

Industrial View

First and only platform for MSMEs



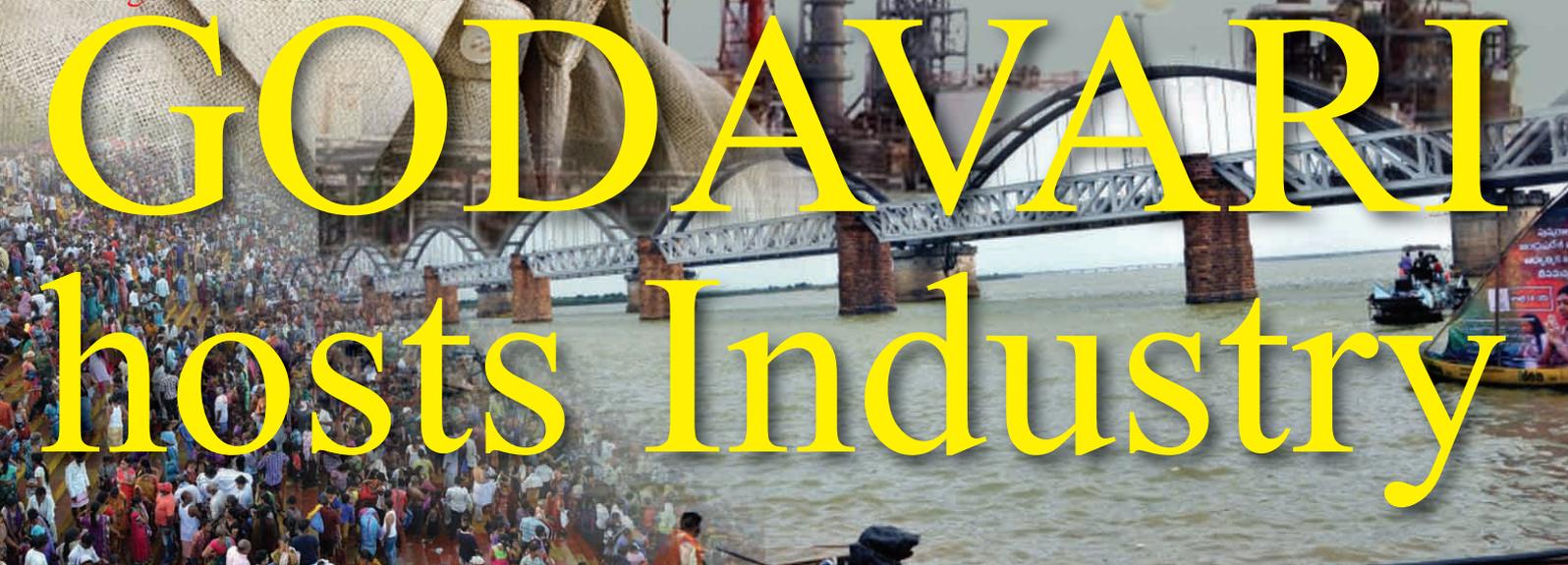
Innovation awards for MSMEs in
ANDHRA PRADESH

Andhra Bank expansion,
focus on MSMEs, agri

Create jobs, Panagariya asks
INDUSTRY

AP govt invites investments

GODAVARI hosts Industry





Federation of Small & Medium Enterprises of India



FEDERATION OF SMALL AND MEDIUM ENTERPRISES OF INDIA

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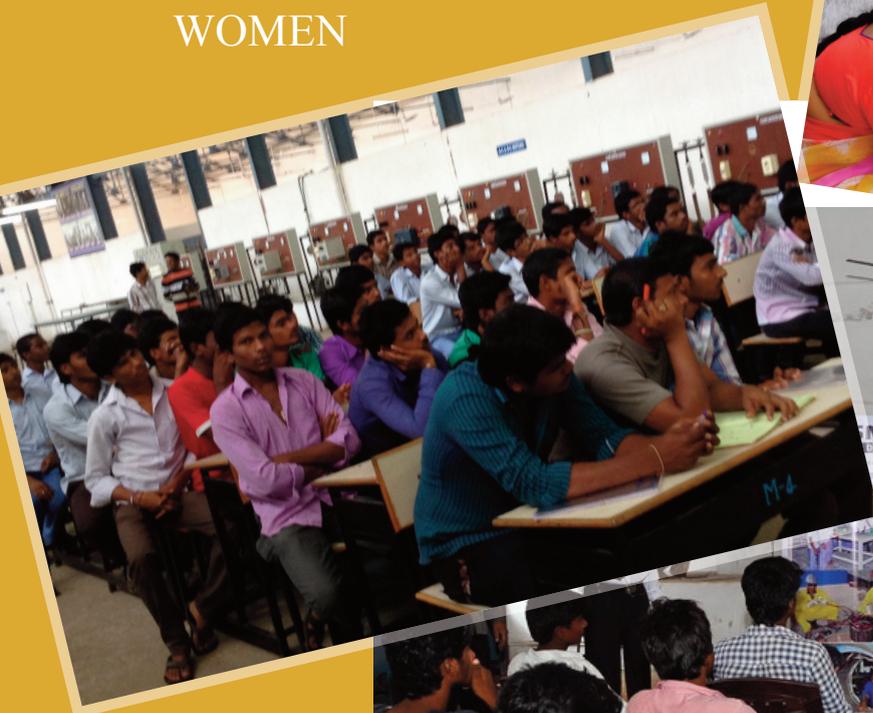
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NOT JUST SKILL IT IS SKILL WITH A VISION

FSME
INDIA



SKILL DEVELOPMENT
PROGRAMME
ORGANISED BY THE
FSME-INDIA IN
ASSOCIATION WITH
NI-MSME, ON FASHION
DESIGNING
CREATING A SELF
EMPLOYMENT
PROGRAMME FOR
WOMEN



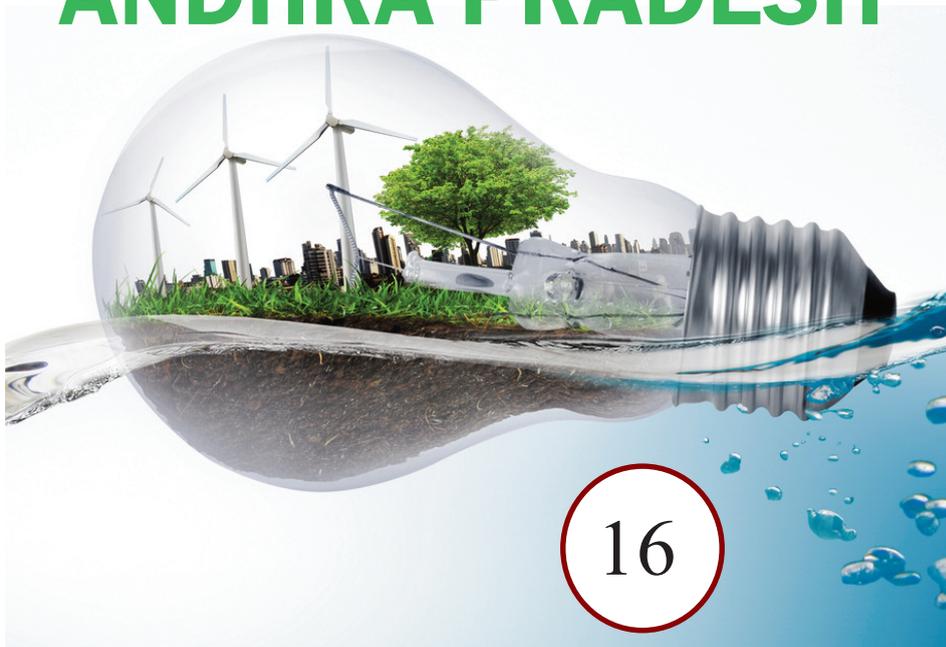


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Godavari hosts Indus

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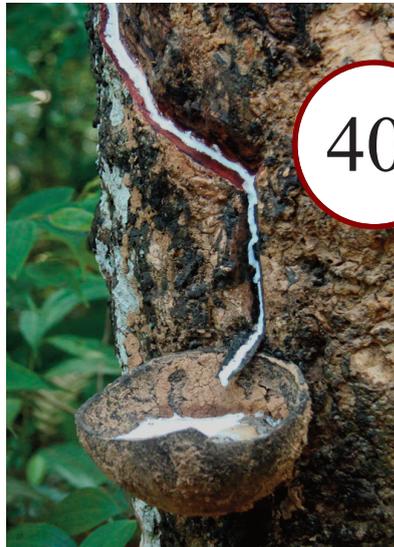
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Create jobs, Panagariya asks

INDUSTRY

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Ban import of natural rubber



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The jurisdiction of court cases pertaining to the items published in Industrial View will only be Hyderabad (the place of its publication). Cases of other jurisdictions will not be entertained.

- Editor

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APK Reddy

(Arani Prasanth Kumar Reddy)

SEA of opportunities

Understanding begets ideas, concepts devise policies and necessities invent opportunities. Andhra Pradesh is exactly following the above said dictum. After the division of erstwhile state the present Andhra Pradesh is trying to reinvent itself. The focus areas and orientation of development which revolved in and around Hyderabad is changed for good.

A new word, port-led development is the current key word for the development of industry in Andhra Pradesh. A long coastal line of 940 kilometers of the state is being talked as the fulcrum of industrial activity. This opens up defining the orientation of industry entirely in a new light. This change is blessing in disguise because till last few years growth of IT industry became synonym for the growth of the state. Though it is true that IT is a major money-earner in the present service sector oriented globalised world, but it is not the only one.

Port-led development is a globally time-tested model for industry and trade. Satavahana trade with Romans in ancient times, trading activities with Arab world in medieval times earned both, the money and the fame making the empires and kingdoms rich. Unfortunately, in the post-independence days port-led development was not attached much importance.

In the seminar organized by the government of Andhra Pradesh inviting industrialists to discuss

the investment opportunities in the state, Chief Minister Chandrababu Naidu vigorously talked about port-led industry. He talked of connecting ports with entire state through rail and road. In fact, port-led industrial activity was essence of the entire seminar and it's not coincidental that Director of Ports was coordinating the activity. This means, Andhra Pradesh, which is being branded as sunrise state of India, is looking for the rise of industry across the coastal horizon.

Agreeing with the core concept of port-led development, there are a few points of caution to be discussed. Or else, port-led development will get alienated from the majority of the people of the state.

Firstly, ports and the industries being developed should become bases for the growth of allied micro, small and medium enterprises. If the ports and major industries transform themselves as impregnable forts, majority of the people in the state will be alienated from the development. That is not inclusive growth.

