



MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES  
GOVERNMENT OF INDIA



# MSME INSIDER

• SEPTEMBER 2018 ISSUE •



## FROM THE DESK OF HON'BLE MINISTER

*SHRI. GIRIRAJ SINGH*

I would like to extend my warmest greetings to all the aspiring entrepreneurs and those associated with the Ministry in bringing out the first edition of the Ministry's e-newsletter. Hope this e-newsletter will be instrumental in increasing awareness, providing basic information about our schemes and programs and the readers will be benefited in the best possible way. MSMEs, as "the engine of growth" for India, have emerged as one of the major contributors to generate employment by employing more than 110 million people and scaling up manufacturing capabilities. The newsletter will feature interesting articles written in engaging manner that readers will find useful.

Congratulations on getting the first volume of MSME newsletter published!

I wish this endeavour all the success and look forward to having a long and distinguished place in the online readership arena.



Micro, Small and Medium Enterprises sector is an important pillar of Indian economy contributing greatly to growth of Indian economy with a vast network of more than 60 million units, creating employment of about 110 million people, producing diverse products and services and contributing about 33% to manufacturing output. This establishes the role of micro, small and medium enterprises (MSMEs) in the economic and social development of the country. Products by MSMEs range from traditional to high-tech items. The status quo emphasizes that the possibilities are limitless as this sector is yet to be exploited to its full potential. In fact, currently the labour to capital ratio in MSMEs and the overall growth in the sector is much higher than in the large industries. The geographic distribution of the MSMEs is also more even. Thus, MSMEs are important for the national

objectives of growth with equity and inclusion. In his address to the nation on Mann Ki Baat, Honorable Prime Minister of India, Mr. Narendra Modi referred to MSME as a wonderful endeavor for magnetizing ventures from organizations around the globe and making India the service cum manufacturing Hub. Through this newsletter, MSME intends to highlight the MSME segment as a key factor for the growth and development of the Indian economy and to ensure that manufacturing sector which contributed around 28% (2015-16) of the country's Gross Domestic Products will increase substantially in the next few years. This e-newsletter publication highlights the strategic importance of the MSME sector in current economic scenario, brings out the imminent challenges for the MSMEs in India and the way forward to help MSME sector achieve its full potential.



## NSIC ORGANIZES JOB MELA ON 10<sup>TH</sup> AUGUST, 2018

NSIC Technical Services Centre, Rajkot organised a Job Mela on 10th August, 2018. More than 150 educated youth were interviewed by 17 MSMEs, out of which 62

candidates were preliminary selected for the final round of interview to be conducted later by the respective companies.



## UGANDAN DELEGATION VISITS MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES IN NEW DELHI

Second Deputy Prime Minister of the Republic of Uganda and Minister for East Africa Affairs, Hon'ble Ali Kirunda Muwabe Kivenjinja led a 6-member delegation for meeting with Hon'ble Minister of State (I/c), Giriraj Singh for MSME on 31st July, 2018 in New Delhi to discuss future bilateral trade between the two countries in the field of small and medium scale industries and in the area of Horticulture, Agriculture etc.



## ECOMARK LABELLING FOR COIR AND COIR PRODUCTS

On 3rd August, 2018, the Ecomark draft criteria for Coir and Coir products was finalised by Technical Sub Committee consisting of members from CCRI, BIS, Pollution Control Board and MoEF and submitted to the Ministry of Environment, Forest and Climate Change for approval. The Ministry of Environment, Forest and Climate Change has convened the Steering Committee meeting for approving the Criteria of Ecomark to boost its export in the international market.

## SCHEME CORNER

### PMEGP



The Scheme is implemented by Khadi and Village Industries Commission (KVIC) at the National level and implemented through the State KVIC Directorates, State Khadi and Village Industries Boards (KVIBs), District Industries Centers (DICs) and Banks at the State level. Maximum cost of the project/unit admissible under manufacturing sector is 25 lakhs and under business/service sector is 10 lakhs.

