Udyami Bangla

MSME-Development Institute
Kolkata

Vol: VII, June 2019
From the Desk of Director:

A new government has been formed as an outcome of the biggest democratic election of the world. The people of India reelected the political order with thumping majority, perhaps with the hope of further socio-economic development. This is definitely a positive point for the industrial sector that a stable government has been formed. The Indian industrial sector may hope for some new boost up.

Already the O/o DC (MSME) up scaled its various schemes. Some of the up-scaled schemes are highlighted in this edition of Udyami Bangla. The present schemes became more flexible and industry friendly. Hope these new initiative will definitely benefit the MSME sector at large.

I hope the joint endeavour of the government agencies and MSEs will flourish and prosper to a new height in future and will get back the past glory for West Bengal Industry.

Ajoy Bandopadhyaya
Editorial:

When we speak to founders of small businesses in India, we always hear that they dream to increase production and expand their reach. In theory, a micro business that invests more in assets can jump class and become a small business. This upward trajectory seems like the natural way to go for entrepreneurs who constantly plan to grow their companies. However, most micro businesses are simply unable to grow and become small enterprises in India. For every 100 companies in India, there are more than 95 micro enterprises, four small-to-medium businesses, and less than one large company. Developed countries, however, feature around 50 micro entities, and 40 small-to-medium companies in the same sample size.

In the present issue, we are focusing on intellectual property rights which encourage the creation of a large variety of intellectual goods. To achieve this, the law gives people and businesses property rights to the information and intellectual goods they create – usually for a limited period of time. This gives economic incentive for their creation, because it allows people to profit from the information and intellectual goods they create. These economic incentives are expected to stimulate innovation and contribute to the technological progress. A joint research project of the WIPO and the United Nations University measuring the impact of IP systems on six Asian countries found “a positive correlation between the strengthening of the IP system and subsequent economic growth”. Micro enterprises in India are poised to explore this area for their growth.

With the end of Our Democratic Festival-The Elections 2019, we look forward to upscaled schemes, policies and programmes for MSMEs so that they are able to innovate, invest in new technologies and equip themselves to adapt to the changing business environments. A few upscaled schemes received by us get their place in this issue. Our focus district this time goes to Dakshin Dinajpur in North Bengal which is struggling to come out of its No-Industry status.

We are trying to popularize the Newsletter through social media so that it can reach its target readers. You can also be a part of this uphill task. Together, we believe we can do our micro part to be small with the hope to be Big in days to come.

Thanks for your encouragement & support.

Debabrata Mitra
Dear Sir,

We express our sincere thanks for forwarding VI issue of Udyami Bangla, the in house News Bulletin about the various activities of MSME-DI. Kolkata. We found that the content of the Bulletin are very informative. The district news are well covered, besides that, the success stories of industries will definitely enthuse the other MSMEs and the start-ups.

The news about lean implementation in different clusters will encourage other units/cluster to go for adopting the Lean manufacturing in their respective Units / Cluster The information of forthcoming Trade fair is a very important addendum to the Bulletin

We wish all success of the UDYAMI BANGLA in the days to come.

Regards,
A.K.Senguptra.
Secretary,
Federation of Small & Medium Industries, West Bengal (FOSMI)
A housewife becomes an entrepreneur in the island of Havelock in Andaman

Rita Laundry
Regd. Office: Vijay Nagar, Havelock, South Andaman, 744211
Phone No.: +91 9476070712/9476070713

Rita Mondal was married in a small hamlet in Havelock and started her daily chores as a homemaker. She established her in the year 2007 financed by State Cooperative Bank under PMEGP Scheme. The name of her enterprise is Rita Laundry at Vijay Nagar, PO: Havelock, South Andaman.

Seeing the potential of tourism and the business developed by hotels, guesthouses and Cottages she decided to start Laundry business with her husband and employing two local boys. Today she is a proud employer of nine boys and girls working under her with a no. of washing machines and other gadgets. Mrs. Mondal also works actively just as her employees do.

She is running her unit profitably and paid back her loan. A team of officers from MSME-DI, Kolkata and Br. MSME-DI, Port Blair has visited her unit and thinking of extending further Technical Upgradation scheme for her benefit.

She has of late started Home stay business on her own and looks forward for further growth.

We salute this striving woman.
Free Accounting & Billing Software for Micro, Small and Medium Enterprises:

As per directions of GST Council, GSTN has collaborated with some Billing and Accounting software vendors for providing free software to the Micro, Small and Medium Enterprises, with annual turnover under Rs 1.5 Cr, in a financial year. This facility is made available to the active Normal taxpayers, SEZ Developers/SEZ Units and taxpayers who have opted for composition scheme under the GST regime.

There are eight products to choose from. These are available as a cloud based version as well as a downloadable version that installs on desktop or laptop. This software allows a taxpayer to run his daily business by providing day-to-day billing and accounting features, along with facility for return filing for their GST related compliances.

The software would be available free of cost to eligible taxpayers till 31.03.2021 or till the taxpayer’s annual turnover remains under Rs 1.5 Cr in a financial year, after which the taxpayers may have to pay a fee to the vendor.

For using features other than free features listed or using the software beyond the initial free period, the taxpayer may visit respective vendor product site to ascertain fee payable, if any.

To download the accounting and billing software on the GST Portal, the taxpayer need to login to the GST Portal with valid credentials and navigate to Downloads > Accounting and Billing Software option.

Information on Corporation Bank loan schemes, SME loans, Micro Financing in India:

Most banks in India offer finance to micro, small and medium-sized units in the country, under different schemes. Corporation Bank, too, offers several loan schemes for the benefit of SMEs in different sectors in India.

Nabard announces Rs 700-cr venture capital fund for agri, rural startups:

The National Bank for Agriculture and Rural Development (NABARD) announced a Rs 700-crore venture capital fund on May 13 for equity investments in agriculture and rural-focused startups. NABARD has been contributing to other funds till now and this is the first time that the rural development bank has launched a fund of its own.

The fund has been launched by Nabventures, a subsidiary of NABARD, and has a proposed corpus of Rs 500 crore with an option to retain over-subscriptions of Rs 200 crore, called as the greenshoe option, an official statement said.
KOLKATA

MEETING RELATED TO CLUSTERS AND EXPORT PROMOTIONS ISSUES

A meeting related to Clusters & Export Promotion issues was held at Conference Hall, MSME-DI, Kolkata on 16.05.2019 at 11.00 am. At the outset, Shri D. Mitra, Dy. Director, MSME-DI, Kolkata welcomed the guests. After a self-introductory session, the meeting started. Dr. Sabyasachi Ghosh, Regional Director, EPCES, Kolkata introduced the present export scenario in the country with special emphasis on West Bengal. He explained the functions of the EPC and SEZ activities. He discussed the present schemes in brief which MSMEs could take benefit of. He stressed upon awareness as key factor for MSMEs to grow in export market and assured extension of all possible assistance & cooperation to MSME-DI, Kolkata for export promotion.

Shri A. Bajpai, Dy. Director, MSME-DI, Kanpur & Shri S. K. Pandey, Asstt. Director, MSME-DI, Kanpur raised various queries on export related activities at UP under MSME-DI, Kanpur in particular. Dr. S. Ghosh, Regional Director, EPCES, Kolkata clarified their doubts and assured to send various data support by e-mail to MSME-DI, Kanpur & Kolkata as and when approached.

Shri D. Mitra, Dy. Director explained the present thrust given by M/o of MSME on Cluster Development as well as Export Promotion. He informed that four CFCs is already completed and nine CFCs are under process under Cluster Development Programme in West Bengal. MSME-DI, Kolkata have already set up an Export Facilitation Cell (EFC) in MSME-DI, Kolkata for the benefit of MSMEs. He informed that Shri G. Podder, Asstt. Director was designated as Nodal Officer for EFC attached to MSME-DI, Kolkata.

Shri Podder informed about the action plan for EFC for the year 2019-20 and requested all sorts of support from EPCES, Kolkata for inducing Mini-cluster in SEZ by identifying two segment of Mini-clusters in consultation with various stake-holders as well as for conducting various Industrial Motivational Campaigns (IMCs) on Export Promotion Awareness and Management Development Programmes (MDPs) on Export Management & Documentation through participation of MSMEs interested for International Business to boost up the export growth in MSME sector particularly in the state of West Bengal.

Dr. S. Ghosh also suggested that the programme module for MDP on Export Management and Documentation may be prepared in consultation with IIFT, Kolkata, Canara Bank and others and may be endorsed through him before finalization. Dr. Ghosh also assured to extend dissemination of information to EFC up to six months by forming a WhatsApp group for instant exchange of data/information.
Representatives from Canara Bank have also expressed their willingness to extend faculty support especially on export finance in all such programmes and promotion of MSME clusters.

**4-WEEK WOMEN ENTREPRENEURSHIP DEVELOPMENT PROGRAMME (WEDP)**

Enterprise Development Institute (EDI), Kolkata has organised a 4-week Women Entrepreneurship Development Programme (WEDP) for Science & Technology persons at Dream Institute of Technology, Samalo, Thakurpukur, South 24 Paragona.

During technical session, Sri Rajarshi Maji, Asstt. Director (Hosy.) delivered lectures on Business opportunities guidance in Hosiery & Textile Sectors, practical demonstration of procedure of UAM registration, various schemes of DC(MSME), New Delhi for development of MSMEs i.e. hand holding support provided by MSME –DI, Kolkata for nurturing the budding & existing MSEs, Intellectual Property Rights (IPR) PMEGP, MUDRA, CGTMSE, CLCSS & special Credit Linked Capital Subsidy Schemes (SCLCSS), Public Procurement Policy 2012 along with special provision for SC-ST & women, International Cooperation schemes, Procurement & Marketing Schemes, development of clusters through MSE – CDP & Lean Manufacturing schemes, different types of training programme, MSME Data bank etc. During interaction, queries raised from the visitors were properly addressed by the officials of MSME-DI, Kolkata.

Total 43 participants including 18 students and 25 faculties of Dream Institute of Technology, Samalo, Thakurpukur attended the programme.

**HOWRAH CLUSTER VISIT**

Shri S. K. Mandal, Asstt. Director, MSME-DI, Kolkata, visited Betai village under Amta P.S. of Dist. Howrah on 07.02.2019. Visited Cluster units therein and discussed with attending Members of Sewing Machine & Jute Machine Spare Parts Cluster, Betai, Amta, Howrah on Concept Note preparation for probable implementation under MSE-CDP Scheme. The Cluster Actors were motivated and guided on Govt. initiatives on Udyam Jyoti Scheme etc. also.
Paschim Dinajpur - after bifurcation - Dakshin Dinajpur is the august land for initiating Tebhaga Movement of 1946-1948 organised by the poor cultivators and share croppers against the Zamindars, feudal lords and money lenders for establishing the rights for their ‘rightshare’ of production of crop in the State. The sacrifice of lives to the Police bullets of British Govt. of the poor cultivators and share croppers for establishing their right place them as Martyrs to the people of the country.

Introduction: India became independent from the British rule on 15th of August 1947. India was bifurcated given birth to Pakistan as a new country. A part of erstwhile Dinajpur district became a pray of this bifurcation and approximately two third of the Dinajpur district was included in East Pakistan (present Bangladesh) and one third was within India and was renamed West Dinajpur. For the sake of proper administrative expediency, West Dinajpur was further subdivided into Uttar (North) Dinajpur and Dakshin (South) Dinajpuron 1st of April 1992.

