

Step-by Step approach to start an MSME

1. Identifying the opportunity It all begins with an Idea

The overriding reason for anyone to think of establishing a MSME unit can be summarised in one word - opportunity. An opportunity to provide a product or service, which can generate sufficient surplus. This is all the more true if one is a believer in the maxim, "Small is Beautiful".

However, ideas need to be filtered through a multi-layer sieve. This model is shown in the following flow:

- Does the idea fire up your motivation?
- Is it a viable business proposition in your area?
- Does it match the needs of your clientele?
- Check it out with basic market research
- Test it out at market place
- Consult with the experts
- Look out for competition in the field
- Is it a sunrise industry?
- Your business opportunity
- Project conceptualisation

Once the ideas are screened and a viable business opportunity emerges the project has to be conceptualised in all its dimensions. The 4 Ps of Project Conception is:

- **PRODUCT** (Shape, Size and Nature)
- **PROCESS** (Technology to produce the product)
- **PLACE** (Location of Plant)
- **PARTNER** (Technological or Financial Collaborator)

2. Making a Product Choice

In a project conceptualisation stage while making a product choice following factors are related to product need to be considered:

- Product Line - Depth, Width
- Packaging
- Branding
- Warranties
- After Sales Service

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Some other factors that one should consider while finalising the product choice are:

- Ease of availability of raw-material
- Process Technology
- Accessibility to the market
- Incentive and support from Government

Market information is also important for product selection. Products, which are likely to have a number of players in the market, are best avoided. Some such products in the recent past have been plastic footwear, audio cassettes, disposable gloves and bulk drugs.

In case the entrepreneur is looking for a product, which has export potential, the following additional questions need to be asked:

- What should be the contents of export-product portfolio?
- What are the special requirements for packaging if one has to export the products?
- What product adaptations are needed to be made for exporting a product to a specific country?
- Are any WTO conditionality's involved e.g. "child labour free", ISO 9000 certified, GMP followed etc.

The development of export-product portfolio can be done by considering 4 parameters viz.

- External demand conditions
- Internal supply capability
- Complexity of marketing tasks
- Amount of investment required to penetrate the market

Analysis can be conducted using this four dimensional model. The obvious choice is a product which scores a high rating on first two parameters and low rating on last two parameters.

EXIM (Export Import Bank of India) Bank has also developed an excellent model to conduct the export-product portfolio analysis based on three parameters viz.

- Supply Capability In Product Group
- Domestic Environment
- Export Market Attractiveness

This analysis gives rise to product groups with high potential or low potential.

With regard to special packaging requirements one has to be careful about laws of the country one is exporting to. For instance, while exporting to Australia, wooden-packaging cannot be done.

Product adaptations for country's specific needs look into things like whether voltage supply is 220V or 110V for electric appliances and for automobiles whether left-hand drive or right-hand drive is appropriate.

It has now become important to understand the implications of the various agreements which form part of WTO.

Once the product is finalised, choices of process technology emerge.

3. Process Selection

Choices of process technology emerge once the product is finalised. For some complex products, process know how has to be imported. In such cases agreements for technology transfer should be made with due care to safeguard interest. A lot of appropriate technology is being developed at CSIR and Defence Research Labs and some of this technology can now be bought. Indigenously developed process know-how has intrinsic benefits such as appropriateness and relative inexpensiveness.

While checking out on a process technology, the following things need to be considered with utmost care:

- Whether process requires very high level of skilled workers or complex machines?
- Whether process requires large quantities of water and/or power?
- Whether any process or product patent needs to be honoured while utilising the selected process technology.
- Any special pollution or environmental regulations.
- Finally, the appropriateness to the Indian environment and conditions.
- Machinery and equipment

One of the major deficiencies in the micro, small and medium enterprises scenario is the prevalence of outdated production and

management methods hindering the efficient operation of micro, small and medium- scale units. It was also found that the most important reason for the reluctance of the small industrialists to install modern machinery and equipment was the lack of investible funds.

4. Arranging Finance

No MSME unit can take off without monetary support. This need for finance can be classified into following types:

- Long and medium term loans
- Short term or working capital requirements
- Risk Capital
- Seed Capital/Marginal Money
- Bridge loans

Financial assistance in India for MSME units is available from a variety of institutions. The important ones are:

- (i) Nationalized/Commercial/Regional Rural/Co-operative Banks.
- (ii) SIDBI: Small Industries Development Bank of India (refinance and direct lending)
- (iii) SFCs/SIDCs: State Financial Corporations (e.g. Delhi Financial Corporation)/State Industrial Development Corporations.

