. The campaign has especially impacted the youth and children and has encouraged them to preserve the memories of India’s freedom struggle. Amidst all the celebrations, India has yet again achieved a milestone and has made the Guinness World Record for the Largest Human Image of a Waving Flag at a Cricket Stadium in Chandigarh. The spirit of India’s unity in diversity has been amplified through this campaign.



About the Ministry

01. Shri B. B. Swain, Secretary (MSME) led a delegation of MSMEs to Slovenia

Shri B. B. Swain, Secretary (MSME) along with Ms. Mercy Epao, Joint Secretary (SME), Ministry of Micro, Small and Medium Enterprises (MSME) led a delegation of MSMEs to Slovenia from 20.08.2022 to 25.08.2022 for participating in 60th Edition of Annual International Fair of Agriculture and Food, AGRA at Gornja, Radgona, Slovenia



02.

3rd Joint committee meeting between Ministry of MSME, GoI and Ministry of Business, Enterprises and Cooperatives of Republic of Mauritius

The 3rd Joint Committee Meeting (JCM) was held between Ministry of MSME, GoI and Ministry of Business, Enterprises and Cooperatives, Republic of Mauritius on 25.08.2022 in Udyog Bhawan, New Delhi. Indian side was led by Shri Narayan Rane, Hon'ble Union Minister for Micro, Small and Medium Enterprises and Mauritius side was led by Shri Soomilduth Bholah, Hon'ble Minister of Industrial Development, SMEs and Cooperatives. Both sides reviewed the present engagement between India and Mauritius in the field of MSMEs



Continued...

03.

A Delegation from Bahrain visited Ministry of MSME, GoI

A delegation from Bahrain led by Dr. Abdulhasan Al-Dairi, Chairman of Bahrain SMEs visited Ministry of MSME on 25.08.2022 to meet Hon'ble Minister of MSME, Sh. Narayan Rane. Both sides exchanged views on MSME sector in their respective countries and stressed on scaling up MSMEs cooperation between two countries.



04.

'PM GATI SHAKTI' WORKSHOP

A workshop on 'PM GATI SHAKTI' was conducted on 25.08.2022 under the chairmanship of Secretary (MSME) and in the august presence of Additional Secretary & Development Commissioner (MSME). Around 350 participants including officials of the Ministry of MSME headquarters and field formations participated from across the country.

MoUs & Partnerships

01. NSIC signed MoU with SPIRIT Slovenia

During the visit to Slovenia, a Memorandum of Understanding (MoU) on cooperation in the field of SMEs was signed between National Small Industries Corporation Ltd. (NSIC), and SPIRIT Slovenia, Public Agency for Entrepreneurship, Internationalization, Foreign Investments and Technology (SPIRIT Slovenia), Republic of Slovenia.



02. Ministry of MSME signed MoU with Ministry of Business, Enterprises and Cooperatives of Republic of Mauritius

During the 3rd Joint Committee meeting, Ministry of MSME signed MoU with Ministry of Business, Enterprises and Cooperatives of Republic of Mauritius on 25.08.2022 in Udyog Bhawan, New Delhi for cooperation in the field of MSMEs.



03. NSIC signed MoU with Ministry of Business Enterprises and Cooperatives of Republic of Mauritius

A delegation led by Shri Soomilduth Bholah, Hon'ble Minister of Industrial Development, SMEs and Cooperatives, Mauritius visited NSIC's Rapid Incubation Centre and Advanced Training Centre at NSIC's Technical Service Center, Okhla on 26.08.2022 and Signed MoU for the cooperation between NSIC and SME Mauritius (SMEMU) etc.



Research & Development in July, 2022

01. Indo German Tool Room (IGTR), Aurangabad manufactured components used in Missiles for Defence Metallurgical Research Laboratory (DMRL), Hyderabad and components for Sardar Vallabhbhai National Institute of Technology (SVNIT), Surat using 3D Metal Printing Technology.

