
Promotional Initiatives of MSME

**By Ministry of Micro, Small & Medium Enterprises,
Government of India**

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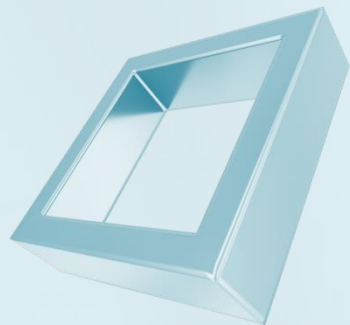
Ministry of Micro, Small & Medium Enterprises, Government of India

MISSION



Ministry of Micro, Small & Medium Enterprises (M/o MSME) envisions a vibrant MSME sector by promoting growth and development of the MSME Sector, including Khadi, Village, and Coir Industries, in cooperation with concerned Ministries/Departments, State/UTs Governments, and other Stakeholders, through providing support to existing Enterprises and encouraging the creation of new Enterprises.

Classification of Micro, Small & Medium Enterprises



MSME Classification

Type of enterprise	Investment In P&M		Turnover	
	Rs Crore	USD(\$)	Rs Crore	USD(\$)
Micro	1	127665	5	638325
Small	10	1276650	50	6383250
Medium	50	6383250	250	31916252



MSMEs - a key sector of the Indian Economy

- ✓ Providing large employment opportunities at comparatively lower capital cost than large industries.
- ✓ Helping in industrialization of rural and backward areas.
- ✓ Reducing regional imbalances and assuring more equitable distribution of national income.
- ✓ Enormous contribution to the socio-economic development of the country.

MSMEs Output

45%

National Manufacturing
Output

45%

Total
Exports

7.09%

of GDP from
Manufacturing

30.50%

of GDP from Service
Activities

MSMEs Numbers & Employment

111

Million

people employed in the
sector

92.51

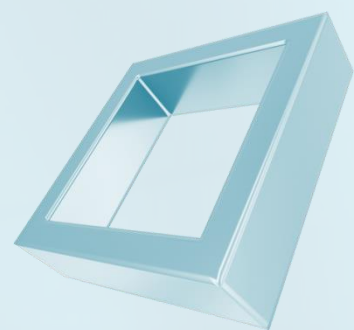
(88.40 Micro, 3.76 Small & 0.37 Medium)

Million

Number of Enterprises

Ministry of Micro, Small & Medium Enterprises, Government of India

INITIATIVE's Objectives



The schemes/ programmes undertaken by the Ministry and its organizations seek to facilitate/provide:

- I. Adequate flow of credit from financial institutions/banks;
- II. Support for technology upgradation and modernization;
- III. Integrated infrastructural facilities;
- IV. Modern testing facilities and quality certification;
- V. Access to modern management practices;
- VI. Entrepreneurship development and skill up-gradation through appropriate training facilities;
- VII. Support for product development, design intervention and packaging;
- VIII. Welfare of artisans and workers;
- IX. Assistance for better access to domestic and export markets and
- X. Cluster-wise measures to enhance domestic and global competitiveness of MSMEs, provide access to advance technologies, various measures for energy efficiency & adoption of green technologies, capacity-building and empowerment of the MSME units through many other initiatives across the cluster.

Promotional Initiatives

*By Ministry of MSME, Govt. of India for the
MSMEs*



DIGITAL PLATFORMS for MSMEs

For schemes
implementation, grievances,
monitoring, tendering, other
support etc.

UDYAM REGISTRATION

Through online portal - paperless registration (free of cost).

Micro	Small	Medium	Total
92.51	0.36	3.76	88.40

<https://udyamregistration.gov.in/>



MSME CHAMPIONS Portal

The single window system to help the MSMEs in terms of finance, raw materials, labour, permissions etc, capture new opportunities in manufacturing and services sectors.

<https://champions.gov.in>





MSME Sambandh

Public Procurement Policy
Monitoring information to
MSMEs on products
procured by Central
Govt./PSUs/Autonomous
Bodies.



MSME SAMADHAAN

Delayed Payment Monitoring
System

**16601 Cases Disposed by
MSEFC Council till date**



E-Marketing

MSMEs supported for e-
Marketing through GeM
portal

**E-Tendering activities by
all CPSUS/PSUs under
PPP**

<https://etenders.gov.in/>

The government has introduced GST with effect from 1st July 2017. Accounting and Billing Software products that are being made available free of cost to all tax payers (including MSMEs) of annual turnover < INR 1.5 crore).

<https://gstn.org.in/empaneled-companies>

Online application for implementation of schemes under the Ministry

<http://my.msme.gov.in/> is a single platform for schemes and programme under the Ministry i.e.