Long and medium term loans are provided by SFCs, SIDBI and SIDCs. Banks also finance term loans. This type of financing is needed to fund purchase of land, construction of factory building/shed and for purchase of machinery and equipment. The short-term loans are required for working capital requirements, which fund the purchase of raw materials and consumables, payment of wages and other immediate manufacturing and administrative expenses. Such loans are generally available from commercial banks. The commercial banks also sanction composite loan comprising of working capital and term loan up to a loan limit of Rs.1 crore.

The Central Govt. Scheme for availing loan through banks is

1. MUDRA (<https://www.mudra.org.in/>)
2. STANDUP INDIA (<https://www.standupmitra.in/>)
3. CGTMSE (<https://www.cgtmse.in/>)

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The Central Govt. Scheme for availing loan using subsidy scheme through KVIC, DIC, KVIB, Coir Board & Banks is

1. Prime Minister Employment Generation Programme
<https://www.kviconline.gov.in/pmegpeportal/pmegphome/index.jsp>

The Tamil Nadu State Govt. Scheme for availing loan using subsidy scheme through DIC & Banks is

1. Unemployed Youth Employment Generation Programme
<https://www.msmeonline.tn.gov.in/uyegp/index.php>
2. New Entrepreneur Cum Enterprises Development Scheme
<https://www.msmeonline.tn.gov.in/needs/index.php>

For loans from financial institutions and commercial banks a formal application needs to be made. The details of documentation that need to be provided with the loan application are indicated below:

- Documentation for Loan Application
- Proof of Possession of Land/Building (Land Sale Deed / Rental Agreement copy)
- Identity Card Proof and Address Proof / KYC Documents
- Partnership Deed / Memorandum of Associations and Articles of Associations of Company
- Detailed Project Report
- Budgetary Quotations of Plant and Machinery
- Budgetary Quotations for Raw Materials
- Balance Sheet and Profit Loss Statement for last three consecutive years of firms owned by promoters
- Income Tax Assessment Certificates of Partners/Directors
- Last 6 month bank statement and CIBIL Score
- NOC from Pollution Control Board consent establishment if any
- Land conversion to industrial area if any
- Architect's estimate for construction cost and Plant Layout Approval for Construction if any

A sanction or rejection letter is issued by bank after its assessment of the application. After receiving a sanction letter, applicants need to indicate in writing their acceptance of terms and conditions laid down by FI/Banks.

Subsequently, loan is disbursed according to the phased implementation of the project. In today's environment there are other choices apart from commercial banks and Government

owned financial institutions. These options include venture capital funds and non-government finance companies.

5. Construction of Building

Once an industrial plot for the unit is secured, then the next job is that of finding a suitable architect. Design of factory building has to be in consonance with the type of industry and have an appropriate plant layout.

An architect's estimate of building construction is essential for loan applications. Further, architect's certificate for money spent on building is needed for disbursement of loan.

6. Procedures for purchase of machinery

- The purchase of new machinery can be done through quotations obtained from the original manufacturer or reseller with GST / Tax for submitting the online application of subsidy and non-subsidy scheme.
- The machinery can be purchased after sanction the loan amount from the bank.
- In case of imported machines, the procedure is slightly different in as much as the shipping documents are sent to the clearing agents for clearing the consignment from the Customs and dispatching it to the hirer.

After deciding the issues of product and process, the next important question is where to set the unit up?

For many tiny units and service-based units, the home is perhaps the best starting point.

Setting up an establishment is much more than putting a signboard up and waiting for customers to walk in. It requires negotiating a favourable plot or shed purchase, organising for proper construction of building, design of interiors and finding good deals for equipment and machinery.

7. Getting the Utility Connections

Among the utilities of prime importance are power and water. In many cases getting power connection causes delay in setting up of plant. Therefore it is imperative to commence work on these

aspects with diligent follow up. Power connections are generally of either LT (Low Tension) or HT (High-tension) type. If connected load is upto 75 HP, LT connection is provided. For connected loads of 130 HP or higher only HT connection is provided.

A formal application needs to be made in a specified form to the state electricity board. An electrical inspector is deputed for evaluation of application to factory site, after which the load is sanctioned. In areas of power shortage, it is advisable to augment the power supply with a captive generating set.

Water connection is also obtained likewise by applying in advance in formal forms. The water supply can be augmented by installation of tube well.