Secondly, the port, which is envisioned as the fulcrum of development, is not a producer itself. It is mere infrastructural and trading activity. Unless and until the government develops manufacturing in various sectors, ports will be jobless. It is the task of the government to develop different sectors like agro-processing, aquaculture, mining in medium enterprises also so that development will be all-round.

Thirdly, industrial clusters under private MSME units should be added to the entire industrial corridor so that they act as the ancillary units for the major industries. This pumps the much needed help for the MSME sector in finding continuous support in finding market. This also makes the major industry an indigenous one.

Lastly, roads connecting to ports with different cities should not merely pass through the countryside or villages and small towns but also engage, involve and carry them in their activity. SMEs and trading activity should be developed along with.

In essence, the concept of port-led development makes sense and fruitful if it includes majority people of the state, through MSME sector and allied activities. As the industrial map of the state is bound to change in the time to come, wishing and demanding the development extend to all the regions of the state, particularly Rayalaseema and country side of north coastal Andhra should be the task of the proponents of the real growth. This is the way development can be stimulated through ports. As the sea is huge in volume, the opportunities would be unlimited only when implementation follows the vision.

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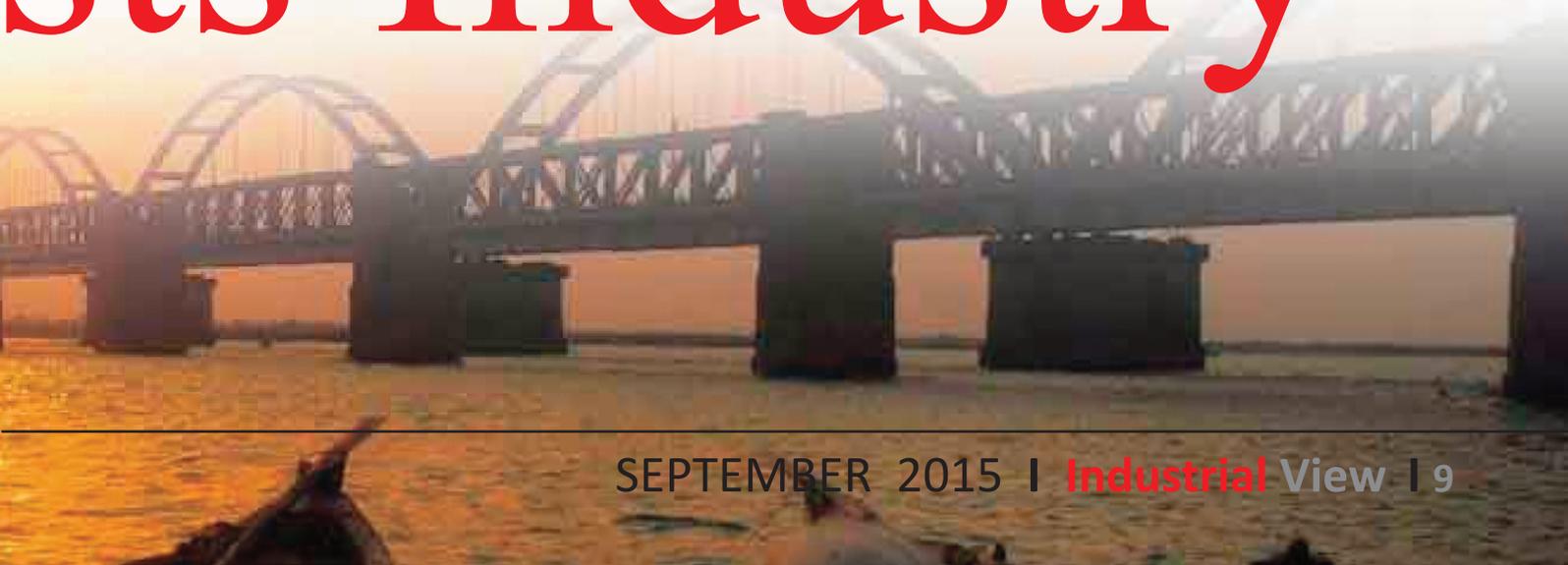


AP govt invites investments

Godavari ho



sts Industry



Entrepreneurs of Andhra Pradesh are the best in the world and proved their mettle in every part of the world. They can shine better than Jewish community who are known for business, if opportunities are given”, said Nara Chandrababu Naidu, addressing the gathering of industrialists. Together we can make the state a destination for global industry, he said.

Rajahmundry, a historic town on the banks of Godavari in Andhra Pradesh was witnessing a once in 144 years auspicious festivities of ‘Pushkaralu’ hosted another important conclave, a meet of industrialists, bureaucrats and policy makers to discuss the industrial development of the state. Seminar on ‘Investments in Infrastructure and Industries in AP’ was organised by the Department of Energy, Infrastructure & Investment and Department of Industries and Commerce on 21st July at Anam Kala Kendram, Rajahmundry.

The Chief Minister of Andhra Pradesh who presided the meet was on his best in explaining the USP of Andhra Pradesh. “The new state of Andhra Pradesh is facing a challenge as the 14th Finance commission itself mentioned about the revenue deficit. But I am confident that we together can take up the task of making the state number one with in no time” he asserted.

Discussing his understanding as port-led industrial growth, he compared industrially developed countries of Singapore, Malaysia, China, Japan, and South Korea with that of England and said that the countries earlier mentioned fo-



Entrepreneurs of AP can do better than Jewish community who are known for business, if opportunities are given”

***-Nara Chandrababu Naidu,
CM Andhra Pradesh***

cussed on port-led development and grew five times more than England.

Andhra Pradesh with a long coast line of 940 kilo meters can be transformed as Gateway to the East, Chandrababu said. Five industrial clusters planned at Visakhapatnam, Kakinada, Machilipatnam, Amaravati and Bhavanapadu can be linked to the existing ports of Krishnapatnam, Gangapatnam and Kakinada, he said.

Inviting industrialists to invest in the state he appealed them to

share new ideas with him for the benefit of industry. “You have many local opportunities, capital, ports, airport, good roads, drip and sprinkle irrigation, solid waste sewerage management, solid waste & sewerage management, urban opportunities, developing IT industry, both software and hardware. I invite you to use this opportunity and start your business here”, said the Chief Minister.

Development of infrastructure is the first condition which paves way for industrialists to come, Babu said. After ports, roadways are the important form of infrastructure which leads to development. Roads connecting Rayalaseema to new capital, Bengaluru to Krishnapatnam and roads under Golden quadrilateral project will help for the development of the state, he said. Apart from these, MOU with the railway ministry for carrying the cargo and proposal to develop rail connection with PPP model is going to add for this, he expressed hope.

Chandrababu explained the efforts of his government in irrigation sector, taking the example of Jaladeeksha, connecting rivers to make the state with no famines.

Welcoming the gathering, Ravi Kumar, Director of Ports, AP, described the state as a cusp of revolutionary development story, a growth story riding upon immense opportunities for investments and for initiatives in infrastructure and industry. The state is poised for development of new ports, airports, inland water transportation, energy and industrial infrastructure, he said.

New Industrial development



Policy, MSP Policy, Single Desk Policy, Sector specific policies in Textile & apparel, biotech, automobile and automobile components, aerospace, defence manufacturing and food processing are the industry-friendly, development oriented policies of Andhra Pradesh, said S.S. Rawat, Secretary, Industries & Commerce Department, in his introduction. "Our target is investment of rupees two lakh crore and employment to one million people by 2020", he explained.

through the recently introduced Single Desk Policy and Single Desk Portal 1000 clearances were given, he said. Giving the statistics of grounding of new investments, 43 units with the investment of Rs 4582 cr and with an employment potential 7959 were given clearances since 2014 June; in MSME sector 3842 units

with an investment of Rs 2977 cr with an employment potential of 60,000 persons have been grounded.

Ajay Jain, Secretary Energy, Infrastructure and Investments in his presentation said, "Strong agrarian base and mineral wealth, human resources are the crucial things which make AP a logistic hub as envisaged in the Chief Minister's vision. Seven missions in seven sectors, namely primary sector, urban, industries, infrastructure, services, skill development and social empowerment will nurture the development".

"What is Shenzhen to Hong Kong, Sricity is to Chennai" proudly declared Ravindra Sannareddy, MD of Sricity SEZ. He explained the importance of industrial parks in 'Make in India' and said that harmony between industrial growth, social respon-

"Shift your corporate offices from Hyderabad to Vijayawada or Visakhapatnam. Come confidently with investments and participate in the industrial growth of Andhra Pradesh"

***-Atchannaidu,
Minister for Labour &
Employment,
Factories, Skill Development
and Entrepreneurship***



“AP is in a take-off stage, we have CM and ministers to lead it”

**-Anil Yendluri,
CEO
Krishnapatnam Port**

“Seven missions in seven sectors, namely primary sector, urban, industries, infrastructure, services, skill development and social empowerment will nurture the development”.

**-Ajay Jain,
Secretary Energy,
Infrastructure and Investments**



sibility and environmental issues is essential for development”. Youth have degrees are there but not skills, this is the challenge the private sector and government should address, he added.

Aerospace industry is one of the priority areas of Andhra Pradesh government. Exploring the possibility in this sector, Rahul Gangal, partner of Roll & Burger said, “There isn’t often an opportunity where one state which can define the national framework for one particular industry. But for aerospace defence it is Andhra Pradesh which can do it. This is the latest

sector which was opened up for the private investment”. He made a power-point presentation elaborating his proposition.

“In some states there is infrastructure and other aspects but not industry-friendly governments; in some though the government is friendly other aspects are not encouraging. Here in Andhra Pradesh we have both, declared Kinjarapu Atchannaidu, Minister for Labour & Employment, Factories, Skill Development and Entrepreneurship minister.

“Shift your corporate offices from Hyderabad to Vijayawada or

Visakhapatnam. Come confidently with investments and participate in the industrial growth of Andhra Pradesh”, the minister appealed.

Voicing the concern of the Chief Minister, the minister said, the government is concerned about the situation of existing industries in the state. That is why the government Released Rs 2100 crores for the dues, incentives for industry, inspite of lack of funds.