**An online PMEGP e-portal was introduced. It is a one page online registration.**

**MoU signed with Rural Self Employment Training Institutes (RSETIs) for speedy and effective Entrepreneurship Development Training (EDP).**

**Online EDP training is also available.**

**Units already set up under PMEGP and performing very well, now have the option to expand further with the help of 2nd dose of finance upto Rs. 1 crore.**



## HEALTH THROUGH PURIFIED WATER : MINNI

Minni, a house-wife who did not pursue her higher education after being educated up to 8th Std, had strong desire to do some business to supplement her family income. She applied for financial assistance through the DIC, to Punjab National Bank under PMEGP, at Robertsganj in Sonbhadra district of Uttar Pradesh. With the help of training under PMEGP, she set up a RO water purification plant with the loan money and contacted distributors to set up a strong distribution channel for her business model. She is able to earn a monthly net income of Rs. 40,000/- from the business nowadays and provides employment to 11 persons in her RO water plant.



## STORING THE FUTURE : RENU MAHESWARI

The story of Smt. Renu Maheshwari of Bilsa, Badaun in Uttar Pradesh is inspiring. Despite being bogged down by the poor situation of her family, she stood up against all odds and stood up courageously for augmenting her family income. She planned to provide cold storage service for agricultural, horticultural, milk and dairy products. This indirectly helped reduce wastage and spoilage of products and helped the environment in the process. Her application was accepted under PMEGP Scheme and referred to Punjab National Bank, Badaun for sanction of loan. A loan of Rs. 23,75,000/- was duly sanctioned by the Bank. . She is now able to earn a net monthly income of Rs. 80,000/- and also provides employment to 22 persons in her enterprise.



## BLESSING IN DISGUISE: IMRAN AHAMAD

As per the reports of UNESCO, India has 47 million youth of secondary and higher secondary school-going age, but out of school. Imran Ahamad from Sikandrabad in Bulandshahar District of Uttar Pradesh is one of such drop outs after 10th standard. Skilled at selling, he got exposed to the process of printing and also had a glimpse of running a small printing press. While working in the press, he contacted DIC, Bulandshahar for proper guidance. This was followed by submitting an application for a loan under PMEGP to Syndicate Bank, Bulandshahar. According to procedure and in response to the project submitted, the bank agreed to sanction a loan of Rs. 9,50,000/-. He established his offset printing unit and is able to achieve a turnover of Rs. 35 Lakhs per annum and earns a net monthly income of Rs. 40,000/-.

**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 21.1 k impressions**

Shri Giriraj Singh, Minister of State (I/c) for MSME distributed India SME 100 Awards on 9th August, 2018 in New Delhi.  
 #sme #msme#Indiasme100 #girirajsingh #india



**TWITTER HIGHLIGHTS**  
**Top Tweet earned 5.6K Impressions**

In Odisha, with 40% of its population being SC/ST, an SC-ST Conclave cum Exhibition was organized at Mancheswar Industrial Estate, Bhubaneswar  
 #scst #conclave #india #msme



**INSTAGRAM HIGHLIGHTS**  
**Top Instagram post earned 45 impressions**

#Berozgaari Se Azaadi hashtag was initiated on the Independence Day. It showcases the ministry's success stories of young entrepreneurs.  
 #pursueyourdreams #msme #redfort



**YOUTUBE HIGHLIGHTS**  
**Top YouTube post earned 179 impressions**

SWACHHTA PAKHWADA 2018  
 Ministry of Micro Small and Medium Enterprises (MSME) celebrated Swachhata Pakhwada from 16th to 30th June, 2018. Union Minister of State (I/C), Giriraj Singh distributed the Awards at Pravasi Bharatiya Kendra in New Delhi today. Industrial Clusters, Industry Associations and field offices of National Small Industries Corporation Limited (NSIC), Khadi and Village Industries Commission (KVIC), DC(MSME), Coir Board were felicitated for their contribution to Swachh Bharat Abhiyaan. This is the



## #BEROZGAARISEAZAADI

On the occasion of Independence day, we launched a social media campaign, **#berozgaariseazaadi** wherein business practises undertaken by successful entrepreneurs from diverse parts of the country were shared on social media platforms of the Ministry to create awareness about youth empowerment.