Brief History of the District:
We can see the existence of Dinajpur district in history some 2000 years back. The district is rich in mythological, historical, archaeological, religious, cultural and natural heritages. The district witnessed the reign of the Maurya, the Gupta, the Pala and the Sena Empires. The Muslim invaders also attacked the district and side-by-side the district also observed the glory of Buddhism and Jainism. Active participations of the local people in the national movement and the struggle for freedom made the history of the district very prosperous.

We first get the mention of undivided Dinajpur in ancient times when the district was a part of the Pundra Kingdom. The community of the Pundra Kingdom were known as the Pundras and it is believed that the origin of the state of Pundras was derived from Aitareya Brahmana. There is also a belief that the Pundras are from the first chapter of Mahabharata and Haribangsha. Pundrabardhan is known as present Mahasthangarh now (Bangladesh) and was the capital of the Pundra kingdom.
Jainism was spread in Dinajpur district with the establishment of Mauryan Empire in 4th century B.C. Bhadrabahu was the Jain guru of Chandra Gupta Maurya, the founder of the Mauryan Empire and it is said that Bhadrabahu was born in Kotikpur i.e. in Gangarampur. The entire district along with the whole of Pundrabardhana was part of the great Mauryan Empire and this fact is proved through archaeological excavations at Bangas and the inscriptions found in different parts of the district. During the Gupta reign, which continued till the middle of the 6th century, the district was crowned with the glory of the Gupta dynasty.

Gopala, the founder of the Pala dynasty ruled for about 20 years (750-770 AD) after the end of the Gupta reign. During this period the many places, ponds etc. were constructed and they still bear the name of those great Pala rulers. Mahipal II dug a tank in Kushmandi C.D. Block which is still known as Mahipal pool. The Palas were the believers of Mahayana Buddhism but never deprived the common people to profess their own religions. After the defeat of Mada Pala (1143-1162 AD) by Vijay Sen, the Pala dynasty came to an end and Sen Dynasty began its ruling for the next four hundred years though they ruled over North Bengal for a short span of time.

In the year 1204, Turkish General Ikhtiyar Uddin Muhammad Bin Bakhtiyar Khilji, attacked Nabadwip, Nadia in Bengal with only eighteen soldiers who were initially mistaken with horse traders and defeated Lakshman Sen. Even after conquering Nadia, the centre of power was in Devakot, present Gangarampur, as he established his capital there and from here in 1206 the famous Tibet March with ten thousand soldiers were conducted. The expedition failed and he was assassinated by Ali Mardan Khilji while he was lying ill at Devakot on his return journey. From 1227-87 AD no less than fifteen chiefs were in authority at Lakhnawati and of them ten were Mamluks of the Imperial Court of Delhi. The history of this period is a shocking record of internal dissensions, usurpations and murders, In the year 1585, the great Mughal Emperor Akbar conquered Bengal when the district of Dinajpur was probably ruled by Sarkars of Tajpur and Panjara. During Akbar’s reign, the first authentic traces of zamindari family of Dinajpur are found. Sadly during the next two hundred years of Mughal reign Bengal have nothing noteworthy to mention.

In the year 1765 when Diwani of Bengal was obtained by the East India Company, the district came under control of the British. Muhammad Reza Khan was appointed as their Naib or Deputy at Murshidabad and in order to acquire control over the administration they forced Najm-ud-daullah, Mir Jafar’s son, to consent to the appointment of the same Muhammad Reza Khan as his deputy as well.

At the beginning of the British rule, an indigo factory was established at Madnawati which presently falls under Bamongola C.D. Block of Maldah district. Famous English Baptist missionary William Carey joined the factory as manager. William Carey is acknowledged in the history as a social reformer who worked for the development of education.

The district witnessed ransacks and raids of the Sanyasis and Fakirs during the latter half of the 18th century. The activities of these Sanyasis were curbed by Lord Warren Hastings though the Fakirs continued to subjugate the people of the district even as late as 1799. Their activities were completely stopped by The East India Company by the beginning of the 19th century. The district was undisturbed during the Sipahi Bidroha or the Revolution of 1857. However, later the people of the district played a significant role during India’s independence movement. In the year 1905 Bengal was divided into two parts for administrative convenience as described by the then British rulers. The people of the district reacted sharply. Famous freedom fighter Lal Mohan Ghosh appealed to all honorary magistrates and all members of district boards, municipal commissioners and panchayats to resign and urged for a national mourning for twelve months during which the people should not participate in any public rejoicing. Maharaja Girija Nath Roy also took a leading part. The Brati Samity, Anushilan Samity established their branches at various places of the district in order to combat the
British to achieve independence. Under the platform of Indian National Congress, a parallel administration was set by 1919. In 1924, the police arrested the famous revolutionary Shri Purna Chandra Das. The Swaraja Party succeeded in capturing seats in Balurghat and Dinajpur Local Boards. The district went on an all-out strike in 1928 in protest to the Simon Commissioner. The district saw an all-out hartal (strike) and picketing in the year 1930 in protest of Gandhiji’s arrest. During the months of June and July, 1932, under the leadership of Swarajya Party, the Santhals at Akchha in Gangarampur stopped paying rents, chowkidari taxes etc. As a result, they came into direct clash with the police. Dinajpur continued to figure in the reports of the Government as a troubled district.

On 28th October 1933 a sudden raid was conducted by a group of young men (originally members of the Anushilan Samiti) in the Hilli railway station who was dressed in military uniform. Initial resistance of the station staff failed and those young men hoisted the national flag on the station building and ran away with a huge amount of money. Finally these revolutionaries were arrested and sentenced to rigorous imprisonment including lifelong transportation to Cellular Jail at Andaman and Nicobar Islands. Purna Chandra Das was arrested in 1942. The reaction of the people of Balurghat was noteworthy in support of the Quit India movement of 1942. On 14th September, under the leadership of local Congress leader Shri Saroj Ranjan Chatterjee, about eight thousand people marched towards Balurghat town and damaged raided and set fire to important Government offices and buildings. The British suppressed the movement by strong hands and many people were arrested.

General Characteristics of the District:

The newly born district of Dakshin Dinajpur came into existence from 01-04-1992 when the erstwhile district of West Dinajpur was bifurcated to form two separate districts; Uttar Dinajpur with its headquarters at Raiganj and Dakshin Dinajpur with its headquarters at Balurghat. Dakshin Dinajpur is tilted heavily on the agrarian side and industrial development is still on the darker side. Lack of infrastructural facilities, ignorance about technical know-how and progress, lack of dynamism in entrepreneurial ventures coupled with lack of skilled labour have resulted in slow and tardy industrial growth.

Dakshin Dinajpur is not only plagued with the problem of feeble industrial development, but it also has to tackle the mammoth problem of immigration. With Bangladesh being located on its eastern and southern fringes, the district is faced with immigration problems. Immigration across the border floods the district with the myriad problems of over population, unemployment, poverty, etc.

Thus, Dakshin Dinajpur is set against an agrarian background with sloppy, industrial growth, not remarkable progress in the secondary and tertiary sectors and sluggish all round development which has subjected the economy to great pressure to boost its growth rate.

Location & Geographical Area.

Dakshin Dinajpur spreads across 2162 Sq. Kms of land. It lies cushioned between Bangladesh on its east and south and Uttar Dinajpur on its north. To its west lies Uttar Dinajpur district and a part of its southern border lies adjacent to Malda district.

Topography

The soil texture of the district can be broadly divided into 2 main groups i) alluvium and ii) laterite. The soil type is of 4 kinds; i) sandy, ii) sandy loam, iii) clay, and iv) clay loam. The blocks of Balurghat, Hilli and Kumarganj predominantly have alluvium soil while Tapan is characterized mainly by the laterite soil type. The rich alluvium soil has enabled double cropping and even multiple cropping in the district. As the rivers overflow their banks every
year, the soil is further enriched, which allows the farmers to reap a bumper harvest. The district is nearly flat with a gentle slope from north to south.

The major rivers draining the district are Punarbhaba, Tapan and Atreyee. The rivers flow from north to south in the direction of the general slope of the land. A heavy rain causes the rivers to flood their banks every year and deposit rich alluvium soil which proves beneficial for cultivation. But heavy floods also cause large scale devastation of fields and property, bringing the entire rural population to the brink of disaster. Conscious efforts are being made by the Govt. to control floods and reap the benefits of river lift irrigation.

Forest

Forest resources of Dakshin Dinajpur are inconspicuous. Geographically 932 hectares of land is covered by forests. Forests play an important role in influencing the climate of a district. They also serve as the storehouse of a wide range of flora and fauna.

Concentration of forests in the district of Dakshin Dinajpur is mostly along the eastern and southern borders which the district shares with Bangladesh. The tea producing patches lie in the Balurghat range of Danga, Kushmundi and Sarangi. But tea, however, does not constitute the major produce of the district and its production level is also not significantly high. The major forest produce which has a significant contribution in the district’s annual revenue earned account are timber and fuel. Tassar cultivation is a relatively new trend which is being commonly practised in the district. Social forestry has also received a lot of attention and plantations of Eucalyptus, Babla, Sishu, Garan, Simul, Sirish etc. are encouraged.

Administrative set up.

The administrative set up of the district consists of a single sub-division viz. Balurghat which is also the district headquarters. There are 8 blocks with 8 police stations, 2 Municipal towns and 1 non-Municipal town. The details of administrative set up are given below:

<table>
<thead>
<tr>
<th>Sub-Division</th>
<th>Police Station</th>
<th>C.D.Block / M</th>
<th>Panchayat</th>
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<tbody>
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<td>Samity</td>
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<td>4</td>
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<tr>
<td>Gangarampur Sub-Division</td>
<td>Kushmandi</td>
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<td>Banshihari</td>
<td>1</td>
<td>5</td>
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<td>Harirampur</td>
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<td>Gangarampur</td>
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<tr>
<td>Balurghat Sub-Division</td>
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<td></td>
<td>Tapan</td>
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<td>11</td>
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<td></td>
<td>Kumarganj</td>
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<tr>
<td></td>
<td>Hili</td>
<td>1</td>
<td>5</td>
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<td>District Total - 2</td>
<td>8</td>
<td>8/2</td>
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## District at a glance