Suggest the lacunae in the declared industrial policy, Atchannaidu asked the industrialists. We are going for overseas investments but industries of our state are facing problem. Industries like sugar, ferro alloys, spinning and jute, all in dire situation. Chief Minister is determined to save them and also closed units and for that a cabinet sub-committee was constituted, the min-



“Land bank with 7 lakh acres of land identified and in which 4 lakh acres are government lands. Soon a GO will be issued for handing over the land to APIIC, for speedy allotment to entrepreneurs”

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*Krishnaiah,
Chairman APIIC*



Our target is investment of rupees two lakh crore and employment to one million people by 2020”,

*-S.S. Rawat, Secretary,
Industries & Commerce Department*



ister informed.

Industrial atmosphere is nothing but proactive industrial policy, committed bureaucracy, dynamic leadership, abundant resources, and future infra development, which will help to bring more industries, said Krishnaiah, Chairman Andhra Pradesh Industrial Infrastructure Corporation. Land bank with 7 lakh acres of land identified, in which 4 lakh acres

are government lands. Soon a GO will be issued for handing over the land to APIIC, which facilitates speedy allotment of land to entrepreneurs, he said.

He appealed the industry to join hands with Skill development Foundation to fill the gap in the area of skill development. Agro processing industry is also important in the state as it is agriculture based and the Food processing pol-

icy is excellent, Krishnaiah added.

AP is in a take-off stage, we have CM and ministers to lead it, said Anil Yendluri, CEO Krishnapatnam Port. For the development of any state ports are important and ‘Sagarmala’ plays a crucial role in this context, he said. Singapore Port which was smaller than Chennai Port a few decades back is now surpassed Chennai Port many times, as the Singapore govern-



FSME
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Federation of Small & Medium Enterprises of India

FSME-India takes pride of becoming partner in the preparation of New Industrial Policy of Andhra Pradesh. Not only by participating in the brain storming session, it gave valuable inputs to KPMG, the organisation which was the consultancy employed to draft the policy. FSME gave inputs on the revival of sick units, marketing support and incentives.

“There isn’t often an opportunity where one state which can define the national framework for one particular industry. But for aerospace defence it is Andhra Pradesh which can do it”

*-Rahul Gangal,
partner of Roll & Burger*

ment attached much importance to the port-led development, he noted.

Krishnapatnam port has many features along with eco-friendly concept and has already spent 3 billion dollars and there are plans to make it the biggest port on the East coast of India, he said. If we can bring refineries to the state, we can surpass Maharashtra and Gujarat ports and take number one position, Anil hoped.

Shigeru Swakabayashi, Deputy Managing Director, Isuzu Motors India, made presentation on “Opportunities in Automobile Sector in AP”. He explained the gathering on various aspects of the Isuzu Motors India project phase coming up in Sri City in Andhra Pradesh. The presentation was well appreciated by participating industrialists.

During interaction on presentations, FSME-India President, APK Reddy appreciated the vision of Chandrababu Naidu and the New Industrial Policy. He appealed the ministers and bureaucrats to link major industries with MSME sector as it is the largest employment generator. While investment of Rs 1 crore in major industry provides employment for only 4 people, MSME sector generate 24 jobs for

the same, he explained.

The government should encourage private industrial parks and the central grants through APIIC should be spent for development of such parks, APK Reddy said. As the state is producing 23 lakh technocrats through engineering and polytechnic colleges and providing jobs to all is not possible, he opined that they can be encouraged to become entrepreneurs through CGTSME scheme. Advocating the issue of lease for MSMEs he said, allocating land on lease does not suit small and medium entrepreneurs, instead the land should be sold to them, which makes getting loans easier.

This effort of AP government was a success as the participants interacted and understood the efforts and spirit of the meeting. Large non-agriculture land bank, good connectivity, world-class infrastructure, people to give skills and make them workers, support from governments for incentives and other support- all are requisites for a healthy development of industrial sector. As the AP government is ready to provide them shows us the direction of the future of industry in Andhra Pradesh.



"Harmony between industrial growth, social responsibility and environmental issues is essential for development"

*Ravindra Sannareddy,
MD Sricity SEZ*

Andhra Pradesh Ministers Pratiapati Pulla Rao, Minister for Agriculture, Devineni Umamaheswara Rao. Minister for Irrigation, Murali Mohan, Lok Sabha MP from Rajahmundry, IVR Krishna Rao, Chief Secretary, AP, Kartikeya Misra, Director Industries, Srikant, Commissioner, Capital Region Development Authority and many dignitaries participated in this seminar.

Innovation awards for M

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MSMEs in

ANDHRA PRADESH

Innovation is the soul of industrial growth. Andhra Pradesh which is on the way to develop its vision and policy for industry is trying to take up all measures for the multi-faceted growth of the sector. Knowing the importance of innovation, the Andhra Pradesh government invited applications from start-ups for AP Innovation Awards and has sought suo moto proposals for products/ solutions developed by MSMEs.

A start-up or an IT company that has an annual turnover below Rs 50 lakh, are eligible to apply for AP Innovation Awards, according to the official release issued on September 2.

"Government of Andhra Pradesh values innovative ideas and hence, wants to recognise innovative products/solutions that address societal problems. The start-ups and companies chosen for 'Innovation Awards' will win Rs one lakh per product," it said.

The categories under which start-ups can apply for the Awards are: a) Technologies: IoT, SMAC, Semiconductor (Chip/device/System) design, Green IT; b) Subjects: Education, Healthcare, Agriculture, Digital Literacy, Rural Development, Smart Cities, Logistics Management and Integrated Water Management.

The government also invited suo moto proposals for products/solutions development by MSMEs.

Any start-up or MSME/enthusiastic first-generation technocrats or entrepreneurs from Andhra Pradesh, with an annual turnover between Rs 50 lakh and Rs 25 crore, in Electronics and IT sectors can apply with suo moto proposal under this category. The companies outside Andhra Pradesh can also apply under this scheme and will be evaluated by the evaluation committee. If their product/solution is selected and don't have a presence in AP, they shall open a development center in Andhra Pradesh. Assistance under this scheme will be provided only on opening of such development center in AP.





Guidelines on Prime Minister's Employment Generation Programme (PMEGP)

Prime Minister's Employment Generation Programme (PMEGP) is a prestigious programme of the central government which encompasses many sectors and various communities as beneficiaries. We are reproducing the Guidelines part of it to our readers, so that new entrepreneurs can utilise the scheme in an more effective way. - Editor

The Scheme

Government of India has approved the introduction of a new credit linked subsidy programme called Prime Minister's Employment Generation Programme (PMEGP) by merging the two schemes that were in operation till 31.03.2008 namely Prime Minister's Rojgar Yojana (PMRY) and Rural Employment Generation Programme (REGP) for generation of employment opportunities through establishment of micro enterprises in rural as well as urban areas. PMEGP will be a central sector scheme to be administered by the Ministry of Micro, Small and Medium Enterprises (MoMSME). The Scheme will be implemented by Khadi and Village Industries Commission (KVIC), a statutory organization under the administrative control of the Ministry of MSME as the single nodal agency at the National level. At the State level, the Scheme will be implemented through State KVIC Directorates, State Khadi and Village Industries Boards (KVIBs) and District Industries Centres (DICs) and banks. The Government subsidy under the Scheme will be routed by KVIC through the identified Banks for eventual distribution to the beneficiaries / entrepreneurs in their Bank accounts. The Implementing Agencies, namely KVIC, KVIBs and DICs will associate reputed Non-Government Organization (NGOs)/reputed autonomous institutions/Self Help Groups (SHGs)/ National Small Industries Corporation (NSIC) / Udyami Mitras empanelled under Rajiv Gandhi Udyami Mitra Yojana (RGUMY), Panchayati Raj insti-

tutions and other relevant bodies in the implementation of the Scheme, especially in the area of identification of beneficiaries, of area specific viable projects, and providing training in entrepreneurship development.

Objectives

- (i) To generate employment opportunities in rural as well as urban areas of the country through setting up of new self-employment ventures/projects/micro enterprises.
- (ii) To bring together widely dispersed traditional artisans/ rural and urban unemployed youth and give them self-employment opportunities to the extent possible, at their place.
- (iii) To provide continuous and sustainable employment to a large segment of traditional and prospective artisans and rural and urban unemployed youth in the country, so as to help arrest migration of rural youth to urban areas.
- (iv) To increase the wage earning capacity of artisans and contribute to increase in the growth rate of rural and urban employment.

Quantum and Nature of Financial Assistance

Levels of funding under PMEGP



Eligibility Conditions of Beneficiaries

- (i) Any individual, above 18 years of age
- (ii) There will be no income ceiling for assistance for setting up projects under PMEGP.
- (iii) For setting up of project costing above Rs.10 lakh in the manufacturing sector and above Rs. 5 lakh in the business /service sector, the beneficiaries should possess at least VIII standard pass educational qualification.
- (iv) Assistance under the Scheme is available only for new projects sanctioned specifically under the PMEGP.
- (v) Self Help Groups (including those belonging to BPL provided that they have not availed benefits under any other Scheme) are also eligible for assistance under PMEGP.
- (vi) Institutions registered under

Categories of beneficiaries under PMEGP	Beneficiary's contribution (of project cost)	Rate of Subsidy (of project cost)	
		Urban	Rural
Area (location of project/unit)			
General Category	10%	15%	25%
Special (including SC / ST / OBC /Minorities/Women, Ex-servicemen, Physically handicapped, NER, Hill and Border areas etc.	05%	25%	35%

Note: (1) The maximum cost of the project/unit admissible under manufacturing sector is Rs. 25 lakh.
 (2) The maximum cost of the project/unit admissible under business/service sector is Rs. 10 lakh.
 (3) The balance amount of the total project cost will be provided by Banks as term loan

Societies Registration Act, 1860;

(vii) Production Co-operative Societies, and

(viii) Charitable Trusts.

(ix) Existing Units (under PMRY, REGP or any other scheme of Government of India or State Government) and the units that have already availed Government Subsidy under any other scheme of Government of India or State Government are not eligible.

Margin Money (subsidy) Claim, wherever necessary.

(iii) Project cost will include Capital Expenditure and one cycle of Working Capital. Projects without Capital Expenditure are not eligible for financing under the Scheme. Projects costing more than Rs.5 lakh, which do not require working capital, need clearance from the Regional Office or Controller of the Bank's Branch and the claims are required to

period of 3 years only. (v) PMEGP is applicable to all new viable micro enterprises, including Village Industries projects except activities indicated in the negative list of Village Industries. Existing/old units are not eligible (Para 29 of the guidelines refers).

Note: (1) The Institutions/Production Co-operative Societies/Trusts specifically registered as such and SC/ ST/ OBC/ Women/ Physically Handicapped / Ex-Servicemen and Minority Institutions with necessary provisions in the bye-laws to that effect are eligible for Margin Money (subsidy) for the special categories. However, for Institutions /Production Co-operative Societies/Trusts not registered as belonging to special categories, will be eligible for Margin Money (Subsidy) for general category.