02. Fragrance & Flavour Development Centre (FFDC), Kannauj developed an exclusive fragrance "Freedom 75" for AzadiKaAmritMahotsav which was launched by Shri Navneet Sehgal, Additional Chief Secretary, Govt. of Uttar Pradesh on 15.08.2022.

03. Central Institute of Tool Design (CITD), Hyderabad has manufactured Shear Module Tool for Hindustan Machine Tools Ltd. (HMT), Hyderabad.



PROGRESS UPDATE



MSME SAMBANDH – Public Procurement Policy

Implementation of Public Procurement Policy for Micro and Small enterprises is monitored through 'MSME SAMBANDH' portal. Upto 31.08.2022, the procurement details of Central Public Sector Enterprises (CPSEs) during FY 2021-22 & FY 2022-23 are as follows-

Year	CPSEs reported (Nos.)	Total Procurement (Rs. in crore)	Procurement from MSEs (including MSEs owned by SC/STs) (Rs. in crore)	Procurement from MSEs owned by SC/STs (Rs. in crore)	Procurement from MSEs owned by Women (Rs. in crore)
2021-22	150	1,62,800.33	52,878.19 (32.48%) (2,19,395 MSEs benefitted)	1,255.81 (0.77%) (10,235 MSEs benefitted)	1,614.97 (0.99%) (10,705 MSEs benefitted)
2022-23 (As on 31.8.2022)	86	37,639.99	14,756.75 (39.20%) (48,474 MSEs benefitted)	306.75 (0.81%) (2,024 MSEs benefitted)	366.89 (0.97 %) (1799 MSEs benefitted)

MSME SAMPARK

MSME SAMPARK portal is a digital platform wherein jobseekers (passed out trainees/students of Tool Rooms & Technical Institutions) and recruiters get connected. Progress of SAMPARK portal for August, 2022 (as on 24.08.2022) is given below :

Job seekers (Passed out trainees) registered	Job providers (Recruiters) Registered	Jobs offered	Current vacancy available
548	12	187	130

Self Reliant India (SRI) Fund

As reported by NSIC Venture Capital Fund Limited (NVCFL), 25 Daughter funds have been empanelled under the SRI Fund and under the aegis of NVCFL. Financial assistance to 87 potential beneficiaries have been extended by the Daughter funds

For Implementation of Sri Fund Scheme, Rs 21.55 crore has been released by NVCFL during the Month of August 2022.

MSME Champions Scheme

- 13,784 MSMEs have registered under MSME-Sustainable (ZED) on the portal, out of which 305 MSMEs have been Bronze certified, from 28.04.2022 to 26.08.2022.

- Under the MSME Innovative scheme;
- Rs.1.13 crore released on 02.08.2022 to the Central Nodal Agency (CNA), CTTC, Bhubaneswar for 77 awareness programmes and 5 National-level workshops under 'Design' sub-component.
- Rs. 20.75 crore released on 17.08.2022 to CTTC, Bhubaneswar for 257 ideas approved under 'Incubation' sub component.

Credit Guarantee Scheme for Subordinate Debt (CGSSD)

It is operationalized through a special window created for this purpose under Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE).

As reported by Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), under the Credit Guarantee Scheme – Subordinate Debt (CGSSD) for stressed MSMEs during FY 2022-23 (from 01.04.2022 to 24.08.2022), 11 guarantees involving an amount of Rs. 3 crore have been approved.

Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE)

During the month of August, 2022 (upto 24.08.2022), as per the data provided by CGTMSE 39,883 guarantees have been approved involving an amount of Rs. 3,787 crores.

During the current FY 2022-23 (from 01.04.2022 to 24.08.2022) 3,55,889 guarantees involving an amount of Rs. 30,011 crores have been approved.