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Particular</th>
<th>Year</th>
<th>Unit</th>
<th>Statistics</th>
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<td>Geographical features</td>
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<td>(A)</td>
<td>Geographical Data</td>
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<td>i) Latitude</td>
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<td>Sq.Km</td>
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<td>ii) Longitude</td>
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<td>Sq.Km</td>
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<td>iii) Geographical Area</td>
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<td>Sq.Km</td>
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<td>Administrative Units</td>
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<td>i) District Head Quarters</td>
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<td>ii) Sub-divisions</td>
<td>2014</td>
<td>Number</td>
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<td>iii) Police Stations</td>
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<td>Number</td>
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<td>iv) Inhabited Villages</td>
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<td>v) Mouzas</td>
<td>2001</td>
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<td>vi) Municipal Corporations</td>
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<td>vii) Municipalities</td>
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<td>viii) Blocks</td>
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<td>x) Gram Panchayat</td>
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<td>Percentage of Population:</td>
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<tr>
<td>Male</td>
<td>2011</td>
<td>Percentage</td>
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<tr>
<td>Female</td>
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<td>Urban</td>
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<td>Agriculture</td>
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<tr>
<td>Land utilization</td>
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<td>i) Total Area</td>
<td>2013-14</td>
<td>Thousand Hectare</td>
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<tr>
<td>ii) Area Under Forest</td>
<td>2013-14</td>
<td>Thousand Hectare</td>
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<td>iii) Area not Available for Cultivation</td>
<td>2013-14</td>
<td>Thousand Hectare</td>
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<tr>
<td>v) Cultivable Barren land</td>
<td>2013-14</td>
<td>Thousand Hectare</td>
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<td>vi) Cropped Area (Net Area Sown)</td>
<td>2013-14</td>
<td>Thousand Hectare</td>
<td>186.60</td>
<td></td>
</tr>
<tr>
<td>vii) Percentage of irrigated area to Cultivated area</td>
<td>2013-14</td>
<td>Percentage</td>
<td>27.8</td>
<td></td>
</tr>
<tr>
<td>viii) Yield rate of Rice</td>
<td>2013-14</td>
<td>Kg/hectare</td>
<td>2861</td>
<td></td>
</tr>
<tr>
<td><strong>4</strong></td>
<td>Forest</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(i) Forest Area</td>
<td>2013-14</td>
<td>Hectare</td>
<td>1463.79</td>
<td></td>
</tr>
<tr>
<td>(ii) Forest Produce</td>
<td>2013-14</td>
<td>Hectare</td>
<td>292.54</td>
<td></td>
</tr>
<tr>
<td><strong>5</strong></td>
<td>Livestock &amp; Poultry</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i) Cows</td>
<td>2012</td>
<td>Nos.</td>
<td>17625</td>
<td></td>
</tr>
<tr>
<td>ii) Total Cattle</td>
<td>2012</td>
<td>Nos.</td>
<td>502847</td>
<td></td>
</tr>
<tr>
<td>iii) Total Buffaloes</td>
<td>2012</td>
<td>Nos.</td>
<td>6999</td>
<td></td>
</tr>
<tr>
<td>iv) Goats</td>
<td>2012</td>
<td>Nos.</td>
<td>440432</td>
<td></td>
</tr>
<tr>
<td>v) Pigs</td>
<td>2012</td>
<td>Nos.</td>
<td>32904</td>
<td></td>
</tr>
<tr>
<td>vi) Total Live Stock</td>
<td>2012</td>
<td>Nos.</td>
<td>990812</td>
<td></td>
</tr>
<tr>
<td>vii) Total Poultry</td>
<td>2012</td>
<td>Nos.</td>
<td>165488</td>
<td></td>
</tr>
<tr>
<td><strong>6</strong></td>
<td>Transport &amp; Communication</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post Offices (C)</td>
<td>2013-14</td>
<td>No.</td>
<td>373</td>
<td></td>
</tr>
<tr>
<td>Surfacd Road</td>
<td>2013-14</td>
<td>Kms.</td>
<td>3933.75</td>
<td></td>
</tr>
<tr>
<td>Unsurfaced Road</td>
<td>2013-14</td>
<td>Kms.</td>
<td>3553.93</td>
<td></td>
</tr>
</tbody>
</table>
### Public Health

<table>
<thead>
<tr>
<th>Description</th>
<th>Year</th>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Hospitals, Health Centres, etc.</td>
<td>2014</td>
<td>Number</td>
<td>39</td>
</tr>
<tr>
<td>(b) Sub-centres</td>
<td>2013-14</td>
<td>Number</td>
<td>248</td>
</tr>
<tr>
<td>(c) Family Welfare Centres</td>
<td>2013-14</td>
<td>Number</td>
<td>12</td>
</tr>
<tr>
<td>(d) Total beds</td>
<td>2014</td>
<td>Number</td>
<td>1287</td>
</tr>
<tr>
<td>(e) Beds per lakh of Population (Census 2011)</td>
<td>2014</td>
<td>Number</td>
<td>77</td>
</tr>
</tbody>
</table>

### Banking

<table>
<thead>
<tr>
<th>Description</th>
<th>Year</th>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Commercial Bank</td>
<td>June, 2014</td>
<td>Nos.</td>
<td>95</td>
</tr>
</tbody>
</table>

### Electricity

<table>
<thead>
<tr>
<th>Description</th>
<th>Year</th>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mouzas Electrified</td>
<td>2013-14</td>
<td>No.</td>
<td>1608</td>
</tr>
<tr>
<td>Consumption of Electricity</td>
<td>2013-14</td>
<td>No.</td>
<td>162509</td>
</tr>
</tbody>
</table>

### Education

<table>
<thead>
<tr>
<th>Description</th>
<th>Year</th>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Primary school</td>
<td>2013-14</td>
<td>Nos.</td>
<td>1176</td>
</tr>
<tr>
<td>(b) Middle schools</td>
<td>2013-14</td>
<td>Nos.</td>
<td>98</td>
</tr>
<tr>
<td>(c) High School</td>
<td>2013-14</td>
<td>Nos.</td>
<td>85</td>
</tr>
<tr>
<td>(d) Higher Secondary School</td>
<td>2013-14</td>
<td>Nos.</td>
<td>106</td>
</tr>
<tr>
<td>(e) General College</td>
<td>2013-14</td>
<td>Nos.</td>
<td>7</td>
</tr>
<tr>
<td>(f) University (Gen. &amp; Tech.)</td>
<td>2013-14</td>
<td>Nos.</td>
<td>-</td>
</tr>
<tr>
<td>(g) Literates : Male</td>
<td>2011</td>
<td>Percentage</td>
<td>78.37</td>
</tr>
<tr>
<td>Female</td>
<td>2011</td>
<td>Percentage</td>
<td>67.01</td>
</tr>
<tr>
<td>Total</td>
<td>2011</td>
<td>Percentage</td>
<td>72.82</td>
</tr>
</tbody>
</table>

### Industry:

<table>
<thead>
<tr>
<th>Description</th>
<th>Year</th>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered Working Factories (C)</td>
<td>2014</td>
<td>Nos.</td>
<td>153 (P)</td>
</tr>
<tr>
<td>Micro &amp; Small Scale Enterprises</td>
<td>2013-14</td>
<td>Nos.</td>
<td>956</td>
</tr>
</tbody>
</table>

### INDUSTRIAL SCENERIO OF DAKSHIN DINAJPUR DISTRICT

**Micro Enterprises**

Micro and Small-Scale Enterprises with Corresponding Employment in the district of Dakshin Dinajpur (In Number)

<table>
<thead>
<tr>
<th>Year</th>
<th>Unit</th>
<th>Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>During the year</td>
<td>Up to the year</td>
</tr>
<tr>
<td>2011-12</td>
<td>67</td>
<td>738</td>
</tr>
<tr>
<td>2012-13</td>
<td>65</td>
<td>803</td>
</tr>
<tr>
<td>2013-14</td>
<td>153</td>
<td>956</td>
</tr>
</tbody>
</table>

**Total number of Units with Udyog Aadhaar Registration (As on 31.03.2019):**

<table>
<thead>
<tr>
<th>Micro</th>
<th>Small</th>
<th>Medium</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>5215</td>
<td>105</td>
<td>6</td>
<td>5326</td>
</tr>
</tbody>
</table>

**Details of Existing of Micro & Small Enterprises and Enterprises and Artisan Unit in the District:**

<table>
<thead>
<tr>
<th>NIC CODE</th>
<th>TYPE OF INDUSTRY</th>
<th>NO. OF UNITS</th>
<th>INVESTMENT (Lakh Rs.)</th>
<th>EMPLOYMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Manufacture of Food Products</td>
<td>20</td>
<td>8198</td>
<td>1530</td>
</tr>
<tr>
<td>12</td>
<td>Manufacture of Tobacco Products</td>
<td>24</td>
<td>234</td>
<td>1456</td>
</tr>
</tbody>
</table>

**Source:** District Statistical Handbook of B.A.E.S. Economic Review, 2014, Govt. of W.B.
Medium Scale Enterprises

List of the units in Balurghat & Near By Area

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Name of the Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Satyam Chawl Udyog Pvt. Ltd.</td>
</tr>
<tr>
<td>2</td>
<td>Marino Gold Ceramics, Balapur</td>
</tr>
<tr>
<td>3</td>
<td>Shiva Loknath Rice Mills Pvt. Ltd. Malkhan</td>
</tr>
<tr>
<td>4</td>
<td>Kalyani Solvex Pvt. Ltd., Phoolbari</td>
</tr>
<tr>
<td>5</td>
<td>Sudha Oil Industries</td>
</tr>
<tr>
<td>6</td>
<td>Sarkar Engg. Works</td>
</tr>
<tr>
<td>7</td>
<td>Anima Ice Factory</td>
</tr>
<tr>
<td>8</td>
<td>Paul Oil Mill</td>
</tr>
<tr>
<td>9</td>
<td>Prafulla Kr. Saha (Bricks)</td>
</tr>
<tr>
<td>10</td>
<td>Jagat Bandhu Mini Rice Mill</td>
</tr>
<tr>
<td>11</td>
<td>Sarkar Mini Rice Mill</td>
</tr>
<tr>
<td>12</td>
<td>Sarkar Oil Mill,</td>
</tr>
<tr>
<td>13</td>
<td>Daralhat Mini Rice Mill</td>
</tr>
<tr>
<td>14</td>
<td>Fulu Leather House</td>
</tr>
<tr>
<td>15</td>
<td>Roy Husking Mill</td>
</tr>
<tr>
<td>16</td>
<td>Barman Mechanical Works</td>
</tr>
<tr>
<td>17</td>
<td>National Engg. Works</td>
</tr>
<tr>
<td>18</td>
<td>North Bengal Organic Fertilizers</td>
</tr>
<tr>
<td>19</td>
<td>Maa Annapurna Rice Mill</td>
</tr>
<tr>
<td>20</td>
<td>D/Dinajpur R.C.C. Spun</td>
</tr>
<tr>
<td>21</td>
<td>R. C. C. Spun</td>
</tr>
<tr>
<td>22</td>
<td>J. K. Industries,</td>
</tr>
<tr>
<td>23</td>
<td>Indica Oil Mill</td>
</tr>
</tbody>
</table>

Large Scale Enterprises

There is no large-Scale Industry or Public Sector undertaking in the district. No such exportable item is also there in the district as of now.