8. Getting 3M's

a) Right Men

Projections for manpower and staffing are made in the project report. However it is necessary to time the induction of manpower in a planned manner. The engineers and operatives must be available before the installation of the machinery.

b) Machinery

Choosing and ordering of right machinery is also of paramount importance. In many cases technology or process provides us with specifications which is not provided, then an extensive techno-economic survey of machinery and equipment available must be carried out. International trade fairs and engineering fairs are good places to look at available options. The entrepreneur must also consult experts, dealers / suppliers as well as users, prior to making a selection of equipment and machinery. The advice of DIC, MSME-DI and NSIC can also be sought.

c) Materials

Materials procurement and planning are critical to success, of a start-up with a MSME unit. Inventory management can lead to manageable cash flow situations; otherwise if too much is ordered too soon considerable amount of working capital gets locked up. On the other hand, non-availability may result in production hold-

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ups, and idle machine and manpower. For essential imported raw material whose lead-time is large proper planning is all the more essential.

Every SSI unit has to comply with various regulations in force. These include regulatory, taxation, environmental and certain product specific clearances. This section looks into the methodology of obtaining these approvals and clearances.

9. Filing of Udyog Aadhaar Memorandum / MSME Registration

After the Gazette notification dated 18/09/2015, the MSME Registration can be done through online filing of Udyog Aadhaar Memorandum (UAM). The UAM filing replaces the EM Part I and II.

UAM shall be filed online at <http://udyogaadhaar.gov.in>, the web portal maintained by Ministry of Micro Small and Medium Enterprises, Govt. Of India. There shall be no fee for filing UAM.

After filing Udyog Aadhaar acknowledgment as per Annexure II shall be generated and mailed to the E mail address provided in the UAM which shall contain a Unique Udyog Aadhaar Number.

Procedure for online filing / registration of UAM:

Step 1: Visit the Official Website

Go to the official portal of UAM at <https://udyogaadhaar.gov.in/>

Step 2: Enter Your Personal Information

Enter your name and your 12-digit unique Aadhaar number.
Click on “Validate & Generate OTP.” You will receive an OTP on your registered mobile number.

Enter the OTP,

Select the social category from the options General, SC, ST and OBC.

Step 3: Fill Details about the Enterprise

Fill the name with which the public/customers will recognize the enterprise.

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Step 4: Filling Correspondence Details

Provide the complete postal address of the company/enterprise including information about the district, pin code, state, email address and mobile number.

Step 5: Fill the Carry Forward Info

Select the date on which your enterprise started its operation from the provided calendar.

Step 6: Fill the Bank Details

Enter the bank account number along with the IFSC code of the concerned branch where your enterprise's account is active.

Step 7: Classification of Your Enterprise

Select the mainline activity of your enterprise from the "services" or "manufacturing."

Step 8: Total Investment

Fill the column of total number of workers employed in your enterprise and the total amount of money (in lakhs) that you have invested in your enterprise.

Step 9: Select the District Industry Centre and Accept the Declaration

Select the district industry centre from the provided drop-down list. After that, accept the declaration and submit your application in order to finish the process.

At last, you will get an acknowledgement having Unique Udyog Aadhaar Number.

Documents Required for Udyog Aadhaar Registration

Documents that you will require for completing the registration process in order to obtain Udyog Aadhaar for your enterprise.

- Name and Aadhaar number of the enterprise owner (as mentioned in the Aadhaar card)

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- Document required as proof for SC, ST and OBC social category
- Name of your organization or enterprise
- Previous registration details of your enterprise
- Type of organization that you own
- Current address and account details
- NIC Code or National Industrial Classification Code
- The total number of workers employed at your organization
- Current activities of your firm
- Email ID and mobile number of the entrepreneur
- PAN number and the total investment made in the organization by the entrepreneur
- Bank Account of an Entrepreneur or organization.

10. Exemption from Compulsory Licence

Licensing in the Industries sector is governed by the licensing exemption notification issued by Govt. of India in July 25 1991 under the Industries (Development and Regulation) Act, 1951. In SSI, there are virtually no licensing restrictions. No industrial license is required except in case of 6 product groups included in compulsory licensing (these products groups mainly cover products that can only be made in large sector.)

But if a small-scale unit employs less than 50/100 workers with/without power then it would not require a license from the Govt. of India even for the 6 product groups covered in licensing under Schedule II of the notification.

Subject to this, an entrepreneur can set up a MSE unit anywhere in the country without any restriction. The units are, of course, subject to the location/land use and zoning restrictions in force under the local law / state law.