Prime Minister's Employment Generation Programme (PMEGP)

Margin Money Subsidy of Rs. 801.93 Crore disbursed by banks upto 31.08.2022, under the 'Prime Minister's Employment Generation Programme' (PMEGP) Scheme which will facilitate setting up 25,096 micro enterprises and creating estimated employment of around 2,00,768 persons.

Capacity Building and Augmentation

Training & Placement:

1. 17,378 persons have been imparted skill training through various organizations under the Ministry i.e., Tool Rooms & Technical Institutions, New Technology Centre's established under TCSP, National Small Industries Corporation (NSIC) Ltd., Khadi and Village Industries Commission (KVIC), Coir Board, etc. during the month of August, 2022.
2. 295 trainees trained by MSME Tool Rooms & Technical Institutions (CTTC Bhubaneswar, IDTR Jamshedpur, Central Institute of Hand Tools (CIHT), Jalandhar) have been placed in various enterprises of Odisha, Haryana, Telangana, Maharashtra, Jharkhand, and Punjab.

3. Tool Room & Training Centre (TRTC), Guwahati has undertaken following major activities during the month of August, 2022 :-

- Trained 1465 candidates in various NCVT/SCVT Certificate and Diploma courses such as Machinist, Turner, Welder, Computer Hardware & Network Management, Steel Fabrication, Plumber, CNC Machining, CAD/CAM, PLC, Auto CAD & Catia etc.
- Rendered services to 59 units including MSMEs by manufacturing of tools & components.
- 27 trainees have been placed in different industries of Assam.

Assistance and Handholding

During the month of August 2022, 18 Tool Rooms & Technical Institutions under the Office of Development Commissioner (MSME) assisted 2,285 units for various job works, testing & calibration, consultancy services such as designing and manufacturing of dies and tools, moulds, jigs and fixtures, CAD/CAM, etc

Extension Centres (ECs)

- 35 locations for ECs have been approved, out of which, Detailed Project Reports (DPRs) of 26 ECs have been approved. These Extension Centre's are in the process of establishment.
- 18 ECs have started training / assisting MSMEs. In the month of August 2022, 15 ECs have Trained 1,245 trainees and assisted 8 MSMEs.



EVENTS



HAR GHAR TIRANGA CAMPAIGN

Ministry of MSME celebrated “Har Ghar Tiranga” campaign under the ‘Azadi Ka Amrit Mahotsav’ from 13th to 15th August, 2022. During the Campaign Ministry of MSME performed various activities-

- Shri Narayan Rane, Hon'ble Union Minister for MSME lead the **“Tiranga Yatra”** on **‘HarGharTiranga’ Campaign** of **Azadi Ka Amrit Mahotsav** at New Delhi on 14.08.2022
- Ministry of MSME and its organizations ensured hoisting of Tiranga in offices and employees’ homes, pinning of tiranga and uploading selfies with Tiranga on portal by employees, MSMEs, citizens and wide spread awareness is created among MSMEs, Industry Associations and citizens on the campaign.
- Various cultural, patriotic programs and competitions were also held by the Field formations of the Ministry
- Social Media Campaign was runned through all the social media platforms to promote **“HAR GHAR TIRANGA” CAMPAIGN**
- During the Campaign M/o MSME posted 75 creatives on #HarGharTiranga



INDIA INTERNATIONAL TRADE FAIR



Shri Gaurang Dixit, Chairman-cum-Managing Director, NSIC inaugurated India International Mega Trade Fair on 20.08.2022 which was held at NSIC Exhibition Ground, Okhla, New Delhi from 19th to 29th August, 2022.

DIAMOND JUBILEE CELEBRATION OF NI-MSME

On 29.08.2022 NI-MSME, Hyderabad, an autonomous body under administrative control of Ministry of MSME celebrated its 60 years of commitment towards Research and Consultancy projects for the Development & promotion of enterprises, providing skill-based training & Information relating to MSMEs





Sumit Enterprise

- Mr. Sumit Kumar

Despite being from humble background, Mr. Sumit Kumar from Agra, managed to build the enterprise of his dreams named '**SUMIT ENTERPRISE**' in 2018, producing plastic brushes. Initially he faced financial challenges but later got assistance under '**Single Point Registration Scheme**'. Ministry of MSME has empowered him to become "SELF RELIANT".