Service Sector Enterprises

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Name of the Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Karmakar Engg. Works</td>
</tr>
<tr>
<td>2</td>
<td>Maa Laxmi Auto Xerox</td>
</tr>
<tr>
<td>3</td>
<td>Morka Bhadra Rep.</td>
</tr>
</tbody>
</table>

Potentials areas for service industry

i. Agro service centre
ii. Screen printing
iii. Offset printing
iv. Automobile servicing and auto body building
v. Repairing and servicing of domestic electrical/electronic appliances
vi. Beauty parlour
vii. Dry cleaning

Balurghat and Gangarampur towns have fair potentiality in the aforesaid areas for service industry.
Potential for new MSMEs

A) Resource based Industries

**Agro & Food**
1) Rice Mill
2) Rice Bran Oil
3) Rice Processing Industries
4) Mustard Oil Extraction & Manufacturing of Mustard Oil Cake
5) Chilli Sauce, Tomato Sauce
6) Pickles and Chutneys from mango, chilli, etc.
7) Jute Twine
8) Spice Grinding
9) Oil Extraction from Til, Tishi, etc.
10) Processing of Pulses
11) Cattle Horn Products
12) Milk Processing
13) Beaten Rice

**Others**
1) Clay Bricks
2) Roofing Tiles
3) Pottery items
4) Cane & Bamboo products

B) Demand-based Industries

**Food & Allied**
1) Cattle feed and Poultry feed
2) Fish meal
3) Mechanized bread
4) Biscuits
5) Hard boiled lozenges (sweet meat)
6) Chow-Chow and Vermicelli
7) Ice cream
8) Ice candy

**Textile products**
1) Shopping bag
2) Mosquito net
3) Cotton knit wear
4) Woollen knit wear
5) Dhokra bag

**Leather & Rexin products**
1) Leather footwear
2) Rexin utility articles
3) Leather purses, hand bags and leather articles

**Rubber and Plastic products**
1) Tyre retreading
2) Moulded plastic products (Household items)
3) Carry bags (Plastic)
4) PVC pipes and fittings for water supply and electric wiring
**Chemical Products**
1) Washing soap
2) Detergent power/cake
3) Wax candle
4) Batique printing
5) White phenyl
6) Exercise book

**Mechanical products**
1) Steel furniture
2) Gate, grills, etc.
3) Agricultural implements
4) Umbrella assembly
5) Assembly of rural transports like bullock cart, by-cycle, etc

**DETAIL OF MAJOR CLUSTERS**
1) Kadihat Pottery Cluster under Gangarampur Dev. Block (130 Nos. of units)
2) Koil-Aligara Pottery Cluster under Banshihari Dev. Block (120 Nos. of units)

**Major Problems Facing MSME Sector**
A well-knit marketing system needs to be developed, coordinating the distant rural areas so that the surplus agricultural produce can reach the market properly. Sericulture sector needs further expansion so that it can offer greater employment opportunities, it being a labour intensive industry. There is no industrial estate in the district; hence developing the same is necessary.

For any queries regarding MSMEs in Dakshin Dinajpur, feel free to contact:

Sri Sudip Kumar Sen  
District Nodal Officer,  
Dakshin Dinajpur  
Assistant Director (L & F)  
MSME-DI, Kolkata  
+91 9432248076  
sksen.msme@gmail.com
Report on One-Day Workshop on Start & Improve Your Business (SIYB) and Sustaining Competitive & Responsible Enterprise (SCORE)

A workshop was organized by O/o DC(MSME), New Delhi’s at Br. MSME-DI, Connaught Place, New Delhi on 18.05.2019 which was attended by Shri K. D. Bhattacharjee, Dy. Director and Shri D. Mitra, Dy. Director of this institute.

The programme was inaugurated by Shri R. Paneerselvam, Principal Director, PPDC, Agra and the Technical Sessions were covered by Mr. Kelvin Sergeant, Specialist – Enterprise, ILO Decent Work Team for South Asia and Country Office for India & Ms. Sudipta Bhadra, Programme Officer, ILO Country Office for India.

During Technical Sessions, the following topics were covered through Power Point Presentation:

1. Introduction to SIYB Training Package: Objective, Methodology and rationale and global application,
2. SIYB : Foundation for Entrepreneurial Skill Development,
3. SCORE : A management approach for total factor productivity improvement,
4. Overview of SCORE management modules.

The brief details of the presentations are given below:

SIYB - The SIYB programme is structured into four separate training packages, which are designed to respond to the progressive stages of business development.

Generate Your Business Idea (GYB) is intended for people who would like to start a business, and who, through the training, develop a concrete business idea ready for implementation.

Start Your Business (SYB) is for potential entrepreneurs who want to start a small business and already have a concrete business idea.

Improve Your Business (IYB) introduces already practicing entrepreneurs to good principles of business management.

Expand Your Business (EYB) enables growth-oriented small enterprises to develop a business growth strategy through training interventions.

SCORE

- SCORE training for small and medium sized enterprises (SMEs) teaches cutting-edge practices to increase product quality, production efficiency and reduce the time from customer order to delivery.
- SCORE training has been developed with global experts, specifically to drive continuous improvement in SMEs employing between 50-250 workers.
- Whether a recent start-up, an established company struggling to maintain market share, or a dynamic firm with big ambitions, SCORE works to uncover solutions to workplace challenges and increase sustainability, unlocking the potential of enterprises to thrive in today’s global market place.

Key SCORE Training features:

Practical implementation process, combining classroom training with on-site consulting, tailored to meet specific company/industry needs.

Based on Lean manufacturing methods used by world-class corporations.
Involves workers in factory improvement efforts and turns the workforce into a competitive advantage.

Supports the enterprise to grow from a traditional manufacturer to a global supplier.

Provides value for money – cost of the training is recovered within the first few months of implementation.

**7th Economic Census 2019**

The 7th Economic Census-2019 is being conducted by MoSPI to provide disaggregated information on various operational and structural aspects of all establishments in the country.

The non-farm economic activities carried out in India have lot of diversity in terms of organization and management. They are carried out by unit registered/licensed under various law and regulations or by self-employed/own account establishments not registered / licensed. Some of them operate in fixed visible premises/location or at different premises/location and some operate within household categorized as invisible units. Some operate seasonally or casually and some may not operate throughout a given year.

With so much diversity, the units engaged in non-farm economic activities, if measured properly, will give indications about location-wise economic activities, occupations, employment and relatively inactive locations in terms of the characteristics measured.

Conducting periodic Economic Census has been the means of measuring the diversity of non-farm economic activities in all its major dimensions. In respect of units operating in fixed premises/locations, the Economic Census is expected to provide updates on units actually operative to the concerned registering/licensing authorities, most of whom have no mechanism to maintain live registers. In respect of units without fixed premises/location and invisible units, the Economic Census is expected to provide location-wise information on number of units along with other characteristics. The census also provides information on clustering of various economic activities/occupations at different locations and on lack of adequate involvement in such avocations in some locations. Comparing the information provided by two consecutive Economic Censuses will throw light on locations becoming more and more economically active, location that are not so, and on emerging activities/occupations, and those that are waning away over time. All this information is very important for policymakers in the government at all levels for evolving policy interventions.

The census will provide insights of all economic activities and ownership patterns of businesses across the country. The Ministry of Statistics and Programme Implementation (MoSPI) partnered with CSC e-Governance services India Ltd (CSC SPV) to conduct the census.

The Ministry of Statistics has decided to use mobile app for conducting 7th economic census beginning on 1st June 2019, which will speed up the process of data collection and analysis.

The ministry is also introducing geo-tagging which will help to find out the distribution of economic activity in a certain place. Nine lakh enumerators and 3 lakh supervisors will be involved in performing the survey. The survey will create a solid database for the MSME sector of India. M/o MSME is also assisting the M/o S&PI in conducting the 7th Economic Census.

**Iran Agro Food fair, 18 – 21 June, Tehran, Iran**

Brief Rules and Regulations for Participation in Fair:

1. **Space Booking:** Application in prescribed Performa for participation in Iran agro Food, Iran to be submitted for stand of 9 sq. mtrs. (and in multiples of 3 sq. mtrs.)
2. **Allotment of space to the participants**: Booking of stand with advance payment of Rs. 2,00,000/- through RTGS in India Trade Promotion (ITPO) bank account needs to be made before 60 days or else full amount is payable. The bank details are given in the Fact Sheet. Booths will be allotted on the first-come-first-served basis for which the criterion of RTGS payment of Rs. 2,00,000/- in India Trade Promotion Organisation’s (ITPO) bank account is being adopted. The stands will be allotted only upon receipt of full payment in respect of the space rent. Submission of application for booking of space does not automatically confer a right for allotment of space. Approval of application for space will rest with ITPO.

3. **Refund of Participation Fee**:
   a) Refund of participation fee will be considered in case of non-availability of space, rejection of application or in the event of cancellation of participation of ITPO due to unforeseen circumstances.
   b) In the event of withdrawal of participation three months before the start of the event, 50% of the total participation fee will be considered for refund, only if the space is re-allotted to some other company. No refund will be made if the withdrawal requested is received less than three months before the event or if the space cannot be re-allotted to some other company.
   c) If the event is dropped by ITPO due to any unforeseen reasons, no interest shall be payable by ITPO on the advance/complete participation fee deposited by the prospective participant.

4. **Visa Recommendation**:
   a) ITPO, as a trade promotion organization, will provide necessary assistance to the representative(s) of the participating company by way of issuance of recommendation letter(s) to the concerned Mission for obtaining visa.
   b) ITPO will not be liable in case the concerned Mission of the host/transit country denies visa to a representative of the participating company for any reason.
   c) Since ITPO, on behalf of the participating company, has already committed for certain financial bindings by way of booking of space, construction/decoration of stand, catalogue entry, general publicity support etc., it will be able to consider any refund on account of denial of visa/delay in receipt of visa.
   d) Visa recommendation letter will be issued only in favour of the Chief Executive/Proprietor/Senior Level Officer dealing with exports of the company so that on the spot decision can be taken by them.

5. **General**:
   a) Only goods on Indian origin will be allowed for display at India Pavilion.
   b) In the event of postponement/abandonment/cancellation of the Fair/Exhibition, or in case of exhibits not being displayed due to any reason beyond the control of ITPO, it shall not be liable for any loss or liability.
   c) The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by ITPO. Subletting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space rent, security deposit etc., paid to ITPO and debarring the participant from the future participation in ITPO’s event.
d) In case of default of any payment due from the participants, ITPO reserves the right to debar them from participation of ITPO’s Fairs in India and Abroad.

e) Any dispute or difference arising out of these terms and conditions of participation shall be referred to the Chairman and Managing Director of INDIA TRADE PROMOTION ORGANISATION whose decision of award shall be final and binding.

f) The terms and conditions of participation shall be subject to the jurisdiction of courts in the State of Delhi.

Excerpts from PMO directive given to the Ministries/Deptt. regarding Tenders from Govt. entities.

Complaints are being received alleging that Government entities are indicating foreign make/brands and/or restrictive conditions in their tenders, thereby excluding local manufacturers from bidding process.

It may be noted that such stipulation of foreign make/brands and/or restrictive conditions (like mandatory requirement of certification by foreign bodies) in the tenders is not only violative of Public Procurement (Preference to make in India) Order, 2017 (PPP-MII Order 2017) issued by DIPP, but also in violation of the General Financial Rules. In this regard, it is necessary to follow the following general guidelines:

a. Indicating foreign make/brands in the tenders, and thereby excluding local manufacturers and service providers from participation, is in violation of Public Procurement (Preference to Make in India) Order 2017. Also, as per Rule 144(i) (b) of GFR 2017, procuring agency shall not indicate a requirement for a particular trade mark, trade name or a brand.

b. As per Rule 144(iii) of GFR 2017, the technical specifications shall, to this extent practicable, be based on the national technical regulations or recognized national standards.

c. Ministries/Departments should also ensure that their procurement entities do not incorporate any such restrictive and discriminatory eligibility criteria regarding turnover, specifications/testing/other standards in tender documents that exclude local manufacturers/service providers.

RBI constitutes Expert Committee on MSMEs

Considering the importance of the MSMEs in the Indian economy, it is essential to understand the structural bottlenecks and factors affecting the performance of the MSMEs. It has, therefore, been considered necessary that a comprehensive review is undertaken to identify causes and propose long term solutions, for the economic and financial sustainability of the MSME sector.