(2) Only one person from one family is eligible for obtaining financial assistance for setting up of projects under PMEGP. The „family“ includes self and spouse.

Implementing Agencies

The Scheme will be implemented by Khadi and Village Industries Commission (KVIC), Mumbai, a statutory body created by the Khadi and Village Industries Commission Act, 1956, which will be the single nodal agency at the national level. At the State level, the scheme will be implemented through State Directorates of KVIC, State Khadi and Village Industries Boards (KVIBs) and District Industries Centres in rural areas. In urban areas, the Scheme will be implemented by the State District Industries Centres (DICs)

Eligibility



Other eligibility conditions

(i) A certified copy of the caste/community certificate or relevant document issued by the competent authority in the case of other special categories, is required to be produced by the beneficiary to the concerned branch of the Banks along with the Margin Money (subsidy) Claim.

(ii) A certified copy of the bye-laws of the institutions is required to be appended to the

be submitted with such certified copy of approval from Regional Office or Controller, as the case may be.

(iv) Cost of the land should not be included in the Project cost. Cost of the ready built as well as long lease or rental Workshed/Workshop can be included in the project cost subject to restricting such cost of ready built as well as long lease or rental workshed/workshop to be included in the project cost calculated for a maximum

only. KVIC will coordinate with State KVIBs/State DICs and monitor performance in rural and urban areas. KVIC and DICs will also involve NSIC, Udyami Mitras empanelled under Rajiv Gandhi Udyami Mitra Yojana (RGUMY), Panchayati Raj Institutions and other NGOs of repute in identification of beneficiaries under PMEGP.

Other Agencies

The details of other agencies to be associated by nodal agencies in the implementation of PMEGP are as under:

- i) Field Offices of KVIC and its State offices
- ii) State KVI Boards
- iii) District Industries Centre (DIC) of all State Governments/Union Territories Administrations reporting to respective Commissioners /Secretaries (Industries).
- iv) Banks/Financial Institutions.
- v) KVI Federation
- vi) Department of Women and Child Development (DWCD), Nehru Yuva Kendra Sangathan (NYKS), The Army Wives Welfare Association of India (AWWA) and Panchayati Raj Institutions
- vii) NGOs having at least five years experience and expertise in Project Consultancy in Small Agro & Rural Industrial Promotion and Technical Consultancy Services, Rural Development, Social Welfare having requisite infrastructure and manpower and capable of reaching Village and Taluk level in the State or Districts. NGOs should have been

funded by State or National Level Government Agency for any of its programmes in the preceding 3 years period.

- viii) Professional Institutions/ Technical Colleges recognized by Government/University and University Grants Commission (UGC)/ All India Council for Technical Education (AICTE) having department for vocational guidance or technical courses providing skill based training like ITI, Rural Polytechnic, Food Processing Training Institute, etc.
- ix) Certified KVI institutions aided by KVIC / KVIB provided these are in category A+, A or B and are having required infrastructure, manpower and expertise for the role.
- x) Departmental and Non-Departmental Training Centres of KVIC / KVIBs.
- xi) Micro, Small and Medium Enterprises Development Institutes (MSME- DIs), MSME Tool Rooms and Technical Development Centres, under the administrative control of Office of Development Commissioner, MSME.
- xii) National Small Industries Corporation's (NSIC) offices, Technical Centres, Training Centres, Incubators and Training cum Incubation Centres (TICs) set up in PPP Mode.
- xiii) National level Entrepreneurship Development Institutes like National Institute for Entrepreneurship and Small Business Development (NIES-BUD), National Institute for Micro, Small and Medium Enterprises (NIMSME) and In-

dian Institute of Entrepreneurship (IIE), Guwahati under the administrative control of Ministry of MSME, their branches and the Entrepreneurship Development Centres (EDCs) set up by their Partner Institutions (PIs).

- xiv) Udyami Mitras empanelled under Rajiv Gandhi Udyami Mitra Yojana of Ministry of MSME.
- xv) PMEGP Federation, whenever formed.



Financial Institutions

- (i) 27 Public Sector Banks.
- (ii) All Regional Rural Banks.
- (iii) Co-operative Banks approved by State Level Task Force Committee headed by Principal Secretary (Industries)/Commissioner (Industries)
- (iv) Private Sector Scheduled Commercial Banks approved by State Level Task Force Committee headed by Principal Secretary (Industries)/Commissioner (Industries).
- (v) Small Industries Development Bank of India (SIDBI).

Identification of beneficiaries:



the form of Composite Loan consisting of Capital Expenditure and Working Capital. The amount of Bank Credit will be ranging between 60-75% of the total project cost after deducting 15-35% of margin money (subsidy) and owner's contribution of 10% from beneficiaries belonging to general category and 5% from beneficiaries belonging to special categories. This scheme will thus require enhanced allocations and sanction of loans from participating banks. This is expected to be achieved as Reserve Bank of India (RBI) has already issued guidelines to the Public Sector Banks to ensure 20 % year to year growth in credit to MSME Sector. SIDBI is also strengthening its credit operations to micro enterprises so as to cover 50 lakh additional beneficiaries over five years beginning 2006-07, and is recognized as a participating financial institution under PMEGP besides other scheduled/ Commercial Banks.

Though Banks will claim Margin Money (subsidy) on the basis of projections of Capital Expenditure in the project report and sanction thereof, Margin Money (subsidy) on the actual availment of Capital Expenditure only will be retained and excess, if any, will be refunded to KVIC, immediately after the project is ready for commencement of production.

Working Capital component should be utilized in such a way that at one point of stage it touches 100% limit of Cash Credit within three years of lock in period of Margin Money and not less than 75% utilization of the sanctioned limit. If it does not touch aforesaid limit, proportionate amount of the

The identification of beneficiaries will be done at the district level by a Task Force consisting of representatives from KVIC/State KVIB and State DICs and Banks. The Task force would be headed by the District Magistrate / Deputy Commissioner / Collector concerned. The Bankers should be involved right from the beginning to ensure that bunching of applications is avoided. However, the applicants, who have already undergone training of at least 2 weeks under Entrepreneurship Development Programme (EDP) / Skill Development Programme (SDP) / Entrepreneurship cum Skill Development Programme (ESDP) or Vocational Training (VT) will be allowed to submit applications directly to Banks. However, the Banks will refer the application to the Task Force for its consideration. Exaggeration in the cost of the project with a view only to availing higher amount of subsidy should not be allowed. KVIC will devise a score card in

consultation with SBI and RBI, and forward it to the District Level Task Force and other State/District functionaries. This score board will form the basis for the selection of beneficiaries. This score card will also be displayed on the websites of KVIC and Ministry. The selection process should be through a transparent, objective and fair process and Panchayati Raj Institutions should be involved in the process of selection (Para 11 (i)(b) of the guidelines refers).

Bank Finance

The Bank will sanction 90% of the project cost in case of General Category of beneficiary/institution and 95% in case of special category of the beneficiary/institution, and disburse full amount suitably for setting up of the project.

Bank will finance Capital Expenditure in the form of Term Loan and Working Capital in the form of cash credit. Project can also be financed by the Bank in

Margin Money (subsidy) is to be recovered by the Bank/Financial Institution and refunded to the KVIC at the end of the third year.

Rate of interest and repayment schedule

Normal rate of interest shall be charged. Repayment schedule may range between 3 to 7 years after an initial moratorium as may be prescribed by the concerned bank/financial institution. It has been observed that banks have been routinely insisting on credit guarantee coverage irrespective of the merits of the proposal. This approach needs to be discouraged.

RBI will issue necessary guidelines to the Banks to accord priority in sanctioning projects under PMEGP. RBI will also issue suitable guidelines as to which RRBs and other banks will be excluded from implementing the Scheme.

Village Industry

Any Village Industry including Coir based projects (except those mentioned in the negative list) located in the rural area which produces any goods or renders any

service with or without the use of power and in which the fixed capital investment per head of a full time artisan or worker i.e. Capital Expenditure on workshop/ workshop, machinery and furniture divided by full time employment created by the project does not exceed Rs. 1 lakh in plain areas and Rs.1.50 lakh in hilly areas.

Rural Area

- (i) Any area classified as Village as per the revenue record of the State/Union Territory, irrespective of population.
- (ii) It will also include any area even if classified as town, provided its population does not exceed 20,000 persons.

Modalities of the operation of the Scheme

(i) Project proposals will be invited from potential beneficiaries at district level through press, advertisement, radio and other multimedia by KVIC, KVIBs and DICs at periodical intervals depending on the target allotted to that particular district. The scheme will also be advertised /publicized through

the Panchayati Raj Institutions which will also assist in identification of beneficiaries.

(a) Sponsoring of project by any agency is not mandatory. The beneficiary can directly approach Bank/Financial Institution along with his/her project proposal or it can be sponsored by KVIC/KVIBs / DIC/Panchayat Karyalayas etc. However, the applications received directly by the Banks will be referred to the Task Force for its consideration.

(b) A Task Force, consisting of the following members, will be set up to scrutinize the applications received by it.

Dist Magistrate/Deputy Commissioner/Collector - Chairman
Lead Bank Manager - Member
Representative of KVIC/KVIB - Member

Representative of NYKS/SC/ST Corporation - Special Invitee

Representative of MSME-DI, ITI/Polytechnic - Special Invitee

Representatives from Panchayats-3 members

(To be nominated by Chairman/District Magistrate/Deputy Commissioner/ Collector by rotation)

General Manager, DIC or State Director of KVIC –MemberConvenor

Note : Task Force may also co-opt representatives of other lending institutions.

(c) The Task Force will scrutinize the applications and based on the experience, technical qualification, skill, viability of the project etc., the task force will shortlist the applications and call for an interview of the applicants sepa-



rately for rural and urban areas to assess their knowledge about the proposed project, aptitude, interest, skill and entrepreneurship abilities, market available, sincerity to repay and make the proposed project success. The selected candidates will be provided project formulation guidance and orientation by KVIC, KVIBs and DICs who will also assist and guide them in project formulation and submission to the concerned Bank in the area. The applicants may also approach any of the other agencies listed in para 5.2 of these guidelines for assistance in this regard.

(d) KVIC will identify the Nodal Banks at State level in consultation with State Governments and will forward the list to all the implementing agencies.

