



E-NEWS LETTER

OCTOBER - 2019

**MSME – DEVELOPMENT INSTITUTE
MINISTRY OF MSME
GOVT. OF INDIA**

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ZERO DEFECT ZERO EFFECT (ZED) SCHEME

The scheme is an extensive drive to create proper awareness in MSMEs about ZED manufacturing and motivate them for assessment of their enterprise for ZED and support them. After ZED assessment, MSMEs can reduce wastages substantially, increase productivity, expand their market as IOPs, become vendors to CPSUs, have more IPRs, develop new products and processes etc.

Scheme: Financial support to MSMEs in ZED certification Scheme

- Assessment/Rating by empanelled Credit Rating Agencies/other Agencies valid for 4 years (Ministry of MSME will subsidize* 80% of Micro, 60% of Small, 50% of Medium Enterprises' Certification Fee: average 70% of Fee) (Assessment Fee Rs. 10,000/- & Rs 80,000/- per enterprise respectively for Desktop Assessment and ZED rating Complete Assessment).
- Additional rating for Defence angle i.e. Defence ZED by empanelled Credit Rating Agencies/other Agencies valid for 4 years (Ministry of MSME will subsidize* 80% of Micro, 60% of Small, 50% of Medium Enterprises' Certification Fee: average 70% of Fee) (Assessment Fee Rs. 40,000/- per enterprise.)
- Gap Analysis, Handholding, Consultancy for improving rating of MSMEs by Consultants through QCI/NPC, Field formations of O/o DC-MSME viz. MSME-DI, MSME-TC including its autonomous bodies, BEE etc. (Ministry of MSME will subsidize* 80% of Micro, 60% of Small, 50% of Medium Enterprises' Consultancy charges: average 70% of Fee) (Hand holding charges Rs. 1.9 Lakh per enterprise whereas in case of MSMEs owned by SC/ST entrepreneurs additional support of Rs 10,000/- will be provided.)
- Re-Assessment/Re-Rating by Credit Rating Agencies & Other Agencies (Ministry of MSME will subsidize* 80% of Micro, 60% of Small, 50% of Medium Enterprises' Certification Fee: average 70% of Fee) (Assessment Fee Rs. 40000/- per enterprise.)

Who can be benefited: Manufacturing Micro, Small & Medium Enterprises.

How to Apply: As per the application Annexure-3 in the scheme guidelines at www.dcmsme.gov.in apply to NMIU for participating under the scheme for availing the benefits. MSMEs may register free of cost.



The screenshot shows the 'My MSME' portal interface for the ZED Scheme. It displays key statistics: 2745 Physical Units (2019-20) and 0.00 Financial Units (2019-20) for MSMEs. A 20003 Physical Units (2019-20) and 24.33 Financial Units (2019-20) are also shown. Below these are sections for 'PART 1 (BUDYOG AADHAR RELATED)' with fields for '1. Udyog Aadhar Number', '2. PAN Number', and 'Verification Code'. A 'ZM-FNP' logo is visible. To the right, there is a 'Description' section detailing the scheme's objectives and a table of 'Assessment & Rating/Re-rating/Gap analysis/Hand holding' with columns for 'Assessment' and 'Rating/Re-rating/Gap analysis/Hand holding'. The table lists various assessment types and their corresponding fees and subsidies.

INDUSTRIAL MOTIVATIONAL CAMPAIGN (IMC) FOR UNEMPLOYED YOUTH

Thiruvallur District

Two Days Industrial Motivation Campaign was organised by MSME-DI, Chennai at Sevalaya Community college Kasuva, Tiruvallur, Thiruvallur District in association with Lead Bank and District Industries centre from 30.10.2019 to 31.10.2019. The campaign was co-ordinated by Shri. Kiran Dev, Assistant Director, MSME-DI, Chennai. About 77 people have attended and made aware of both Central & State Government schemes for MSMEs development in that district. The potential for enterprises development in the district was elaborately discussed among the participants.



ENTREPRENEURSHIP SKILL DEVELOPMENT PROGRAMME

Vellore District

Six weeks Entrepreneurship Skill Development Programme on Computing Accounting with TALLY for unemployed Youth was conducted from 23.09.2019 to 31.10.2019 at Sankaranpalayam, Vellore District.

The programme was inaugurated on 23.09.2019, at M/s. Annai Educational Trust Hall, Sankaranpalayam, Vellore District. 30 participants were attended. The Programme was co-ordinated by Shri. A Ravi Kumar Investigator, MSME-DI, Chennai



ZED AWARENESS PROGRAMME

Coimbatore District

Br. MSME DI, Coimbatore organized One Day Awareness Programme on Financial Support to MSMEs in ZED certification Scheme in association with COSIEMA at COSIEMA Hall, SIDCO Indl. Estate, COIMBATORE on 23.10.2019. Entrepreneurs / Enterprises' Representative of total about 81 participants attended the awareness programme.



IPR AWARENESS PROGRAMME

Kanchipuram District

The One day awareness /sensitization programme on Intellectual Property Rights was organized in association with NASSCOM, Chennai on 16.10.2019 at Hotel Aloft, Shollinganallur, Kanchipuram District.



The main objective of this awareness /sensitization programme on Intellectual Property Rights is to create awareness on IPR and schemes of this ministry to the clusters/SPVs and associations of MSMEs.