Towards this end, it was announced in the Fifth Bi-Monthly Monetary Policy Statement for 2018-19, dated December 5, 2018, that the RBI will constitute an Expert Committee on Micro, Small and Medium Enterprises. Accordingly, RBI has formed the said Committee today with the following composition:

<table>
<thead>
<tr>
<th>No.</th>
<th>Name</th>
<th>Organization/Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Shri U.K. Sinha</td>
<td>Former Chairman, Securities and Exchange Board of India</td>
</tr>
<tr>
<td>2.</td>
<td>Shri Ram Mohan Mishra</td>
<td>Additional Secretary, Development Commissioner MSME</td>
</tr>
<tr>
<td>3.</td>
<td>Shri Pankaj Jain</td>
<td>Joint Secretary, Department of Financial Services, Ministry of Finance</td>
</tr>
<tr>
<td>4.</td>
<td>Shri P. K. Gupta</td>
<td>Managing Director, SBI</td>
</tr>
<tr>
<td>5.</td>
<td>Shri Anup Bagchi</td>
<td>Executive Director, ICICI Bank</td>
</tr>
<tr>
<td>6.</td>
<td>Shri Abhiman Das</td>
<td>Professor, IIM, Ahmedabad</td>
</tr>
<tr>
<td>7.</td>
<td>Shri Sharad Sharma</td>
<td>Co-Founder, iSPIRT Foundation</td>
</tr>
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<td>8.</td>
<td>Ms. Bindu Ananth</td>
<td>Chair, Dvara Trust</td>
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</tbody>
</table>
Building Awareness on Intellectual Property Rights (IPR) For Micro, Small and Medium Enterprises

1.0 INTRODUCTION:

Intellectual Property (IP) is one of the key players involved in the market success of an innovation. IP plays a major role in enhancing competitiveness of technology-based businesses and facilitates the process of taking innovative technology to the market place.

In today’s global competitive business scenario, issues pertaining to intellectual property rights (IPRs) have become quite critical for the sustainability of Micro, Small & Medium Enterprises (MSME). In order to compete with global standards and technological challenges, IPR protection plays a very crucial role in achieving competitive advantage and technological gains as they are important tools to promote marketing and innovation.

2.0 OBJECTIVE

It is important for the MSME sector in India to realise the important role IPR protection plays in boosting the innovation ecosystem in competitive business environment, which impacts the sustainable economic growth of the country and its global standards in the technology space. Efforts have been made by the Government to improve the IP culture in India with the following objectives:

- To enhance the awareness of Intellectual Property Rights (IPRs) amongst the MSMEs to encourage creative intellectual endeavour in Indian economy;
- To take suitable measures for the protection of ideas, technological innovation and knowledge-driven business strategies developed by the MSMEs for;
- To provide appropriate facilities and support for protection and commercialization of Intellectual Property (IP) for the benefit of MSME sector;
- To assist SMEs in effective Utilization of IPR Tools for technology up-gradation, market and business promotion and competitiveness enhancement.

3.0 ACTIVITIES UNDER THE SCHEME

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Activity</th>
<th>Maximum Grant per Application / Proposal (Rs. In Lakh)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Financial assistance on grant of patent/registration under geographical indications of goods/ trademarks</td>
<td></td>
</tr>
<tr>
<td>a.</td>
<td>(i) Domestic Patent</td>
<td>1.00</td>
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<tr>
<td>a.</td>
<td>(ii) Foreign Patent</td>
<td>5.00</td>
</tr>
<tr>
<td>a.</td>
<td>(iii) GI Registration</td>
<td>2.00</td>
</tr>
<tr>
<td>a.</td>
<td>(iv) Trademark</td>
<td>0.10</td>
</tr>
<tr>
<td>b.</td>
<td>Assistance for setting up IP Facilitation Centre</td>
<td>100.00</td>
</tr>
<tr>
<td>2.</td>
<td>Awareness and Sensitization Programs on IPR</td>
<td>0.70</td>
</tr>
<tr>
<td>b.</td>
<td>Pilot Studies/Other Studies for Selected Subject / Clusters / Group of Industries</td>
<td>5.00</td>
</tr>
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<td>c.</td>
<td>National Level Interactive Seminars / Workshops / Conclave / Conferences / Exhibition</td>
<td>5.00</td>
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<td>c.</td>
<td>Regional Level Interactive Seminars / Workshops / Conclave / Conferences / Exhibition</td>
<td>3.00</td>
</tr>
<tr>
<td>d.</td>
<td>Training Programme For MSME Officials &amp; IPFCs</td>
<td>20.00</td>
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<tr>
<td>e.</td>
<td>Interaction with The International Agencies</td>
<td>15.00</td>
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</table>

SPECIAL FEATURE
4.0 MODALITIES FOR IMPLEMENTATION, EVALUATION AND MONITORING

Project Monitoring and Advisory Committee (PMAC): At the highest level, PMAC will guide, review, monitor and provide overall direction for implementation of the scheme. PMAC will have overall responsibility for policy formulation, Scheme implementation and monitoring. It will be empowered to take all key decisions related to the scheme and to approve minor modifications/procedural changes in the guidelines for operational expediency. PMAC would also deliberate on the issues put up by NMIU. It would also consider the recommendations of NMIU on each proposal. The PMAC will hold its meetings periodically or as and when required.

The constitution/members of the PMAC will be:

<table>
<thead>
<tr>
<th>No.</th>
<th>Name</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>AS &amp; DC(MSME)</td>
</tr>
<tr>
<td>2</td>
<td>Joint Secretary/ADC/JOC, D/o DC(MSME)</td>
</tr>
<tr>
<td>3</td>
<td>EM(FW)/Representative</td>
</tr>
<tr>
<td>4</td>
<td>JS DIPP/Representative</td>
</tr>
<tr>
<td>5</td>
<td>In-Charge, NMIUs</td>
</tr>
<tr>
<td>6</td>
<td>Representative Associations</td>
</tr>
<tr>
<td>7</td>
<td>ADC/JOC in Charge of MSME-Di at D/o DC(MSME) / Director of MSME-DI Concerned/Invitee</td>
</tr>
<tr>
<td>8</td>
<td>JDC/Director/Nodal Officer handling IPR in DC (MSME)</td>
</tr>
<tr>
<td>9</td>
<td>Special invitees/experts/consultants/IAs/SPVs</td>
</tr>
</tbody>
</table>

National Monitoring and Implementing Unit (NMIU): National Monitoring and Implementing Unit (NMIU) shall be an expert organisation or a group of consultants hired for the purpose. NMIU will be responsible for facilitating, implementation and monitoring of the scheme. It will monitor every stage of the programme, on behalf of the Development Commissioner (MSME).

5.0 COMPONENTS OF THE SCHEME

5.1 FINANCIAL ASSISTANCE ON GRANT OF PATENT/REGISTRATION UNDER GEOGRAPHICAL INDICATIONS OF GOODS/TRADEMARKS

A) Eligibility Criteria:

For Patent, Geographical Indication and Trademark Reimbursement:

a. For reimbursement of actual costs or expenses incurred towards registration of Patents or Trademarks, from the Office of Development Commissioner (MSME), Ministry of MSME, Government of India, the applicant/entity/unit must have a valid Udyog Aadhar/UAM and registered at MSME-Data bank. Patents/Trademarks filled/registered in the name of individuals are also eligible for reimbursement subject to holding a valid Udyog Aadhar/UAM.

b. For reimbursement of actual costs or expenses incurred towards registration of GI, the agency, institutions, associations, Institutes, non-profit bodies, NGOs, societies, trusts, or similar other non-commercial bodies, other entity which might not have Udyog Aadhar, should provide relevant incorporation/establishment documents, PAN number of entity.

B) How to Apply:

a. Applicants can apply for reimbursements through online portal of MSME i.e. MY.MSME.GOV. IN by furnishing all the relevant details and uploading the necessary supporting documents. All application received through online portal will be allocated to the concerned Implementing Agency for scrutiny, approval and release of funds to reimburse the expenditure incurred towards grant of patent, Trademarks & Geographical Indications. In case of disputes, such cases may be forwarded to the Office of Development Commissioner for seeking any relaxation on the basis of merit of the case, if required.
b. MSME IPFCs, MSME Development Institutes, TCs. Such other organization/Institutes/ Departments of the State Government as are nominated by them would act as facilitators and help the applicants in guiding and handholding for reimbursement procedures and online application submissions.

5.2 ASSISTANCE FOR SETTING UP IP FACILITATION CENTRE FOR MSME

The primary objective of setting up of IP Facilitation Centres (IPFCs) is to guide MSMEs, stakeholders, and other target beneficiaries for proper utilization of IP tools and technologies, that promote improved management of intellectual property needs in competitive business environment.

The specific objectives of the centre will be as under:

a) To provide support and facilities for searching/mapping etc. for IPRs including evaluation for possibility of registration for patents, industrial designs, trademarks, etc.

b) To provide basic information and support about filing an IP application for grant/registration of patent, GI, industrial design, trademarks, copyright, PVP etc.

c) To facilitate IPR transfer and commercialization of technologies.

d) To facilitate collaboration with potential clients for exploring possibilities for technology tie-ups and upscaling needs of any business enterprise.

e) To provide and disseminate information on best IPR practices.

f) To provide guidance in filing applications with national/international agencies and execution of other documents concerning to licensing, technology transfer agreements etc.

g) To advise beneficiaries on legal remedies available on issues such as IPR infringement, duplication of IPRs such as patent/ TM/industrial designs etc.

h) To conduct research and empirical/pilot studies on issues related IPRs.

These Centres are supposed to work in close association with the National Patent Offices/Regional Patent Offices and other National/International Agencies administering the implementation of IPR related matters.

1. Eligible Agencies:

a. MSME-Development Institutes, Technology Centres and any other associated Field Organisations directly or indirectly under the control of Ministry of MSME;

b. Quasi-Government or Government Bodies /Departments /Autonomous Organisations being Run on Autonomous or Commercial Lines;

c. MSME Industry Associations, Societies / Cooperatives / Firms/Trust and Other profit and non-profit Bodies, NGOs representing or Working for MSMEs, Research/ Technical & Educational Institutions, Universities/ colleges with a track record of assisting MSMEs etc.

1) The Government of India will provide a total financial grant-in-aid support of maximum up to Rs. 100 Lakhs (Indian Rupees one Hundred Lakhs) to each approved centre; the grant for establishing these centres will be spread over a period of five (5) years. The implementing agency will have to contribute at least 10% of the total project cost from its own or other sources. However, no contribution is required for MSME-DIs/Br. DIs, if activity is implemented by them.
2) While setting up of these centres, no liability will be created for the Government of India. The financial support offered by the Government of India will primarily cover expenses of equipment, devices and hardware necessary to operate IPFC, software license fee, subscription fee for IP databases, furniture and fixtures, networking, hiring the services of external consultants, IPFC staffs on contract basis, expenses for IPFC operations including expenses on telecommunication and internet, office and computer stationary, marketing and promotional activities, travel and incidental expenses, miscellaneous/contingency/institutional administrative and overhead cost etc. Further, the space for setting up of these Centres would be provided/arranged by the implementing agencies/users body.

3) It is expected that responsibility of assets and operation of the offices will ultimately be taken by implementing agency for running them on self-sustainable basis after an initial gestation period of 5 years. These centres shall create their own funding mechanism during this period with a view to become financially sustainable over a period of time.