- Credit Linked Capital Subsidy Scheme
- Cluster Development Programme Credit Guarantee (CGTMSE).
- Prime Minister Employment Generation Programme (PMEGP).
- A Scheme For Promoting Innovation, Rural Industry & Entrepreneurship (ASPIRE)
- Scheme of Fund for Regeneration of Traditional Industries (SFURTI)
- MSME Innovative, MSME Sustainable (ZED).

Many more digital would also be taken up in forth coming years

DIGITAL INDIA

Digital India is a flagship programme of the Government of India with a vision to transform India into a digitally empowered society and knowledge economy, where MSMEs play a major role in facilitating and using initiatives like

INFRASTRUCTURE

(AADHAAR, BHARAT BROADBAND NETWORK (BBNL), CENTRE FOR EXCELLENCE FOR INTERNET OF THINGS (COE-IT), Security Quality Management Services. CERT-In, DIGILOCKER, DIGITAL SAKSHARTA ABHIYAAN (DISHA), DIRECT BENEFIT TRANSFER (DBT), MEGHRAJ, Open Government Data (OGD) Platform India-, SINGLE WINDOW INTERFACE FOR TRADE (SWIFT)

SERVICES

AGRI MARKET APP, BHIM (BHARAT INTERFACE FOR MONEY), e-Sampark is a mechanism to connect the government directly with citizens across India by running mailer, outbound dialing and SMS campaigns, Electronic Transaction Aggregation & Analysis Layer (e-Taal) for e-governance projects, Geographic Information System (GIS Software) GST System Project, KNOWLEDGE MANAGEMENT SYSTEM (KMS),

Website: <https://kms.negd.in> ,

LEARNING MANAGEMENT SYSTEM (LMS), MCA21 project, which enables easy and secure access to MCA services in an assisted manner for corporate entities, professionals, NATIONAL CAREER SERVICE PORTAL, STARTUP INDIA PORTAL AND MOBILE APP, SWATCH BHAARAT APP, UMANG (Unified Mobile Application for New-Age Governance) is one of the key initiatives under the Digital India program

EMPOWERMENT

AADHAAR ENABLED PAYMENT SYSTEM (AEPS), Open Forge is the Government of India's platform for open collaborative development of e-governance applications.

These digital initiatives are very much useful to MSMEs while making their business activity directly/directly.



Khadi & Village Industries Commission

The Khadi & Village Industries Commission (KVIC), established under the Khadi and Village Industries Commission Act, 1956 (61 of 1956), is a statutory organization engaged in promoting and developing khadi and village industries for providing employment opportunities in rural areas, thereby strengthening the rural economy.

Important Schemes - PMEGP

Coir Board for promoting overall development of the coir industry and improving the living conditions of the workers engaged in this traditional industry.

<http://coirboard.gov.in/>

National Small Industries Corporation Limited - to promote and foster the growth of micro and small enterprises in the country, generally on commercial basis.

<http://www.nsic.co.in>

National Institute for Micro, Small & Medium Enterprises

<http://nimsme.org/>

[Details http://www.kvic.org.in/newwebsite/index.html](http://www.kvic.org.in/newwebsite/index.html)

Khadi & Village Industry – Two National Heritages

- Creates sustainable employment to rural artisans at a very low per capita investment.
- Serves the basic needs of processed goods of the rural sector.
- Potentially strong clientele among the middle and upper echelons of the society.

Coir industry- An Agro-based Export Oriented Industry

- Ministry is promoting Coir Industry through specialized scheme “Coir Vikas Yojana (CVY)-from waste to wealth” with focus on skill & technology up gradation as well as domestic & export market promotion etc.
- Potential to enhance exports by value addition through technological interventions and diversified products like Coir Geo Textiles etc.

National Small Industries Corporation Limited

- Credit Facilitation Through Bank-facilitates MSME in accessing credit support (fund based or non-fund based limits)
- **Raw Material Assistance(RMA)** Scheme aims at helping MSMEs by way of financing the purchase of Raw Material (Both indigenous & imported)
- NSIC enlists Micro & Small Enterprises (MSEs) under **Single Point Registration** scheme (SPRS) for participation in Government Purchases

National Institute for Micro, Small & Medium Enterprises

- **To provide, supervise and plan training for persons engaged in small industry development and management activities.**
- To enter into and executive technical assistance/agreements with international or other organizations for the provision of services for the development of small industry.