(ii) The release of funds to the implementing agencies will be in the following manner:-

(a) Government will provide funds under PMEGP to the nodal implementing agency, i.e. KVIC which will in turn, (within a period of 15 days of receipt of the money from the Government), place the margin money (subsidy) funds with the implementing Banks at the State level in their respective accounts in accordance with the targets allocated to each implementing agency. CEO, KVIC will convey the margin money (subsidy) targets allotted to each State to the Principal Secretaries/Secretaries (Industries)/Commissioners (Industries) simultaneously. The target among the Districts in the State will be assigned by the State Level Bankers Coordination Committee. SLBCC will ensure that targets are evenly distributed within each district. The State-wise targets in respect of

KVIC/KVIBs will be made available by KVIC to SLBCC where overall allocation of district-wise targets will be decided. Any modification of the targets for which KVIC is directly responsible will be permitted only with the concurrence of the Ministry.

(b) KVIC will place the margin money (subsidy) amount with the Banks involved in the implementation of the scheme in accordance with the targets allocated to the implementing Banks in the State/ District. DICs, in close coordination with Banks, will ensure that at least 50 % of the total margin money (subsidy) allocated to them will be utilized in setting up of projects in rural areas.

(c) KVIC being the single



Nodal Agency at the National level, will coordinate with the identified implementing agencies, i.e., KVIBs, DICs and others. KVIC will carry out most of the important tasks envisaged in the forward and backward linkages, including e-tracking, web management, publicity, physical verification of units, organizing EDP training pro-

grammes, awareness camps, workshops and exhibitions and therefore will require to utilize major share of the allocation under forward and backward linkages. However, KVIC will ensure that it will reserve and allocate at least 25 % of the total allocation under Forward and Backward linkages, under the Scheme to DICs of different participating States appropriately taking into account the demand and extent of implementation. This money will be released to DICs, only after obtaining an undertaking from the State Government that the funds already provided under the erstwhile PMRY Scheme's Training and Pre motivational campaigns have been fully utilized by the DICs. Any unspent balance available under the training and contingencies of erstwhile PMRY Scheme will be utilized for training and relevant expenditure under PMEGP. DICs will submit monthly utilization report to KVIC in this regard.

(d) The Task Force, under the chairmanship of District Magistrate/Deputy Commissioner / Collector will hold quarterly meeting with the Banks at district level to review the status of the project proposals. Wherever the projects are rejected, shortcomings/reasons will be furnished by the concerned Banks to the implementing agencies concerned and the applicants concerned will be requested by KVIC/KVIBs / DICs to provide additional information/documents if required and concerned representatives of KVIC, KVIBs and DICs, will provide assistance to the applicants in this process. Since the Bank's representative will also be a member of the Task Force, it needs to be ensured that maximum num-

ber of projects, cleared by the Task Force, is sanctioned by the Banks. Chairman of the District Task Force will review the performance of Banks and the loan repayment / recovery status in the quarterly review meetings.

(e) Banks will take their own credit decision on the basis of viability of each project. No collateral security will be insisted upon by Banks in line with the guidelines of RBI for projects involving loan upto Rs. 10 lakh in respect of the projects cleared by the Task Force. However, they will appraise projects both technically and economically after ensuring that each project fulfills inter alia the criteria of

- (i) Industry
- (ii) Per Capita Investment
- (iii) Own Contribution
- (iv) Rural Areas (projects sponsored by KVIC/KVIBs/DICs) and
- (v) Negative List (Para 29 of the guidelines refers)

It is essential that the applications cleared by the District Task Force also fulfill these requirements at that stage itself so as to avoid delays in approval of loans in Banks.

(f) Once the project proposals are received by KVIC, KVIBs, DICs or Banks, the details of such proposals are to be fed in the web based application tracking system with a unique registration number for each beneficiary at the District level by the State Offices of KVIC/State KVIBs/State DICs to enable the entrepreneurs to track their application status at any point of time. Till such time the e-tracking system becomes fully operational (for which detailed

guidelines will be issued by KVIC separately to all concerned) disaggregated data in respect of progress of each application, assistance availed by beneficiaries belonging to special categories (category wise), employment details, etc., will be maintained by KVIC/KVIBs/DICs and the data will be reconciled every month with Director (PMEGP) in KVIC. The status of such reconciliation will be reviewed by the District Magistrate / Deputy Commis-



sioner / Collector, in the Task Force meetings and by CEO, KVIC in the review meetings at KVIC. Separate colour code will be given to application form as well as applications/claim forms of Margin Money (subsidy) through KVIC/KVIBs/DICs, so as to help the beneficiaries and the processing/sanctioning functionaries to identify and monitor the progress of implementation.

(g) Once the project is sanctioned and before the first installment of the Bank Finance is released to the beneficiary, Bank will inform the State/Regional Office of the KVIC/KVIBs/State

DICs, as the case may be, for arranging EDP training (Para 12(i) of the guidelines refers) to the beneficiary, if he/she has not already undergone such training. If he/she has already undergone such training of at least 2 weeks duration, either with the training centre of KVIC/KVIB /State DICs or the institutions recognized by or under the administrative control of Ministry of MSME or at any other training centre of repute, such beneficiary need not undergo fur-

ther EDP training.

(h) First instalment of the loan will be released to the beneficiary only after completion of EDP training of at least 2 weeks (Para 12 of the guidelines refers) specially designed for the purpose, which will be organized by KVIC / KVIBs / DICs or the institutions recognized by or under the administrative control of Ministry of MSME or at any other training centre of repute. Those who have already undergone training from the recognized institutions need not undergo further EDP training.

(i) After the successful completion of EDP training arranged by

the KVIC/KVIBs/State DICs, the beneficiary will deposit with the bank, the owner's contribution. Thereafter, the bank will release first instalment of the Bank Finance to the beneficiary.

(j) Projects sanctioned will be declared ineligible for Margin Money (subsidy) assistance if the EDP training is not completed.

(k) After the release of Bank finance either partly or fully, Bank will submit Margin Money (subsidy) claim in the prescribed format to the designated Nodal Branch of the State/Region where KVIC has placed lump sum deposit of Margin Money (subsidy) in advance in the Savings Bank Account in the name of KVIC, for release of Margin Money (subsidy). In the case of projects financed by the branches of the Regional Rural Banks, the financing branches of the RRBs will have to submit the Margin Money (subsidy) Claim to their Head Office, which, in turn, will submit the consolidated claims to the designated Nodal Branch of their sponsoring Bank. In the case of projects financed by SIDBI, the guidelines issued by SIDBI for release of loan/margin money (subsidy) will be followed. Though the margin money (subsidy) will be released by the designated Nodal Branch of the Bank, KVIC/State DIC is the final authority to either accept the project/claim or reject, based on the parameters of the Scheme. Detailed grounds for rejections shall be maintained by KVIC/KVIBs/DICs. A separate system of acknowledging grievances or complaints will be instituted by KVIC/KVIBs and DICs

and a monthly report with the details of grievances / complaints received and the status / action taken for their redressal shall be furnished to CEO, KVIC by KVIBs and DICs. A consolidated report will be forwarded to the Ministry of MSME every quarter by CEO, KVIC.

(l) Once the Margin Money (subsidy) is released in favour of the loanee, it should be kept in the Term Deposit Receipt of three years at branch level in the name of the beneficiary/Institution. No interest will be paid on the TDR and no interest will be charged on loan to the corresponding amount of TDR. (m) Since "Margin Money" (subsidy) is to be provided in the form of subsidy (Grant), it will be credited to the Borrowers loan account after three years from the date of first disbursement to the borrower/institution, by the Bank. (n) In case the Bank's advance goes "bad" before the three year period, due to reasons, beyond the control of the beneficiary, the Margin Money (subsidy) will be adjusted by the Bank to liquidate the loan liability of the borrower either in part or full. (o) In case any recovery is effected subsequently by the Bank from any source whatsoever, such recovery will be utilized by the Bank for liquidating their outstanding dues first. Any surplus will be remitted to KVIC. (p) Margin Money (subsidy) will be „one time assistance“, from Government. For any enhancement of credit limit or for expansion/modernization of the project, margin money (subsidy) assistance is not available.

(q) Margin Money (subsidy) as-



assistance is available only for new projects sanctioned specifically under the PMEGP. Existing units are not eligible under the Scheme. (r) Projects financed jointly i.e. financed from two different sources (Banks / Financial institutions), are not eligible for Margin Money (subsidy) assistance.

(s) Bank has to obtain an undertaking from the beneficiary before the release of Bank Finance that, in the event of objection (recorded and communicated in writing) by KVIC /KVIB/State DIC, the beneficiary will refund the Margin Money (subsidy) kept in the TDR or released to him after three years period.

(t) Banks / KVIC / KVIBs / DICs have to ensure that each beneficiary prominently displays the following sign-board at the main entrance of his project site:-
BOX from page 12 in PDF

(u) Margin Money (subsidy) Claim will be submitted by the Financing Branch of the Bank to the designated Nodal Branch at the earliest possible time.



Entrepreneurship Development Programme (EDP)

The objective of EDP is to provide orientation and awareness pertaining to various managerial and operational functions like finance, production, marketing, enterprise management, banking formalities, bookkeeping, etc. The duration for EDP under REGP was only 3 days, whereas, under PMRY it was 10 days. During various meetings, discussions and recommendations of Department Related Parliamentary Standing Committee for Industry (DRPSCI) it was felt that 3 days were not adequate for providing this inputs effectively and, hence two to three weeks period has been provided under PMEGP which will include interaction with successful rural entrepreneur, banks as well as orientation through field visits. The EDP will be conducted through KVIC, KVIB Training Centers as well as Accredited Training Centers run by Central Government, NSIC, the three national level Entrepreneurship Development Institutes (EDIs), i.e., NIESBUD,

NIMSME and IIE, and their partner institutions under the administrative control of Ministry of MSME, State Governments, Banks, Rural Development and Self Employment Training Institutes (RUDSETI) reputed NGOs, and other organizations / institutions, identified by the Government from time to time. EDP will be mandatory for all the PMEGP beneficiaries. However, the beneficiaries who have undergone EDP earlier of duration not less than two weeks through KVIC/KVIB or reputed training centers will be exempted from undergoing fresh EDP. The training centres / institutes will be identified by KVIC and extensive publicity will be provided about the training centres / institutes, content of courses available, duration, etc. by circulating the same to all the Implementing Agencies.

Budget for EDP Charges to the Training Centers

An amount of Rs. 2500/- to Rs.4000/- per trainee for a period of two to three weeks towards course material, honorarium to guest speakers, lodging, boarding expenses, etc. is admissible under the Scheme. KVIC will reimburse the expenditure to the training centres / institutes chosen for the purpose, in accordance with the procedures to be separately devised by it and circulated to KVIBs and DICs.