4) Each IPFC has to form a steering committee. Meeting of the steering committee should be organised in every three months and performance of IPFC should be evaluated.

5) In the event of failing to comply with the conditions of the guidelines or committing breach of the conditions of the sanction, the IPFC shall be jointly and severally liable to refund to the President of India, the whole or a part amount of the grant with penal interest.

2. **Funding Pattern:**

The grant assistance will be released in instalments after approval by the Competent Authority. It will be assured that the next instalment will be released after receipt of requisite grant utilization certificate, statement of expenditures, final progress of the programme and other requisite documents/reports as per applicable norms of Government of India. The amount of instalment and budget allocation under different heads will be decided depending on the requirement of IP Facilitation Centre for MSME during their different phases of establishment and operations.

3. **How to Apply**

Applicants can apply for IPFC through online portal of MSME i.e. MY.MSME.GOV.IN. The proposals will be placed before the PMAC constituted for appraisal of the proposals and recommending approvals. After the approval of the PMAC, sanction will be granted to the eligible agency to set up IP Facilitation Centre as per norms of GoI.

### 5.3 MINOR ACTIVITIES

1) **Awareness and Sensitisation Programmes on IPR**

The objective of these programmes is to raise awareness on IPR related issues in general and more specifically to educate MSMEs about the importance of safeguarding IP, and the benefits that can be accrued with IP Protection.

- Funding Provision of Rs. 70000/- (Indian Rupees seventy thousand) per programme is being provided for organizing these sensitization / awareness programmes under the scheme.
- Programmes will be organised by all Implementing Agencies with the approval of PMAC.
- Efforts will be made to encourage the SC, ST, OBC, PH, Women & Minority categories of MSMEs, while organising the programme.
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The programmes would be organized in association with the different clusters/Associations.

Efforts shall be made to avoid the duplication of the programme(s) with same Clusters/Association. Regional IP Facilitation Centre should be invariably involved in organising above events.

2) Pilot Studies/Other Studies for Selected Subject/Clusters/Group of Industries

a. Objective:

Major objective is to conduct pilot studies or other studies to identify the IP needs of the identified subject/MSME clusters/industries, and provide empirical evidence-based recommendation or measures for further strengthening of the IP portfolio and strategy.

b. Funding Pattern:

Financial grant-in-aid support of maximum up to Rs. 5.00 lakh (Indian Rupees Five Lakhs) will be provided per Study, primarily to cover operational expenses, travel, manpower cost, institutional overhead and contingency/miscellaneous expenses of the expert agencies for the conducting the Studies. The grant will be released in three instalments i.e. 40% upon sanction of study project, 30% on submission of draft reports and remaining 30% on submission and acceptance of final report. The implementing agency will have to contribute at least 10% of the total project cost from its own or other sources. However, no contribution is required for MSME-DIs/Br. DIs, if activity is implemented by them.

C. Eligible Agencies:

- Public and private sector organizations, MSME IPFCs, research institutes, individual experts or agencies having sound technical and financial capabilities to conduct studies with at least three years of previous experience of conducting studies;
- Consultancy firms, Industry associations, societies/cooperatives/ firms/trust and other bodies including NGOs that are representing or working for MSMEs for at least three years
- Research/technical & educational institutions, universities with a track record of assisting MSMEs or any other expert agency etc.

d. How to Apply:

Applicants can apply through online portal of MSME i.e. MY.MSME.GOV.IN.

3) National/Regional Level Interactive Seminars/Workshop/Conclaves/Conferences/Exhibitions

a. Objective:

The objective is to create a platform and to provide a forum to MSME entrepreneurs, Industry Associations and others stakeholders, including professionals having working experience of MSME sector to share knowledge, experience and create mass awareness on various aspects of IPR.

b. Funding Pattern:

Financial grant-in-aid support of maximum up to Rs. 5.00 lakh (Indian Rupees Five Lakhs) and Rs. 03 lakh (Indian Rupees Three Lakhs) per programme would be given to the implementing agency for organizing National Level Interactive Seminars/Workshop/Conclaves/Conferences/Exhibitions and Regional Level Interactive Seminars/Workshop/Conclaves/Conferences/Exhibitions respectively. The implementing agency will have to contribute at least 10% of the
total project cost from its own or other sources. However, no contribution is required for MSME-DIs/Br. DIs, if activity is implemented by them.

c. **Eligible Agencies:**
   i. Field Organisation of Office DC MSME,
   ii. Public and private sector organizations, industry associations, societies/ cooperatives/ firms/ trusts and other bodies including NGOs, that are representing or working for MSMEs,
   iii. Research/ technical & educational institutions, universities with a track record of assisting MSMEs etc.

d. **How to Apply:**
   Applicants can apply through online portal of MSME i.e. MY.MSME.GOV.IN.
   The proposals will be placed before the PMAC constituted for appraisal of the proposals and recommending approvals. After the approval of the PMAC, sanction will be granted to the eligible agency to organise programmes as per norms of GoI.

### 4) Training Programme For MSME Officials and IPFCs

a. **Objective:**
   The objective is to empower the officers of MSME development organisations and IPFCs with knowledge and skills to develop core competencies/capacities building in the IP domain with emphasis on IP management and technology transfer/commercialization, etc.

b. **Funding Pattern:**
   Funding provision of maximum up to Rs. 20.00 Lakh (Indian Rupees Twenty Lakhs) per programme is made for organising these programmes. The Financial expenditure in organising these programmes cover expenses towards trainers/ faculty/ experts, boarding & lodging of the participants, course and training materials, field visits, food and refreshment, institutional overhead and contingency/ miscellaneous/incidental expenses.

c. **Eligible Agencies:**
   These programmes may be organised by public and private sector organizations, expert agencies or any other agency with due approval from the PMAC.

d. **How to Apply:**
   Proposal for Organising Training Programmes may be forwarded to Office of Development Commissioner (MSME), Ministry of MSME.

### 5) Interaction with International Agencies:

a. The objective of this activity is to develop a framework for best IPR management practices through cooperation in the field of capacity building activities and experience sharing, providing suitable linkages and cooperation with IPR offices in developed countries and other International agencies
   1. Sharing of expertise in area of science & technology to facilitate implementation of IPR in the MSME sector in India.
   2. Understanding the different cultural approaches to scientific research and IP generation.

b. **Component of Grant:**
   The Government of India will provide Grant-in-aid funding maximum up to up to
Rs. 15.00 Lakh (Indian Rupees Fifteen Lakhs) for each activity/event/program. International IPR Agencies/Offices may also share cost for joint activity/event/program. The implementing agency will have to contribute at least 10% of the total project cost from its own or other sources. However, no contribution is required for MSME-DIs/Br. DIs or O/o DC(MSME), if activity is implemented by them.

c. Eligible Agencies:
   These programmes are to be organised or facilitated by public and private sector organizations, expert agencies or any other agency with due approval from Development Commissioner (MSME).

d. How to Apply:
   Applicants can apply through online portal of MSME i.e. MY.MSME.GOV.IN.

6) Miscellaneous Activities:
Apart from the above-mentioned activities, there shall be provisions to support miscellaneous and additional activities that may include:

- Activities/expenditures incurred for branding and marketing for the successful implementation of the scheme. Such branding activities may include expenditures incurred for promotional travels, IP exhibitions, meetings with subject experts, publications, advertisement (print/electronic/social media), promotional events, campaign, success stories etc.

- To provide financial support for creation and designing of e-learning portal with learning material, cartoon films, educational videos, etc.

- Activities such as hiring of Professionals for additional Handholding support (Consultant or any other staff on contractual basis) who would lend a helping hand for the smooth functioning of the scheme.

- Extension of the duration of any ongoing project/activity/study/proposal/centre/IPFC operations with additional proportionate cost.

- To provide financial support and expenses to build soft interventions for encouraging MSMEs to adopt IP assets, studies to survey best global practices, develop e-platform for MSME.

- To provide financial support to an activity relevant for expansion or success of the scheme or to provide financial assistance for any emerging area in the field of IPRs.

- To provide financial support in matters related to IP/Technology management, adoption, dissemination, licensing and other related activities for the benefit of MSME sector.

- To provide financial assistance for activities/projects related to IPR monetization.

- To provide financial assistance for interventions on activities related to post-GI registration.

- To conduct review meetings, scheme related travel by DC-MSME officials, and other incidental activities.

The activities listed above are indicative only and not exhaustive and other areas can also be considered. The PMAC will have requisite power and authority to review the above-mentioned cases and approve above mentioned miscellaneous activities, on need basis, for financial assistance as grant-in aid or as consultancy assignments.
Support for Entrepreneurial and Managerial Development of MSMEs through Incubators

1.0 BACKGROUND

Globally, technology and its rapid expansion and adoption is becoming a critical factor in impacting almost all sectors. Technology is also deciding the way Micro, Small and Medium Enterprises (MSMEs) expand in the global economy while playing an important role in the national economic development.

driving economic growth. The rise of technologies such as artificial intelligence, Internet of Things as well as blockchain.

The Finance Minister’s Budget speech of 2018-19 specifically mentions the importance of block chains and artificial intelligence while protecting our (big) data through cyber security. In this rapidly changing world, competitiveness of MSMEs needs to be maintained through continuous innovation and to build adequate support infrastructure to nurture such innovation. We need to have Business Incubators (BI) for enabling the MSMEs to develop innovative ideas that are not only useful for MSMEs but also for the complete industrial ecosystem. BIs are also required for assisting in commercialization of such ideas thereby accelerate such technologies from ideas to successful businesses and generate employment opportunities. The BIs will act as Entrepreneurship Support Organisation while Enablers will accelerate the revenue of MSMEs through technology and commercial inputs.

The components under the program will include mentoring support in business and technology, networking with other businesses, seed capital assistance, professional assistance to make the enterprise successful and achieve higher growth. Technology based new enterprises are typically characterized as high risk and high growth ventures, and as such, they require an enabling environment like BI to enhance the prospects of success.

2.0 OBJECTIVE

2.1 The main objective of the scheme is to promote & support untapped creativity of individual and to promote adoption of latest technologies in manufacturing as well as knowledge based innovative MSMEs (ventures) that seek the validation of their ideas at the proof of concept level. The scheme also supports engagement with Enablers who will advise such MSMEs in expanding the business by supporting them in design, strategy and execution. The Enablers will play a pivotal role and would be integral part of the business development.

3. COMPONENTS OF SCHEMES

3.1 Registration as Host Institute (HI)

Institutions such as Technical colleges, universities, other professional colleges/institutes, R&D institutes, NGOs involved in relevant activities, Entrepreneurs Development Centre (EDCs), MSME-DIs/Technology Centers (TCs), DICs or any institute/organization of Central/State Govt. may apply for HI and set up a Business Incubator (BI). HIs registered under previous scheme need to re-register themselves through online MIS to avail benefits of the scheme.

Institutes in the North East Region will be given priority for supporting BIs. The HIs/BIs should also encourage participation from women/ SC/ST candidates for the inclusive implementation of the scheme.
3.2 **Awareness Programme**

Awareness Programmes to sensitize and create awareness amongst MSMEs/Students about the benefits of the scheme will be funded @ Rs.0.70 lakhs per programme. NMIU/IA will conduct these programmes. Place and venue of the programme may be decided by NMIU/IA.

