

SCHEMES TO IMPROVE MSME COMPETITIVENESS

The pandemic COVID-19 has impacted all businesses, small and large, owing to disruption in economic activity. However, the informal and MSME sectors are worst-hit as they are vulnerable to unforeseen circumstances and have limited holding capacity.

While the MSME sector is awaiting a relief package from the government in order to meet fixed costs such as rent, interest, salaries and wages during the lockdown, the current catastrophe is a reminder that they need to improve their competencies in the long run.

Following are a few schemes of the Ministry of MSME, Government of India, aimed at arming MSMEs to beat international competition. The objective of these schemes is to improve the quality of production of MSMEs and help them in technology upgradation.

MSMEs can utilize these schemes for their maintenance and sustainability in the long run.

Schemes to Boost MSME Competitiveness	
Financial Support to MSMEs in ZED Certification Scheme	The scheme envisages promotion of Zero Defect and Zero Effect (ZED) manufacturing amongst MSMEs. MSMEs are provided financial assistance for the activities to be carried out for ZED certification i.e., Assessment / Rating, Additional rating for Defence angle, Gap Analysis, Handholding, Consultancy for improving the rating of MSMEs by Consultants and Re-Assessment / Re-Rating.
National Monitoring & Implementing Unit for implementation of ZED	Quality Council of India (QCI)
Whom to contact	Registration and Online self-assessment: Mr. Akash Agrawal Site-assessment and Consultancy: Mr. Sameer Parashar Address: IMA Building, 3rd Floor, I P Estate, Ring Road, New Delhi - 110002, India Ph: 011-23708371 Email: zed@qcin.org
Credit Linked Capital Subsidy for Technology Upgradation (CLCSS)	The scheme aims at facilitating technology upgradation by providing up front capital subsidy to MSEs on institutional finance availed by them for induction of well established and improved technologies in specified sub-sectors / products approved under the scheme.
Nodal Banks / Agencies	SIDBI, NABARD, SBI, BoB, PNB, BOI, SBBJ, TIIC, Andhra Bank, Corporation Bank, Canara Bank and Indian Bank
Whom to contact	Director (CLCSS), O/o DC, MSME Ph: 011-23062241 Email: anshumohanti@gmail.com

Lean Manufacturing Competitiveness for MSMEs	The objective of the scheme is to enhance the manufacturing competitiveness of MSMEs through the application of various Lean Manufacturing (LM) techniques. Financial assistance is provided for implementation of lean manufacturing techniques, primarily the cost of lean manufacturing consultant.
National Monitoring and Implementing Unit	National Productivity Council for the Scheme
Whom to contact	JDC (LEAN), O/o DC, MSME Ph: 011-23062394 Email : bisariya.sanjay@nic.in
ISO 9000/ISO 14001 Certification Reimbursement	The scheme envisages reimbursement of charges incurred for acquisition of ISO-9000/ISO-14001/HACCP certification. In order to enhance the competitive strength of SMEs, the scheme provides incentives to those SMEs/ancillary undertakings that have acquired these certifications.
Implementing Agency	Development Commissioner (MSME), Ministry of MSME
Whom to contact	JDC, (ISO), O/o DC, MSME Ph: 011-23062680 Email : bisariya.sanjay@nic.in
A Scheme for promoting Innovation, Rural Industry & Entrepreneurship (ASPIRE)	The Scheme aims to implement the Incubation and Commercialisation of Business Ideas Programme through technical / research institutes. These institutes would be designated as Knowledge Partners and would incubate new /existing technologies for their commercialisation.
Implementing Agency	Ministry of MSME
Whom to contact	Deputy Secretary (ARI), M/o MSME Ph: 011-23062745 Email : samar.nanda@nic.in

Source: Ministry of MSME, Government of India

NOTIFICATIONS

Press Information Bureau, Government of India

- [Export prohibited of all ventilators, No Export of Sanitizers also](#)
- [Invest India Business Immunity Platform launched to helping businesses withstand COVID-19](#)
- [Exchange Rates Notification](#)
- [Finance Minister announces several relief measures](#)

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