Physical verification of PMEGP Units

100% physical verification of the actual establishment and working status of each of the units, set up under PMEGP, in-

cluding those set up through KVIBs and DICs, will be done by KVIC, through the agencies of State Government and/or, if necessary by outsourcing the work to professional institutes having expertise in this area, following the prescribed procedures as per General Financial Rules (GFR) of Government of India. Banks, DICs and KVIBs will coordinate and assist KVIC in ensuring 100 % physical verification. A suitable proforma will be designed by KVIC for such physical verification of units. Quarterly reports, in the prescribed format will be submitted by KVIC to the Ministry of MSME.

Awareness Camps

KVIC and State DICs will organize awareness camps, in close coordination with each other and KVIBs, throughout the country to popularize PMEGP and to educate potential beneficiaries in rural, semi rural and urban areas about the Scheme. The awareness camps will involve participation from the unemployed men and women with special focus on special category, i.e., SC, ST, OBC, Physically challenged, Ex-servicemen, Minorities, Women, etc. The requisite information/details in this regard will be obtained by KVIC/KVIBs/DICs from State level organizations like SC/ST Corporations, AWWA, NYKS, reputed NGOs and Employment exchanges. There will be two camps permissible for a district, one by KVIC in coordination with concerned KVIB and another by DIC. KVIC and DIC should preferably consider organizing these camps jointly for a specific district. A

Committee consisting of Lead Bank, KVIC/KVIB/DIC and Principal, Multi Disciplinary Training Centres (MDTC) of KVIC will shortlist the beneficiaries and send them for training as well as RICS for project formulation and to Bank for project sanction. The amount specified can be spent on publicity, arrangement and other necessary expenses for organizing such camps, which will be communicated by KVIC in their guidelines separately.

14.2 Mandatory activities to be undertaken in the awareness camps:

(i) Publicity through banners, posters, hoardings and press advertisements in local newspapers.

(ii) Presentation on the scheme by KVIC/KVIB/DIC officials.

(iii) Presentation by Lead Bank of the area.

(iv) Presentation by successful PMEGP/REGP Entrepreneurs.

(v) Distribution of sanction letters to PMEGP entrepreneurs who have been sanctioned the project by Bank.

(vi) Press conference

(vii) Collection of data (in the prescribed format) from the potential beneficiaries, which will include information like profile of beneficiaries, skills possessed, background and qualifications, experience, project interested in, etc.

For ascertaining the training (as described in para 12 of the guidelines) a committee consisting of representatives of Lead Bank, KVIC, KVIB, DIC and Principal, MDTC will shortlist the beneficiaries and send them for orientation and training. They will also be sent to RICS and Banks for project formulation and project sanc-

tion, respectively.

viii) A Shelf of Projects for consideration under PMEGP, prepared by KVIC has already been circulated by KVIC/Ministry to some of the prominent State Industries Secretaries and Banks including State Bank of India, Central Bank of India, Canara Bank, Allahabad Bank and Union Bank of India. For any further inclusion of projects in the shelf already prepared, KVIBs and DICs shall forward the details of such projects to KVIC. KVIC will in turn, expand the Shelf of Projects, in due course, in consultation with Banks, KVIBs and DICs, by utilizing the provisions in „Training and Orientation“ under forward and backward linkages.

(ix) Marketing Support

(a) Marketing support for the products, produced by the units under PMEGP may be provided through KVIC's Marketing Sales outlets, as far as possible. KVIC will reserve the right to provide such a support based on quality, pricing and other parameters to be separately circulated by KVIC to KVIBs/DICs.

(b) Besides the above, Exhibitions, Workshops at District/State Zonal/National and International levels, Buyer-Seller Meets, etc., will be arranged for the benefit of PMEGP beneficiaries by KVIC.

Workshops

a) Objectives

(i) To brief potential beneficiaries about benefits under the PMEGP Scheme and other KVIC Schemes like PRODIP, SFURTI, etc. (ii) To create a Data Bank of PMEGP units regarding products produced, services /business activ-



ity details, production, supply capacity, present marketing set up employment and project cost, etc.

(iii) To interact with PMEGP entrepreneurs to obtain feed back about the units, their problems, support required, success stories etc.

(iv) To involve experts in marketing and export to support PMEGP units in these areas.

Note: (i). It should be ensured that a minimum number of 200 prospective entrepreneurs participate in the Workshop. (ii) One State level Workshop for KVIC and one for DIC are permissible. (iii) KVIC and DIC may consider organizing these Workshops jointly in a specific State (iv) One representative of KVIC and DIC will participate in each Workshop.

b) The State Level Workshop will include the following activities:

(i) Presentation of PMEGP Scenario of the State.

(ii) Presentation of views of Banks on PMEGP by senior offi-



cial of lead Bank in the State.

(iii) Sharing of experience and success stories by PMEGRP/REGP entrepreneurs, providing special emphasis to entrepreneurs belonging to special categories. (iv) Briefing about support Schemes of KVVC like Product Development, Design Intervention and Packaging (PRODIP), Rural Industrial Service Centres (RISC), Scheme of Fund for Regeneration of Traditional Industries (SFURTI), Micro and Small Enterprises Cluster Development Programme (MSECDP), Credit Linked Capital Subsidy Scheme for Technology Upgradation (CLCSS), Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTSM), etc.

(v) Briefing about support schemes related to cluster and marketing by NABARD and SIDBI.

(vi) Utilizing the services of NYKS, MWCD, AWWA for involving the rural youth, weaker sections, women, minorities, ex-

servicemen, physically challenged, war widows in PMEGRP.

(vii) Presentation on Domestic and Export Market Potential available, by Marketing experts.

(viii) Open house discussion with PMEGRP entrepreneurs on implementation issues, constraints encountered, further supports required, etc., and arriving at possible solutions.

(ix) Data collection of PMEGRP entrepreneurs in the prescribed format.

(x) Arranging the exhibition cum sale of PMEGRP products.

(xi) Formation of PMEGRP Federation. (xii) Press conference.

(c) KVVC will be co ordinating these workshops and will get the annual calendar of workshops approved by the Ministry, in advance.

Exhibitions

PMEGRP Exhibitions will be organized by KVVC at National, Zonal, State and District Levels and special exhibitions for North Eastern Zone in co ordination with KVVCs and DICs, to promote products produced by PMEGRP units. KVVC will get the annual calendar of exhibitions to be conducted at various parts of the country, approved by the Ministry in advance. Separate pavilions will be provided for display of products produced by units set up through KVVCs/DICs. Separate logos and nomenclature for rural entrepreneurs and urban entrepreneurs will be worked out by KVVC/KVVCs/DICs. For example, for rural PMEGRP exhibitions nomenclatures like GRAMEXPO, GRAMUSTAV, GRAM MELA,

etc., may be used. KVVC, in coordination with KVVCs and DICs will be organizing one district level exhibition (per district), one State level exhibition and one Zonal level exhibition, annually.

Participation in International Exhibitions

Participation by PMEGRP units is envisaged in International Exhibitions like India International Trade Fair (IITF), etc., for developing their export market. KVVC will organize participation in the international exhibitions in coordination with KVVCs and DICs and will seek the list of willing units from KVVCs and DICs. KVVC will ensure that the units desirous of participating in the fair, set up through KVVCs and DICs are considered judiciously on the basis of merit, variety and quality of the products. A maximum amount of Rs. 20 lakh will be provided to meet expenditure on rental charges for pavilion, fabrication of stalls and towards display, demonstration etc. KVVC may meet the rest of the expenditure out of its regular marketing budget provisions.

Bankers Review Meetings

PMEGRP is a bank driven scheme and the final sanction of project and release of loan is done at the level of concerned Bank. It is therefore imperative that KVVC, KVVCs and DICs interact regularly with the higher officials of Bankers at District/ State/National level to ensure that the bottle necks, if any, in implementation, are resolved, outcomes are effectively achieved and targets are met. Bankers Review Meeting at

following levels shall be organized as below:

(i) Lead District Managers Meet (LDM): This will be organized by State Office and Divisional Office of KVIC jointly with KVIB and DIC. The focus of the meeting will be to inform and educate the bank officials at LDM level about PMEGP and regularly monitor and review the implementation of the scheme. The meeting will be held on quarterly basis.

(ii) Zonal review meeting: To review and monitor the PMEGP scheme, zonal review will be conducted quarterly by KVIC in 6 zones where representatives of KVIC, KVIB and DIC will participate in the review. Concerned Bank officers will also be invited.

(iii) Top level Bankers Meeting: KVIC will organize the Top Level Bankers meeting half yearly (in June and December) so that proper monitoring can be done at the beginning and towards the end of the financial year. CMDs/Senior Executives of nationalized Banks, representatives from Ministry of MSME, State DICs and KVIBs will participate in the National level Bankers meeting which will be chaired by CEO, KVIC. All the States/UTs will be invited in two groups and KVIC will ensure that around half of the States/UTs' representatives (of KVIBs and DICs) participate in each of these half yearly review meetings. The meeting will focus on reviewing the targets and will examine the issues related to policy decisions relating to banks for the implementation of PMEGP.

Orientation and Training under PMEGP

The staff and officers of KVIC,

DIC and concerned agencies have to be sensitized on the operational modalities of PMEGP which can be imparted in the „one day training workshops“ to be conducted throughout the country at State / District levels by KVIC (in coordination with KVIBs) and DICs. 40 such programmes per year will be organized by KVIC and DICs (each). KVIC and DICs may organize such training workshops jointly, wherever feasible, on the basis of guidelines to be issued by KVIC separately, for this purpose.

TA/DA of Staff and Officers

The officers of KVIC, KVIBs and DICs will carry out relevant field visits and monitoring activities of PMEGP. A provision of Rs. 1 crore per year is proposed towards TA/DA of staff and officers for monitoring and reviewing PMEGP, which includes administrative expenses like stationery, documentation, contingencies, etc., and around 40% of this amount can be earmarked for DICs. KVIC will issue separate guidelines incorporating the detailed modalities of certification of the expenditure, laying down the norms for such field visits so as to optimally utilize the assistance and ensure economy in expenditure.

Publicity and promotional activities

PMEGP should be popularized through aggressive publicity campaigns including posters, banners, hoardings, radio jingles, television messages, advertisements in local papers, press conferences, also involving VVIPs and distinguished

guests in major events of PMEGP.