Digital MSME Scheme (Under Approval)



Vision

Digitally Empowered MSMEs

Motivate MSMEs to adopt digital tools, applications and technologies in their production & business processes with a view to improve their competitiveness in domestic and global markets



Mission

Digitization and Digitalization

To benefit in terms of standardization of their business processes, improvement in delivery time, reduction in inventory carrying cost, improvement in productivity and quality of production, controlling cost & time, improved customer satisfaction etc

Key Indicative Outcomes

Develop a digital identity for MSMEs

Promote digitisation and digitalization among MSMEs

Help MSME select the right digital solution(s)

Digital offerings through direct procurement or through an e-market

Provide customized digital solutions

Handholding support and customer care

Retention and staying on

Digital Solutions available to the MSMEs through Digital Scheme

OPTION 1

Subscription Model

- Development of website / app
- ERP Suite / Toolkit / Support through 3 different levels

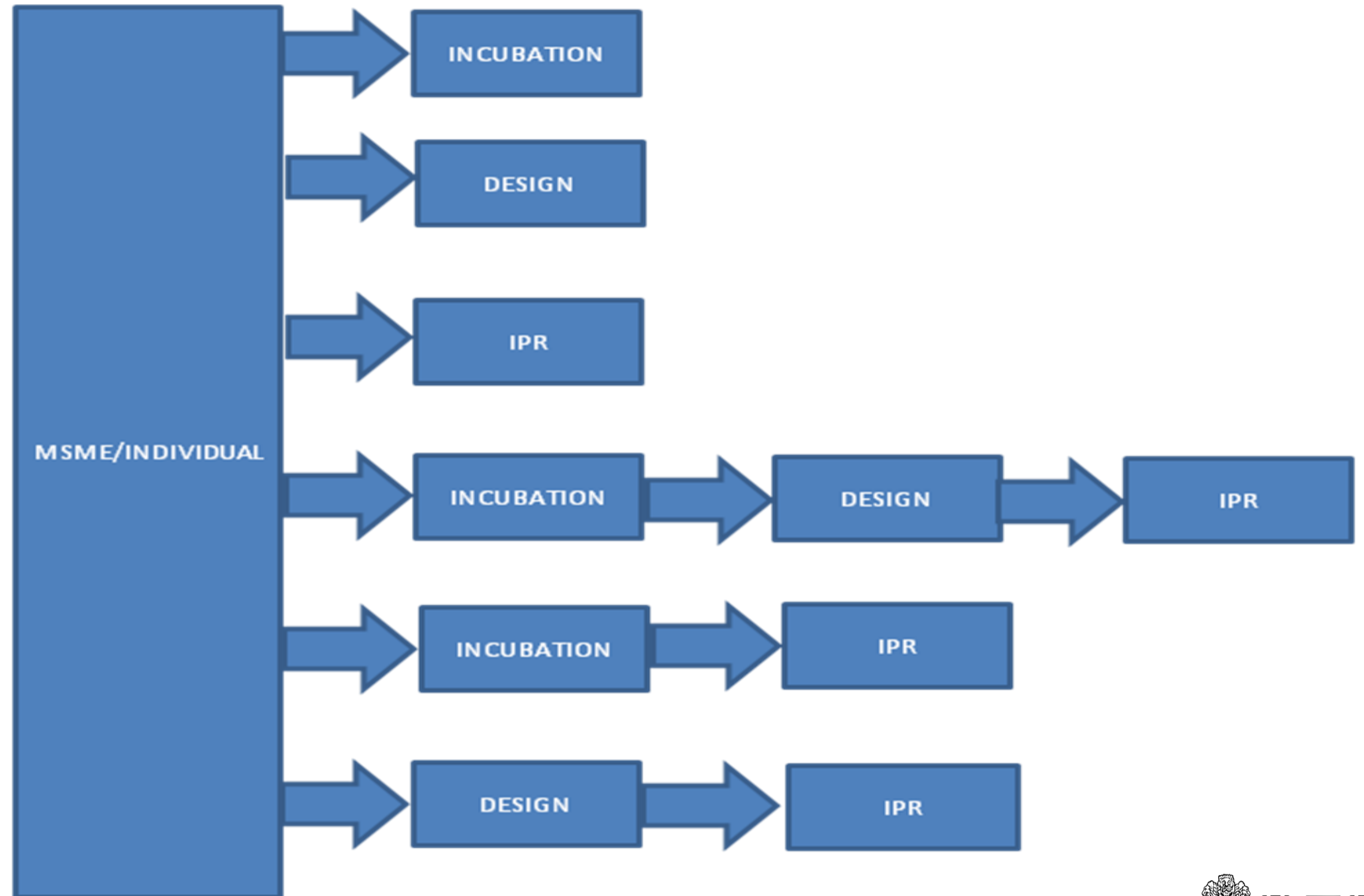
Interoperability with ZED & LEAN Schemes of MoMSME.

OPTION 2

Direct Procurement

- E-market platform with E-auction facility and payment gateway(s) where an empaneled group of service providers will put out their quotes against the demand raised by MSMEs .

MSME Innovative Scheme Interoperability



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THANK YOU



सत्यमेव जयते

MSME

MICRO, SMALL & MEDIUM ENTERPRISES

सूक्ष्म, लघु एवं मध्यम उद्यम