3.3 **Workshop**

The objective of the Workshop is to have interaction amongst various stakeholders i.e MSMEs, technical institutes, engineering colleges and R & D institutes and other relevant participants to evolve strategies for solving problems arising during execution of activities undertaken through the scheme. Workshops will be organized by NMIU/IA with the involvement of various stakeholders and such Workshops will be funded @ Rs. 5 lakhs per day for national level and Rs. 3 Lakh per day for regional level workshop. Place and venue of the workshop may be decided by NMIU/IA.

3.4 **Grant in Aid support to Host Institutes (HIs)**

GoI Grant in Aid support will be provided to approved Host Institutes (HIs) for incubation related defined activities. HIs may submit proposal as per format through concerned Implementing Agency (IA). IA after due diligence may forward the proposal with recommendations to NMIU. Evaluation Committee constituted at NMIU level will consider and forward deserving proposals to O/o DC-MSME for approval. Govt. of India shall provide Grant in Aid through NMIU as mentioned below.

3.4.1 **Grant in Aid support for Plant and Machinery to HI up to Rs. 1.00 cr. (max)**

HIs shall be provided grant of up to Rs. 1.00 Cr. for procurement and installation of relevant plant and machines including hardware and software etc. in BI in order to strengthen the technology related R&D activities and common facilities for incubatees of BI. This grant will be provided in two equal installments of Rs. 50.00 lakh each. Costs over and above of Rs. 1.00 cr, if any, would be met by HI at its own. Cost towards land, building is not covered under this grant. Institutes approved as Host Institutes in the previous scheme may also be considered for this support subject to eligibility. The list of plant, machines and all other items may be finalized as per the need of HI in consultation with IA and other relevant institutes.

Grant will be released in two installments:

i. 1st installment of 50% of the approved amount may be released after approval of the proposal as per procedure. This should preferably be utilized by HI within 6 months of receipt of funds.

ii. 2nd installment of 50% of the approved amount may be released after utilization of 80% of 1st installment and submission of physical verification report by concerned IA. This should preferably be utilized within 3 months of receipt of funds.

3.4.2 **Grant in Aid to HI for developing and nurturing the ideas up to max. Rs. 15.00 lakh per idea:**

GoI assistance up to max. Rs. 15 lakh per idea shall be provided to HI. Preferably, the duration of the project/idea is one year, however, the same can be extended depending upon the circumstances. For students, the contribution will be Nil and for MSMEs/others, contribution will be 15% of total project cost. Funds will be released in following two installments:

1. 70% of the approved project cost as per Table after approval of the idea by committee and signing of agreement between Host Institute and Incubatee.
2. 30% of the approved project cost after utilization of 80% of 1st installment utilized and submission of physical verification report by concerned Implementing Agency (IA).

In case, an Incubatee leaves the idea / project unfinished, then the work / development done by the incubatee can be progressed by HI by engaging other deserving incubate(s) to further completing the idea / project, if considered worthy by the HI.

3.4.3 SEED Capital support fund for setting up of Startups:

Assistance of up to Rs.1.00 cr as grants in aid for the seed capital support to appropriate Incubates shall be provided. Financial assistance may be given in the form of soft loan, interest free loan, equity participation, grant or combination of these etc.

Various expert agencies may be empanelled as Business Enablers with the approval of PMAC and they will play a pivotal role in commercialization of ideas. They will get associated with projects/ideas at the time of seeking SEED capital support. Enablers will prepare business plans of ideas for its commercialization and also conduct market survey and provide necessary consultancy or advisory services on various issues involved in commercialization of idea. Business plan should also include recovery mechanism of SEED capital support to HI so as to be utilized for other projects. They will play a crucial role in getting the MSME selected for Proof of Concept validation as well as the seed funding round. Process and methodology for engaging Enablers will be decided and approved by committee. Fees paid to Enablers will be covered under the SEED Capital support fund.

3.5 Publicity, Branding and Mobilization:

Documentary/short films, preparation of book of knowledge and any other related activity may be undertaken under this component.

3.6 Miscellaneous Expenses

Expenses towards Project related domestic/foreign travel, participation in National/International seminars/conclaves/trainings/study and other missions/exposure to innovative ventures etc., admin expenses, printing of guidelines, purchase of office automation equipment, hiring of manpower/experts/consultants etc., contingencies, assistance to IAs for their role in implementing the scheme etc. may be done as per procedure.

4. IMPLEMENTATION OF THE SCHEME

4.1 The scheme is proposed to be implemented up to financial year 2019-20.

4.2 A National Monitoring and Implementation Unit (NMIU) shall be setup in the O/o DC(MSME) for facilitation, implementation and monitoring of the scheme involving Implementing Agencies as per directions of PMAC.

4.3 Implementing Agencies (IAs) shall be at MSME DIs / TCs / Govt. of India/ State Government and its organizations. Detailed criteria of selection and role of IAs shall be laid down by NMIU with the approval of PMAC.

4.4 A Project Monitoring and Advisory Committee (PMAC) set up in the O/o DC, MSME will look after the planning, screening / identification of interventions / projects and such other functions as may be necessary to ensure effective implementation of the scheme. PMAC will be empowered to take all key decisions related to the scheme and to approve minor
modifications/procedural changes in the guideline for operational expediency.

The constitution of PMAC will be as follows:

a. AS&DC (MSME) Chairman
b. Joint Secretary, O/o DC MSME Vice Chairman
c. EA (IFW)/ Representative Member
d. JS DIPP/ Representative Member
e. Representatives of expert agencies Member
f. In-Charge, NMIU Member
g. Representative of Associations Members
h. ADC/ JDC In – charge of MSME-DIs/TCs at O/o DC (MSME) / Director of MSME –DIs /TCs concerned Member
i. JDC/ Director/ Nodal officer handling scheme in DC MSME Member– Secretary
j. Special invitees/ experts/ consultants/ IAs Member

PMAC will hold its meeting as and when required.

4.5 Portal/MIS will be developed for online operationalisation of scheme. Proposals will be submitted to IAs and after initial scrutiny; same will be put up to PMAC through NMIU for consideration and approval

4.6 Eligibility Criteria for MSMEs: All MSMEs registered under MSME Act 2006 as amended from time to time and also MSMEs which are included as per executive orders issued by Office of DC (MSME) consistent with MSME Act from time to time
1.0 **INTRODUCTION:**

Government of India has envisioned Make in India and Zero Defect & Zero Effect Manufacturing for which there is need of a policy which will create an ecosystem for competitive, quality and clean manufacturing, promote development of world class products, expand markets for MSMEs etc.

1.1 Need for Zero Defect and Zero Effect Manufacturing: There are certifications on Systematic Functioning (ISO), Quality Manufacturing (BIS) and Energy Efficiency (CEE/Star Ratings) etc. but there is no holistic evaluation and certification system to assess MSMEs on Quality, Productivity, Energy Efficiency, Pollution mitigation, Financial Status, Human resource, Design, IPR both in Product and Process etc. in the country. There is an urgent need of a reliable assessment and certification system with sufficient Pull factor for MSMEs to be part of it. In view of these factors, O/o DC (MSME) has with active support of Quality Council of India (QCI), Credit Rating Agencies and industries evolved the ZED Maturity Assessment Model which consists of 50 parameters of assessment of MSMEs. For certification of Defence MSMEs, an additional Defence Assessment Model has been evolved which consists of 25 parameters.

1.2 The scheme is meant to launch an extensive drive to create proper awareness in MSMEs about ZED manufacturing. After ZED assessment, MSMEs with adoption of proper tools, can reduce wastages and improve efficiency substantially.

1.3 The Development Commissioner (MSME), Ministry of Micro, Small & Medium Enterprises, Govt. of India, will implement up-scaled ‘Financial Support to MSMEs in ZED Certification Scheme’ for the benefit of manufacturing Micro, Small & Medium Enterprises (MSMEs) for a period ending 2019-20 at an estimated financial outlay of Rs. 116.94 Cr. with GoI Contribution: Rs. 100.00 Cr. and Pvt. Contribution Rs. 16.94 Cr.

1.4 Initially the scheme ‘Financial Support to MSMEs in ZED Certification Scheme’, was launched by the Hon’ble Prime Minister on 18.10.2016 for 22,222 MSMEs during 12th Five Year Plan with the total Project Cost of Rs. 491.00 crore (Govt. of India Contribution amounting to Rs. 365.00 crore and beneficiaries’ contribution of Rs 126.00 crore). The Scheme is Up-scaled to enhance the registration by provisioning handholding support to MSME even after the Desktop Assessment to enhance their manufacturing competitiveness and to adopt the pilot project/technologies available or developed by Central/State Government bodies like CSIR, BARC, DRDO, etc. to move on the ZED journey.

2.0 **OBJECTIVES OF THE SCHEME:**

The scheme envisages promotion of Zero Defect and Zero Effect (ZED) manufacturing amongst MSMEs and ZED Assessment for their certification with the following objectives:

- To promote adaptation of Quality tools/systems and Energy Efficient manufacturing.
- To encourage MSMEs to constantly upgrade their quality standards in products and processes.
- To drive manufacturing with adoption of Zero-Defect production processes and without impacting the environment.
Under the scheme 28,570 MSMEs are targeted to be rated for Desktop Assessment. 429 MSMEs will be assisted for moving towards Zero Effect Solutions and Gap Analysis, Handholding, Consultancy for improving their rating, etc., 708 MSMEs will be assessed/ rated & certified, 100 MSMEs will be assessed & certified for Defence sector, additionally 100 MSMEs will be supported for Re-assessment/ Re-rating for improving their rating.

3.0 DETAILS OF THE SCHEME:

3.1 ABOUT ZED MATURITY ASSESSMENT MODEL:

The ZED Maturity Assessment Model has been conceived and structured to offer graded benchmark levels of a MSME’s performance through a set of standard enablers and outcomes focused on quality and environmental performances.

ZED certification of MSMEs to undertake quality intervention through ZED Maturity Assessment Model implementation to enhance their productivity and competitiveness by improving quality and reduction in wastage and pollution. It also has a lot of social benefits in terms of training of labour, creation of knowledge, increased labour productivity, lower input and introduction of new production equipment/methods in manufacturing and development of quality conscious work culture in society.

There are various parameters on which the MSME will be assessed and certified. The composition of parameters may change as per sector of operation of the applicant MSME. In addition to 50 assessment parameters there would be additional 25 parameters for obtaining ZED-Defence Certification. Complete details of all ZED parameters will be made available on www.dcmsme.gov.in / www.zed.org.in.

- The MSME applicant is required to be assessed on identified 20 mandatory parameters and at least 10 other parameters (as per the MSME’s NIC Code, i.e. sector of operation and type of industry). Hence, the MSME will be rated on a minimum of 30 parameters.
- MSMEs may seek ZED rating on more than 30 parameters as per the processes and systems available at the MSME.

3.2 SCHEME PROCESS FLOW:

(a) Online ZED Registration
(b) Online Self-Assessment
(c) Desktop Assessment & Analysis:
(d) Site-Assessment and Rating/Certification OR
(e) Gap Analysis, Handholding & assistance in moving towards Zero Effect manufacturing
(f) Re-Assessment

Note: After Desktop Analysis, the MSME will have an option for either Site-assessment/Rating or for Consultancy (gap analysis and handholding). The MSME will also be provided financial support for adopting Zero Effect technologies.