Release of advertisement/publicity for PMEGP.

Advertisement will be issued /published in English, Hindi and local language newspapers. For District level events, quarter page advertisement will be released and for State level events, half a page advertisement will be released.

Keeping in view the significance of publicity and promotional activities required to be undertaken for PMEGP, an amount of Rs.16 Crore will be al-



located during the four years period. 25 % of funds will be earmarked by KVIC to DICs for release of advertisement/ publicity of the Scheme, in accordance with the guidelines framed by KVIC while ensuring maximum coordination and synergy of efforts with KVIBs and DICs.

MIS Package, Application Tracking System, E-Portal and other supporting packages

E-governance is a vital requirement for effective monitoring and reviewing of the scheme. In addi-

tion, data base of existing REGP beneficiaries as well as PMRY have also to be documented. A separate PMEGP website will be constructed by KVIC, including all the relevant linkages with Ministry of MSME, State KVIBs, DICs, NIC and Banks, providing all the necessary information. Application tracking system will also be introduced by KVIC in coordination with KVIBs / DICs for PMEGP beneficiaries. In addition Rural Industrial Consultancy

in this regard will be maintained by State/KVIBs/DICs and monitored by KVIC regularly.

Proposed Estimated Targets under PMEGP

23.1 The following estimated targets have been proposed under PMEGP during the four years, i.e., from 2008-09 to 2011-12.

Year	Employment Money (subsidy)(Rs.crore)	Margin (in Nos)	2008-09	2009-10	2010-11	2011-12	Total
	616667	740.00	740000	888.00	962000	1154.40	3737500
	4485.00	Note: 1. An additional amount of Rs.250 crore has been earmarked for backward and forward linkages.					

2. To begin with, the targets would be distributed between KVIC (including State KVIBs) and State DICs in the ratio of 60:40 to ensure comparatively greater emphasis to micro enterprises in rural areas. The margin money subsidy

would also be allocated in the same ratio. DICs will ensure that at least 50% of the amount allocated to them will be utilized in the rural areas. 3. The annual allocation of targets would be issued State-wise to the implementing agencies.

Criteria for distribution of targets under PMEGP

The following are the broad suggested criteria for distribution of state-wise targets: (i) Extent of backwardness of State; (ii) Extent of unemployment; (iii) Extent of fulfillment of targets under PMRY and REGP in 2007-08;

(iv) Extent of recovery of loans under PMRY and REGP in 2007-

08; (v) Population of State/Union Territory; and (vi) Availability of traditional skills and raw material.

KVIC will assign targets to State KVIC Directorates/ KVIBs and State Governments. Target at District levels will be decided by State Level Bankers Coordination Committee. SLBCC will ensure that targets are evenly distributed within each district. The State-wise targets in respect of KVIC/KVIBs will be made available by KVIC to SLBCC where overall allocation of district-wise targets will be decided. Any modification of the targets for which KVIC is directly responsible will be permitted only with the concurrence of the Ministry. KVIC will identify the Nodal Bank Branches in consultation with State Governments and place the Margin Money (subsidy) with these branches both for rural and urban areas. For assigning the targets of subsidy and other parameters (number of units, employment opportunities, etc.) to KVIC Directorates / KVIBs, KVIC will adopt the criteria of rural population of the State, backwardness of the State (based on 250 backward districts identified by Planning Commission) and past performance of the State under REGP Scheme for deciding the targets as per weightages given below. Similarly, for assigning the targets to DICs, KVIC will adopt the criteria of backwardness of the State (based on 250 backward districts identified by Planning Commission), urban unemployment level (as reflected in the Planning Commission's report (2002) on „Special Group on targeting ten million



Services (RICS)'s software package for project preparation of KVIC will be extended to all training centers in the country for assisting potential beneficiaries to prepare project under PMEGP. A separate provision is available under forward-backward linkages for the purposes for use by KVIC.

KVIC will issue further guidelines in regard to utilization of funds for the purposes outlined in the backward and forward linkages by ensuring proper documentation etc., from KVIBs and DICs. Proper account of the expenditure

employment opportunities per year" and rural population of the State. From the second year (i.e., 2009-10) onwards, the performance of PMEGP during the previous year(s) will also be given appropriate weightage, for deciding the targets. The approximate weightages to be assigned for determining the targets to the implementing agencies are given below.

Criteria Weightage for determining targets KVIC/KVIBs DICs
 1. Rural Population of the State 40 %
 2. Backwardness of the State 30 %
 3. Urban Unemployment level - 30 %
 4. Past performance of REGP 30 % -

Rehabilitation of Sick Units

Sick units under PMEGP for their rehabilitation will be linked with RBI's Guidelines for rehabilitation of sick small scale industrial units issued to all Scheduled Commercial Banks vide their letter RPCD.No.PLNFS.BC.57/06.04.01/2001-2002 dated 16th January, 2002.

Registration

Registration with the KVIC/KVIBs/State DICs under the Scheme is voluntary. No registration fee will be charged from the beneficiaries and the funds available under Forward and Backward linkage will be utilized to meet expenses on documentation cost, etc.

Beneficiary will submit quarterly report about production, sales, employment, wages paid etc. to the State/Regional Director of the KVIC/KVIB/State DIC, and KVIC will in turn ana-

lyze and submit a consolidated report to the Ministry of MSME, every six months.

Role of Private Sector (Scheduled, Commercial / Co-operative) Banks in the implementation of PMEGP

The Scheme will also be implemented through the Private Sector Scheduled Commercial Banks/Co-operative Banks on selective basis, after verification of intending Banks' last 3 years' Balance Sheet and ascertaining quantum of lending portfolio. Margin Money (subsidy) portion will be paid on actual reimbursement basis to the Banks by KVIC.

Monitoring and evaluation of PMEGP

Role of Ministry of MSME

Ministry of MSME will be the controlling and monitoring agency for implementation of the scheme. It will allocate target, sanction and release required funds to KVIC. Quarterly review meeting will be held in the Ministry

on the performance of PMEGP. CEO, KVIC, Principal Secretaries / Commissioners (Industries) responsible for implementation of the Scheme in States through DICs, Representatives of State KVIBs and Sen-

ERPRISES

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Government of India
MSME

Theme Guidelines	Model Projects	Prepare Project
Online Application	e-Tracking	Success Stories



Rs. in Crore [Last Update Dt.31-12-2015]

Year	Govt. Subsidy Released by MSME	Projects financed (No.)	Margin Money subsidy utilized (Rs. in Crores)	Employment opportunities created (No of persons)	MM/ Proj	Emp. Proj
2008-09	740.00	19,166	356.23	2,04,747	1.86	10.68
2009-10	504.21	40,918	762.44	4,24,982	1.86	10.38
2010-11	877.20	49,064	891.18	4,80,613	1.82	9.80
2011-12	1010.24	55,135	1057.84	4,95,523	1.92	8.98
Total (XI Plan)	3131.65	1,64,283	3067.69	16,05,865	1.87	9.77

ior officials of Banks will attend the meeting.

Role of KVIC

KVIC will be the single Nodal Implementing Agency of the Scheme at the National level. CEO, KVIC will review the performance with State KVIBs, DICs and Banks every month and submit a monthly performance report to the Ministry. The report will include the component wise details of beneficiaries indicating the amount of the Margin Money (subsidy) allotted, employment generated and the projects set up. KVIC will ensure that the margin money (subsidy) is utilized as per

the sub component plans approved for SC, ST, Women, etc. The targets and achievement will also be monitored at the Zonal, State and District levels by the Dy.CEOs, Directors of KVIC and the Commissioner /Secretary of Industries (DIC), of the States concerned. The existing REGP units will continue to be monitored by the KVIC as hitherto fore, and separate monthly report submitted directly to Ministry of MSME.

Role of State Governments / Union Territories

The Scheme will be reviewed half yearly by Chief Secretary of the State. Representatives KVIC, Ministry of MSME, State Director (KVIC) CEO, KVIB, Secretary / Commissioner (Industries) of the State, Senior Officials of the Banks and other officials concerned will attend the meeting. State Governments {Commissioners / Secretaries (Industries)} will forward their monthly reports to KVIC, specifying the component wise details of beneficiaries indicating the amount of the Margin Money (subsidy) allotted, employment generated and the projects set up, which will be analyzed, compiled and consolidated by KVIC and a comprehensive report forwarded to Ministry every month. The existing PMRY units will continue to be monitored by the State DICs, as hitherto fore, and report submitted directly to Ministry of MSME.

Evaluation of the Scheme

A comprehensive, independent and rigorous evaluation of the scheme will be got done after two years of its implementation. Based on the findings of the evaluation

study the scheme would be reviewed.

Negative List of Activities

The following list of activities will not be permitted under PMEGP for setting up of micro enterprises/ projects /units.

a) Any industry/business connected with Meat(slaughtered),i.e. processing, canning and/or serving items made of it as food, production/manufacturing or sale of intoxicant items like Beedi/Pan/ Cigar/Cigarette etc., any Hotel or Dhaba or sales outlet serving liquor, preparation/producing tobacco as raw materials, tapping of toddy for sale.

b) Any industry/business connected with cultivation of crops/ plantation like Tea, Coffee, Rubber etc. sericulture (Cocoon rearing), Horticulture, Floriculture, Animal Husbandry like Pisciculture, Piggery, Poultry, Harvester machines etc.

c) Manufacturing of Polythene carry bags of less than 20 microns thickness and manufacture of carry bags or containers made of recycled plastic for storing, carrying, dispensing or packaging of food stuff and any other item which causes environmental problems.

d) Industries such as processing of Pashmina Wool and such other products like hand spinning and hand weaving, taking advantage of Khadi Programme under the purview of Certification Rules and availing sales rebate.

e) Rural Transport (Except Auto Rickshaw in Andaman & Nicobar Islands, House Boat, Shikara & Tourist Boats in J&K and Cycle Rickshaw).



Andhra Bank expansion, focus on MSMEs, agri

Andhra Bank has charted a big expansion plan for Kerala. It will concentrate on agriculture, retail and micro, small and medium level enterprises (MSME) sectors in the state, said its executive director Ajit Kumar Rath.

“The number of branches

will go from the current 32 to 75 and the business will grow from Rs 2,000 crore to Rs 5,000 crore in three years,” he said.

Rath noted that the bank will provide fund in the agriculture sector in the state, especially in organic farming, including logistics and warehousing. The bank will also finance activities

of self-help groups in agriculture, he said.

The bank’s leap in profit is due its ability to cut cost of funds and leverage technology. At present 60 per cent of the transactions are done through the electronic channel and the bank is atargeting to make it 70 per cent, added Rath.