## NATIONAL INNOVATION



Ministry of Micro, Small and Medium Enterprises is proud to announce that the Central Coir Research Institute of Coir Board Alappuzha has designed and developed fully automatic power loom under the name Anugraha Tejas at Coir Board Complex, Kalavoor. The new versatile mechanized loom has the capacity to increase production by 5-6

times and reduce cost to a fraction of the original, thus, giving boost to the coir industry by meeting the growing demands of various types of Coir Geo-Textiles all over the World. Assistance is provided under the Coir Udhya Yojana, and also the MUDRA to new/young entrepreneurs for procurement of automatic powerlooms.

## INTERNATIONAL INNOVATION



### FLOW HIVE CO.

Extracting the honey from the hive is a complicated and labour intensive work. One needs to be trained and equipped to handle the bees and in the process of extraction, reduce the wastage of honey. The Flow Hive makes harvesting honey as simple as turning a tap. It is easier for the beekeeper and so much easier on the bees. Just by turning the Flow Key you can watch

3 kg of honey pour into your jar from each Flow Frame. An artificial foundation has been built from BPA- and BPS-free food grade plastic, manufactured in Australia, on which the bees build their comb.

The unique aspect of the Flow hive is that in the Flow Frame, the cells are almost complete.

## ACHIEVEMENTS

(2018-2019 upto August)

### Prime Minister's Employment Generation Programme (PMEGP)

Margin money subsidy of Rs.583.08 crore has been disbursed by the banks upto 31.08.2018 which will facilitate setting up of 21,728 micro enterprises creating employment of around 1,73,824 persons.

### MSE- Cluster Development Programme

1 Common Facility Center (CFC) in Raisin Processing Cluster, Athani, Belgaum, Karnataka was commissioned in the month of August, 2018. So far 6 CFCs have been commissioned this financial year.

### Credit Linked Capital Subsidy Scheme (CLCSS)

Till August 2018, 2347 MSME units were benefitted in terms of technological up-gradation and expenditure incurred so far is Rs.155.75 crore.

### Procurement details of CPSUs(As on 29.08.2018)

Procurement from MSEs:  
**Rs.7247.91 crore**  
Procurement from SC/ST MSEs:  
**Rs.141.56 crore**



## STATE CONCLAVE-CUM-EXHIBITION UNDER NATIONAL SC-ST HUB

*Shri Giriraj Singh*, Hon'ble Minister of MSME (I/c) addressed the National SC ST Hub State Conclave, an initiative by the Ministry of MSME, organized on 30th August 2018 in Bhubaneswar. The conclave witnessed participation from CPSEs, Banks, Industry Associations and various central & state government agencies. The purpose of the conclave was to create awareness of schemes under NSSH like Special Marketing Assistance Scheme, Single Point Registrations Scheme in addition to disseminating information of central schemes like MUDRA, Stand-up India, CGTMSE, etc. It also aimed to share information on products/services that could be procured from SC/ST MSEs. Around 1,000 SC/ST entrepreneurs & youth including women participated. A participants directory was also released on this occasion.



## NSIC –APPAREL TRAINING CUM INCUBATION CENTRE INAUGURATED

**“HELPING ODISHA BECOME A SKILLED MANPOWER HUB FOR THE TEXTILE SECTOR”**

On 30th August, 2018, *Shri. Dharmendra Pradhan*, Hon'ble Minister of Petroleum & Natural Gas and Skill Development & Entrepreneurship, *Shri. Jual Oram*, Hon'ble Minister of Tribal Affairs, *Shri. Giriraj Singh*, Hon'ble MoS (I/c) for Ministry of MSME, in the presence of *Dr. Arun Kumar Panda*, Secretary, MSME and *Shri Ravindra Nath*, CMD, NSIC along with other senior officials from the M/o MSME and State Government of Odisha inaugurated the apparel training cum incubation centre in Odisha, in line with their effort to provide skilled manpower to leading textile clusters in India. The training center will be imparting training to men and women as part of the hand-holding support for creating self-employment.

## UPCOMING EVENTS/ TRAININGS/ ACTIVITIES FOR THE MONTH OF SEPTEMBER

CLICK ON THE CATEGORIES GIVEN ABOVE FOR FURTHER DETAILS