4. Scheme Component

4.1 Awareness & Training: Following activities have been planned as briefed below:

a) Industry Awareness Programmes/One-day Industry Awareness Programmes will be conducted for industry clusters/MSMEs. These programmes will be organized
by QCI/ NPC/ Chambers/ MSME-Development Institutes/ implementing agencies (IAs). These programmes will motivate MSMEs to adopt ZED. Amount up to Rs.70,000 / per programme of one day duration is admissible.

b) Workshops: 2 days Regional/ State/ National Workshops will be conducted for all stakeholders including the State Industry Department & MSMEs. These workshops will be organized by QCI/ NPC/Chambers/MSME-Development Institutes/ Implementing Agencies (IAs). Amount up to Rs.5.00 lakhs / per day / per programme of two days duration is admissible. Charges on pro rata basis depending on number of days is allowed.

c) Onsite Training for Enterprise Capacity Building for NER, J&K, industrially backward and remote areas etc.: Onsite trainings of 5-days duration will be conducted to thoroughly train MSMEs of NER and J&K, industrially backward and remote areas etc., for capacity building. Onsite Training will be conducted by QCI/ NPC/ Chambers/ MSME-Development Institutes/ Implementing Agencies (IAs). Depending on the need of the MSMEs of the area, 5-days training may be conducted as 2 trainings of 2/3 days duration each at different locations. These two training (2/3 days) will be considered as one training only. Amount up to Rs.5.00 lakhs / per programme of five days duration is admissible. Charges on pro rata basis depending on number of days is allowed.

d) Training of officials of implementing agencies: The theoretical as well as practical holistic residential training programme of 5 days duration will be organised to thoroughly train officials. The training programme will be conducted by QCI & NPC/ Chambers/ MSME-Development Institutes/ Implementing Agencies (IAs)/NMIU. The capacity is to be around 15 officials per training programme. Amount up to Rs.5.00 lakhs / per programme of five days duration is admissible.

e) Consultants Training: See (g)

f) Assessors Training: See (g)

g) Master Trainers’ Training: The theoretical as well as participative/practical holistic training programme of 5-days duration will be organized to thoroughly train Consultants, Assessors and Master Trainers with the examination, which is essential to pass. The training programme will be organized by QCI / NPC/ Chambers/ MSME-Development Institutes/ Implementing Agencies (IAs)/NMIU. Amount up to Rs.5.00 lakhs / per programme of five days duration is admissible. Charges on pro rata basis depending on number of days is allowed.

h) International Benchmarking, Learning Best Practices, International Trainings relating to ZED including QMS/QTT, productivity, travels related to IAF/PAC foreign visits by delegations etc.: The proposal relating to the activity will be prepared by NMIU in consultation with relevant stakeholders, which will be considered on case to case basis on merit by the O/o DC (MSME). The delegation will comprise officials of office of DC (MSME)/ IAs/NMIU.

4.2 MIS

The scheme will be e-enabled and all applications of MSMEs will be received and processed online which will be managed/developed under the overall supervision of office of AS&DC (MSME). There will also be e-learning modules for MSMEs and IAs.

4.3 Assessment & Rating/Re-rating:

The following assessment activities have been planned as briefed below:

a) Desktop Assessment & analysis

This is a core activity under the scheme. 28,570 MSMEs will be given financial assistance for opting desktop assessment which will enable them for
consultancy and handholding support etc., for obtaining ZED certification or moving towards ZED journey.

After free on-line Self- assessment by MSMEs for their enterprise on e-platform., Desktop Assessment will be conducted. The total cost of Desktop Assessment (DA) is Rs. 10,000/- per MSME. This will be done through assessor[s] by NMIU/empanelled Rating Agencies / Implementing Agencies who will then suggest the MSME on possible interventions required.

Payment of beneficiary contribution: MSMEs opting for desktop analysis have to pay only their contribution i.e., Rs. 2,000/- for Micro, Rs. 4,000/- for Small & Rs. 5,000/- for Medium Enterprises.

b) Assistance to MSME sector for Consultancy, Gap Analysis, Handholding & to move towards Zero Effect solutions by Consultants through NMIU/IAs.

After rating, interested MSMEs will be given financial support for Gap Analysis, Handholding and Consultancy for improving their rating and assistance on adopting measures for moving towards zero effect. MSME may opt for handholding after Desk Top assessment

or after site assessment. Expenditure on this activity will be limited to Rs. 5.00 lakh per MSME subject to actual expenditure.

Quality Council of India (QCI) will be continued as implementing agency and more implementing agencies may be roped on need basis. NMIU at the office of DC MSME shall prepare detailed operational guidelines for this.

c) Assistance to MSME sector for pilot-project implementation with available/developed technologies by Central/State Government bodies to move towards zero effect manufacturing and for acquisition of cleaner/efficient technologies to support MSMEs.

A provision is made for assistance to MSME sector for pilot-project implementation with available / developed technologies by Central/ State Government bodies like CSIR, BARC, DRDO etc., to move towards zero effect manufacturing & for acquisition of cleaner/ efficient technologies to support MSMEs.

A mechanism shall be developed by NMIU for evaluation of the proposal with technical & financial aspects for usefulness to the MSME received from the Central/State Government bodies in consultation with concerned consulting organization.

d) Site Assessment and Rating by QCI accredited and empanelled Rating Agencies, Certification Bodies etc.

This activity under the scheme may be opted after the Desktop Analysis or Handholding. The detailed site-assessment will provide the applicant MSME with a holistic and integrated ZED Score (of its system and processes) and Rating (if applicable). It will also attempt to provide information useful for identifying and improving on the weak links in the unit’s manufacturing processes and suggesting improvements. Site-Assessment will be carried out by the empanelled Rating Agencies, Certification Bodies/ IAs as approved by DC office.

Site-Assessment cost: The total site-assessment cost of Rs 80,000/- will be fixed irrespective of category of enterprise as assessment parameters are same for Micro or Small or Medium enterprises. This includes Rs. 10,000/- for Rating/Certification cost.
Subsidy for Micro, Small & Medium Enterprises will be 80%, 60% and 50% respectively. Preference will be given to small enterprises to enable them to grow. The number of micro enterprises shall not be more than 50%. There will be special emphasis on SC/ST & woman entrepreneurs.

e) Additional rating for Defence i.e. Assessment by empanelled Rating Agencies, Certifications Bodies etc. for ZED-Defence.

In addition to 50 assessment parameters there would be additional 25 parameters for obtaining ZED-Defence Certification. An MSME will only be eligible to apply for assessment on ZED-Defence if they are successful in obtaining at least Bronze Rating on the assessment done on 50 parameters.

Additional rating for Defence angle i.e. Defence ZED by empanelled Rating Agencies/other Implementing Agencies as approved by DC Office.

f) Re-Assessment/Re-Rating by QCI accredited empanelled Rating Agencies, Certification Bodies etc.

After Gap Analysis, Handholding, Consultancy for improving rating of MSMEs by Consultants, MSMEs can go for re-assessment of their ZED rating. MSMEs can also go for re-assessment of their ZED rating without opting for activity Gap Analysis, Handholding and Consultancy for improving rating of MSMEs. MSMEs will be given financial assistance. However, in case of no improvement in Rating (say if MSME was having no rating and goes for re-assessment and does not graduate to Bronze Rating or above then it will be treated as no improvement) no financial assistance will be given to the MSME and cost of re-assessment i.e., Rs 40,000/- will be fully borne by the MSME. NMIU may develop a detailed mechanism for compliance.

g) Surveillance Assessment

A surveillance assessment will be carried out by NMIU/IAs through empanelled Rating Agencies, Certification Bodies etc. Surveillance Assessment will only be applicable to MSMEs which have obtained at least Bronze rating. MSME have to pay full cost (Rs. 40,000/-) in advance to NMIU. There will be no subsidy on this component.

The result in reduced rejection and higher revenues for MSMEs will be measured during the process of re-assessment/surveillance phase or after consultancy/handholding activities.

h) Reporting of periodic effect on the environment of the MSME after implementation of ZED Scheme

NMIU will submit a Report on the periodic effect on the environment of MSME after implementation of ZED scheme on yearly basis at the end of every financial year. NMIU may put in place a suitable mechanism for monitoring the periodic effect on environment of the MSME.

i) Market Research and Analysis and validation of reasonable sample of total certification with reports for each half year on trends and other important findings by NMIU

The above work will be executed by NMIU. The finding will provide useful inputs for continuance of the scheme in future. Market Research and Study shall be limited to Rs. 50.00 Lakh subject to actual expenditure and shall be done with the approval of committee.

j) Promotion and Branding
I. Print of Newsletters (Quarterly) and Review Report (Yearly)

II. Advertisement and Brand Promotion

The wide publicity through Advertisements and Media Campaigns etc. is required for brand promotion. This work will be done by O/o DC (MSME), Field formation of O/o DC (MSME) and IAs.

k) Misc. Expenses and contingencies

Activities like Independent verification of results, documentation, Administrative expenses, printing of guidelines, purchase of office automation equipment, assistance to field formation of O/o DC (MSME) for their role in implementing the scheme, etc.

5. NMIU

A National Monitoring and Implementing Unit (NMIU) shall be setup in the O/o DC (MSME) to take care of facilitation, implementation and monitoring of the scheme, involving implementing agencies in accordance with established procedure.

6. Implementing Agencies

Quality Council of India (QCI) will be continued as implementing agencies and more implementing agencies may be roped on need basis i.e. MSME DIs/TCs/Central Government/State government and its institutions. The detailing shall be done by the NMIU.

7. Eligibility Criteria

All MSMEs registered under MSMED Act, 2006 as amended from time to time and also to MSMEs which are included as par executive orders issued by AS&DC(MSME) consistent with MSMED Act from time to time.

8. Implementation Arrangements

The scheme will be implemented on MSMEs spread all over the country for all manufacturing sectors. The Scheme will be implemented by National Monitoring and Implementing Unit(s) (NMIU), under the overall directions of DC (MSME) and PMAC. NMIU will be responsible for facilitating, implementing, coordinating and monitoring of the scheme. A three tier structure is being implemented in the Scheme.
9. **Approval Process**

All activities under the scheme shall be put up by NMIU to PMAC for approval.

10. **Project Monitoring and Advisory Committee (PMAC)** - At the highest level, PMAC will guide, review, monitor and provide overall direction for implementation of the scheme and will be headed by the Development Commissioner (MSME). PMAC will have overall responsibility for policy formulation, scheme implementation and monitoring. It will be empowered to take all key decisions related to the scheme and to approve modifications/procedural changes in the guidelines for operational expediency. PMAC would deliberate on the issues put up by NMIU/IAs. It would lay down the detailed implementation strategy for the NMIU. It would also consider the recommendations of NMIU/IAs on each application. The constitution of the PMAC will be:

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<td>1.</td>
<td>AS &amp; DC, MSME</td>
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<td>7.</td>
<td>Rep. of expert Agencies like QCI, CSIR, NPC, etc., and rating agency</td>
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<td>Rep. of concerned Industry Associations/chambers</td>
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<td>9.</td>
<td>ADC/JDC (MSME-DIs) at D/o DC(MSME)/Director of MSME-DI concern/Invitee</td>
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<td>10.</td>
<td>JDC/Director/Nodal officer handling the scheme in D/o DC, MSME</td>
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<td>11.</td>
<td>Special invitees / experts/ consultants</td>
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PMAC will hold its meeting as and when required.
“THE PATENT SYSTEM ADDS THE FUEL OF INTEREST TO THE FIRE OF GENIUS”

Abraham Lincoln