SPECIAL VENDOR DEVELOPMENT PROGRAMME FOR SC/ST

IOCL Chennai - In association with MSME-DI Chennai & NSIC National SC, ST Hub Office (NSSHO) organized Special Vendor Development Program at MSME-DI Chennai Campus. Totally 84 Entrepreneurs from SC and ST were participated in the Program. Program was inaugurated by Shri S.Suresh Babuji Director In-Charge of MSME-DI Chennai. The list of Products for Procurement & E-Tendering Procedures of IOCL was detailed by Shri R. Sundareswaran, GM, IOCL Chennai. Public Procurement Policy-2012, reservation to SC/ST MSEs and other DC MSME Schemes were elaborated by Shri. Ramakrishnan, Deputy Director, MSME-DI Chennai. Shri T. Venkateswaran Zonal Head NSIC, Chennai explained about the Schemes of NSIC-NSSHO.



GLIMPSES OF MSME-DI REPRESENTATIONS IN VARIOUS MEETINGS

Shri. R Senthil Kumar Assistant Director, MSME-DI, Chennai attend the NEEDS & PMEGP District Level Task Force Committee Meeting at Collectorate conference Hall, Vellore on 17.10.2019



Shri. R. Vijayakumar Asst. Director, In-Charge, Branch MSME DI, Coimbatore along with other Industrial Office Bearers and officials from DIC met District Collector Shri. Rajamani IAS, on 03.10.2019 at Collectorate, Coimbatore requesting to identify Land for the proposed technology Centre, Coimbatore.



ENTERPRISES DEVELOPMENT CELL ACTIVITIES

VISITORS DETAILS FOR THE MONTH OF OCTOBER- 2019

SL.NO.	GENDER	NO.OF VISITORS	SOCIAL CATEGORY			TYPE OF ENTREPRENEUR		
			SC	ST	OTHERS	NEW	EXISTING	OTHERS
1	FEMALE	53	12	0	41	35	18	0
2	MALE	178	34	1	143	109	63	6
TOTAL		231	46	1	184	144	81	6

UAM REGISTERED DETAILS FOR OCTOBER - 2019

SL.NO.	DISTRICT	GENDER		TOTAL
		FEMALE	MALE	
1	CHENNAI	32	110	142
2	CUDDALORE	0	1	1
3	KANCHIPURAM	13	36	49
4	THIRUVALLUR	4	16	15
5	KANYAKUMARI	0	1	1
6	VELLORE	0	4	4
7	SIVAGANGAI	0	1	1
8	THIRUVANNAMALAI	0	1	1
9	VILLUPURAM	1	1	2
10	THANJAVUR	0	3	3
11	SALEM	1	0	1
12	THIRUCHARAPALLI	1	0	1
13	VIRUTHUNAGAR	0	1	1
TOTAL		52	275	222



IMPORTANT CONTACTS/MSME INSTITUTIONS IN TAMIL NADU

S.No	OFFICE ADDRESSES	E-Mail / Phone Numbers
Central Government		
1	MSME Development Institute, 65/1, GST Road, Guindy, Chennai-600 032,	Ph: 22501011-13, 22502416, 222501785 Fax: 222501475, 222501014 Em: dcdi-chennai@dcmsme.gov.in Web: www.msmedi-chennai.gov.in
2	Khadi and Village Industries Commission (KVIC) 326, Awai Shanmugam Road, Gopalapuram, Chennai-600 086	Phone: 044- 044-2835 1019 Email: sochennai.kvic@gov.in
3	COIR BOARD Regional Extension Centre Coir Board, Pillaiyarpatti Via Vallam Thanjavur-613403 Tamil Nadu, India.	Tel /Fax: +91-04362-264655 Em: cbrectnjcoirboard@gmail.com
4	National Small Industries Corporation (NSIC) NSIC Limited Branch Office New No 422(Old No 615), Anna Salai, Chennai-600006,(Tamil Nadu)	Tel: 044 28293347/28294541 /28294066/28292056 Fax: 044-28295791 Em: bochen@nsic.co.in
State Government		
7	The Commissionerate of Industries and Commerce SIDCO Corporate Office Building, Guindy Industrial Estate, Chennai 600 032.	Em: indcom@tn.gov.in . Web: www.msmeonline.tn.gov.in
8.	Tamil Nadu Small Industries Development Corporation Limited, Thiru Vi Ka Industrial Estate, Chennai - 600 032.	Telephone No: 22501461, 22501422, 22500073, 22500317, 22500289, 22501210 Fax No: 2250 0792 Em: corp.sidco@nic.in
9	Entrepreneurship Development and Innovation Institute – Tamil Nadu (EDII-TN) Parthasarathy St, Hindustan Teleprinters Staff Quarters, SIDCO Industrial Estate, Guindy, Chennai, Tamil Nadu 600032	Telephone : 044 2225 2082
10	Tamil Nadu Industrial Investment Corporation (TIIC), 473, Anna Salai, Nandanam, Chennai- 600 035	Ph: 044 – 24330689, 044 - 24330689, 24331485, 24331498, 24331203, Fax: 044-24347209



.....Micro, Small and Medium Enterprises – Development Institute Chennai, is a network of O/o the development commissioner for the state of Tamil Nadu under the Ministry of MSME, Government of India. The Organization was set up on 6th June 1954. During the last six decades the Organization has worked relentlessly towards converting the idle man power into resourceful entrepreneurs. The MSME – Development Institute, Chennai and Branch MSME – Development Institutes at Coimbatore and Tuticorin are providing a comprehensive range of facilities and services such as techno-managerial services, training needs, common facility workshop, laboratories, statistical and economic information in the state of Tamil Nadu & Puducherry. MSME - Development Institute, Chennai maintains close liaisons with State Government Departments and other agencies involved in the promotional and development activities of the State.