Agrasen Smart Solutions Pvt. Ltd. is one such example of the success which connects businesses Globally. Mr. Himanshu Gupta, the CEO of the company saw an advertisement of **Management Decelopment Programme (MDP)** on Digital Marketing and came in contact with the MSME- DI Karnal. He went through a wonderful experience during the programme and got awareness about various Government Schemes. His unit is now registered under **Udyam Registration** and brings companies from different fields and regions together to talk business, share new trends and ideas. With support from Ministry of MSME, Mr. Himanshu Gupta is confident that Agrasen Smart Solution will go a long way in future to help the business and financial needs of the companies.



AGRASEN SMART SOLUTIONS PVT. LTD, Karnal, Haryana

- Mr. Himanshu Gupta

Success Stories !

of Entrepreneurs.



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



twitter.com/minmsme

Impression : 21,826



Do you know who coined the slogan 'Quit India'?
Guess and Share your answer.

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facebook.com/minmsme

Impression : 11,878

Ministry of Micro, Small and Medium Enterprises, Government of India
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A new concept for MSMEs that combines incubation, design intervention and IPR protection in a single mode approach to raise awareness and encourage MSMEs to become MSME CHAMPIONS #MSME

MSME INNOVATIVE SCHEME

Fostering latent innovation along with adoption of latest technology

A new concept for MSMEs that combines incubation, design intervention, and IPR protection in a single mode approach to raise awareness and encourage MSMEs to become MSME CHAMPIONS

INCUBATION	DESIGN	INTELLECTUAL PROPERTY RIGHTS
		
Objective: To promote and support unexploited creativity and promote adoption of latest technologies in MSMEs	Objective: To facilitate MSMEs to develop new design strategies through interventions and consultancy	Objective: To create awareness about Intellectual Property Rights (IPRs) among the MSMEs
Financial Support: Get up to Rs. 10 lakhs for new ideas & up to Rs.1 crore for relevant Plant & Machinery	Financial Support: Get up to Rs. 40 lakhs for design project and up to Rs. 2.5 lakhs for student project	Financial Support: Get up to Rs. 1 crore for setting up IPFC. Get financial support for Patents/ Trademark/Geographical Indicators/ Design registration
Eligibility: MSMEs, Individuals, Students	Eligibility: Registered MSME and a valid Udyam Registration	Eligibility: Registered MSME and a valid Udyam Registration

For More Information, Visit: www.innovative.msme.gov.in or Scan QR Code

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A new concept for MSMEs that combines incubation, design intervention and IPR protection in a single mode approach to raise awareness and encourage MSMEs to become MSME CHAMPIONS

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About the Ministry

Objective: Promotion and development of MSME sector through new enterprise development, employment generation, credit assistance, technology upgradation, infrastructure & capacity building, skill & entrepreneurship development, etc.

Functions of Ministry of MSME



Finance Facilitation

- Prime Minister's Employment Generation Programme (PMEGP)
- CGTMSE
- Interest Subvention Scheme



Skill Development

- Entrepreneurship Skill Development Programme (ESDP)
- Assistance to Training Institutions (ATI)



Technology Enablement

- ASPIRE
- SFURTI
- MSE-CDP
- Special Credit Linked Capital Subsidy Scheme (SCLCSS)



Marketing/Linkages

- International Cooperation Scheme (IC)
- National SC-ST Hub (NSSH)
- (SCLCSS)



Manufacturing Competitiveness

- Champion Scheme (A new approach to increase competitiveness)
- Capacity building for First Time Exporters (CBFTE) Scheme

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