Activate Single Window Clearance for MSMEs: RBI

The Reserve Bank of India (RBI) has sought activating the Single Window System for regulatory clearances for MSMEs under the ambit of Public Service Guarantee Act of the state government for time-bound clearances for the start-up projects in Odisha.

“Single Window System for regulatory clearances for MSME is already in place which needs to be activated. It may be covered under Public Service Guarantee Act of the state government which may help time-bound clearances for the start-up of the projects”, the RBI, Bhubaneswar office suggested in its recent report on “The State of MSME sector in Odisha: Issues, Challenges and Way Forward”.

The report further suggested that, “A simplified and time bound clearance from IDCO will encourage new entrepreneurs. Special cell and vertical in IDCO may be created to give focused attention in dispensing of MSME related cases in time bound manner.

To address the issue of infrastructure in tribal areas, State Government may contemplate creation of industrial estates and marketing hubs by using Government land in these districts to create a facilitatory environment for encouraging MSME sector, RBI suggested. The Reserve Bank further suggested in its report that the State Government may issue an instruction to its PSUs to ensure that all dues have been paid to MSME entrepreneurs by them against receivables within specified time.

The number of MSME units in Odisha has been steadily increasing over the years. Odisha is one of the top ten States in creation of job by MSME sector although it is positioned at 11 in respect of number of MSME units set up as compared to other States.





International Trade Center

Trade with Africa, ITC tells SMEs

Indian small and medium enterprises has much to gain with the country's increasing trade with Africa, says the UN's International Trade Centre (ITC).

"India has much to gain from increasing its share in the African market and Africa remains poised to be the growth miracle of this century" said ITC.

Stating the reasons for the emergence of Africa as a good trading partner, ITC said, "The statistics increasingly show that with the rise of the middle class in Africa, the youth-leaning demography, the technological leap-frogging which has been occurring and the tentative steps into global value chains, Africa is the market place and could be in some respects the supplier of the future".

It added that the net gainers of this will be the 1.3 million SMEs (small and medium enterprises) that generate over 60 percent of the employment and contribute half of the region's exports.

India, it said, understands what SMEs need to be able to trade: effective trade facilitation, access to finance and clear and transparent regulatory frameworks. Africa is a continent of SMEs - both formal and informal.

"These SMEs are the backbones of the economies and the incubators of innovative thought and solutions. They create platforms for women to step into the world of business and serve as hands on training grounds to the youth who will lead the development of the continent in the future, it said.

According to the UN body, trade between India and Africa has increased by more than 30 percent annually between 2005 and 2011 and is expected to rise to \$90 billion by 2015. India has moved from being the 13th largest exporter to Africa in 2001 to become its 5th largest exporter in a decade. Similarly, India was the 14th largest importer from Africa a decade ago and is now its third largest, accounting for almost seven percent of Africa's exports.

It said Indian investments in Africa in banking, mining and metals industries, industrial construction projects, telecommunications; information and communication technology (ICT), energy and automobiles facilitate the transfer of technology and employment creation.



Low cost financing for Renewable Energy

The Government has taken several major initiatives in coordination with different Ministries and Departments for mobilizing the low cost financing for renewable energy projects said Piyush Goyal, Minister of State (IC) for Power, Coal & New and Renewable Energy in a written reply to a question in the Lok Sabha on 13 August.

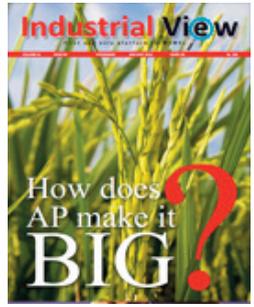
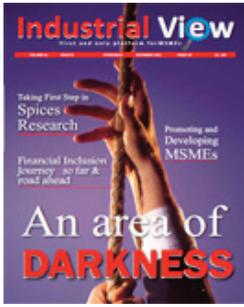
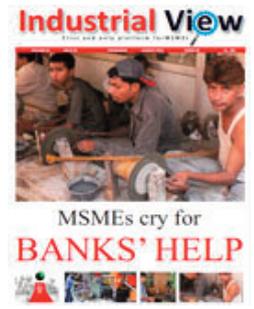
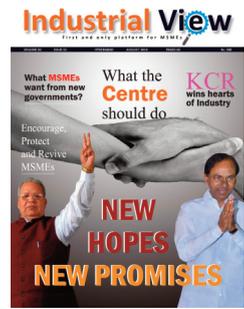
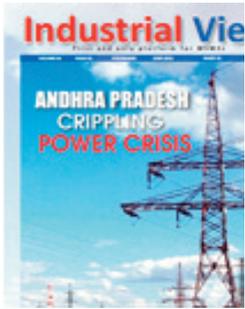
The low cost financing for renewable energy projects includes low cost borrowing through multi-

lateral and bi-lateral agencies like World Bank, Asian Development Bank, KfW Germany, etc.; inclusion of Renewable Energy Projects in Priority Sector Lending Norms of Commercial Banks; and approval for issuance of tax free infrastructure bonds for funding renewable energy projects during the FY 2015-16.

The Minister further stated that the Rural Electrification Corporation (REC) is providing Renewable Energy loans at the rate of

interest which is 0.75 per cent less than the Conventional Generation Projects.

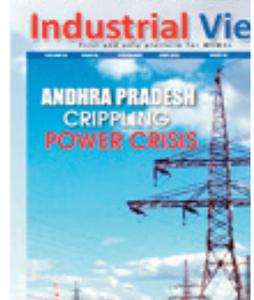
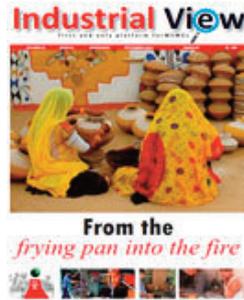
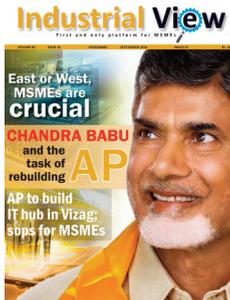
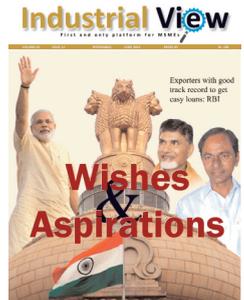
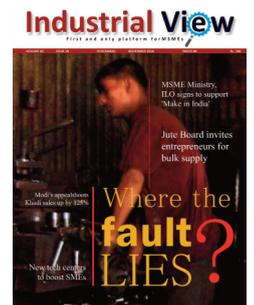
Moreover, there are no restrictions on the loan amount for Renewable Energy Projects and all projects found viable are eligible for funding. Further, in remote villages, Government is also providing grant through REC for Decentralized Distributed Generation under Deendayal Upadhyaya Gram Jyoti Yojana (DDUGJY).



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Ban import of natural rubber



A delegation of Karnataka State Rubber Cultivators Hitarakshana Vedike (KSRCHV) and Dakshina Kannada MP, Nalin Kumar Kateel urged the Union Minister of State for Commerce and Industry, Nirmala Sitharaman to consider banning import of natural rubber and address other issues of rubber growers. They presented a copy of the memoran-

dum to the minister on August 13. Rubber Board's statistics reveals that there is a shortage of Rs 50,000 to 60,000 metric tons of natural rubber production in India as against the industrial requirement of the country. At the same time, the price of NR has crashed by one third compared with the price in 2012. Predominant reason for this is the huge volume of import of natural rub-

ber in to the domestic market.

Farmers in the Karnataka and Kerala state are facing a grave situation owing to steep price fall.

KSRCHV urged union government to increase import duty to 40 percent of the price and to restrict import through one or two ports and implement strict quality check and make sure that rubber below the RSS 4 quality is not imported.



Basel III may affect SMEs: ADB

Financial infrastructure needs to be developed to expand financial outreach to a larger number of SMEs, a latest report by Asian Development Bank (ADB) has said adding that the Basel III may negatively affect bank lending attitudes to SMEs.

Recent global economic slowdown requires a new growth model for Asia, where small and medium enterprises (SMEs) play a greater role in boosting national productivity, ADB's report on Asia Small and Medium-sized Enterprise (SME) Finance Monitor 2014 said.

The Asia SME Finance Monitor 2014 is the knowledge sharing product on SMEs in Asia and the Pacific, specially focusing on SME access to finance. This

publication reviews various country aspects of SME finance covering the banking sector, nonbank sector, and capital markets. It is expected to support evidence-based policy making and regulations on SME finance in the region.

The report highlights that strengthening SME competitiveness is a critical policy agenda, given the anticipated low SME survival rate and liberalized trade and investment.

It said the nonbank finance industry is small in scale and influenced by bank performance; comprehensive national policy frameworks are lacking.

Although still in the trial stages, positive performances on SME equity markets and gov-

ernment reform efforts have been seen in Asia; and a balanced approach is required to design extensive policy measures for improving SME access to finance, and for safeguarding their financial stability.

The report said while mobile technology has been making access to financial services easier, faster, and cheaper for everyone from high-income individuals to even bottom-of-the pyramid households, the SME segment around the world seems to have made minimal use of this new technology for their financial needs. The so-called SME "missing middle" in terms of financial access appears to have mobile financial services missing as well.



Create jobs, Panagariya asks **INDUSTRY**

NITI AAYOG VICE CHAIRMAN'S COMMENTS ON JOBS, MANUFACTURING

“Where is the passion for hiring workers in the industry here?” asked Arvind Panagariya, Vice Chairman of NITI Aayog. Industry should lobby with the government to have a plan for employment generation, he said. These important observations were made while interacting with the ASSOCHAM members after delivering the prestigious JRD Tata Memorial Lecture on August 22 in New Delhi.

Batting for removal of rigidities in the labour laws, NITI Aayog Vice Chairman Arvind Panagariya said that he does not find passion for hiring workers and creating employment, among the industry. The renowned economist said that even in states like Gujarat and Tamil Nadu where manufacturing has grown well, the labour intensive industries have not seen the desired level of expansion.

“Gujarat certainly has good roads, good connectivity, even some private ports and certainly Gujarat is much more industrialised and has the highest manufacturing share in the state GDP. But in terms of the growth of labour intensive industry, labour intensive industries seem to do rather poorly in India,” said Panagariya.

He gave examples of labour intensive industries like readymade garments where India has been left behind by smaller countries. “If you look only at India's clothing exports, we are about 1/10th of China even today. China is now becoming high-wage economy, in absolute terms we are less than Bangladesh and even little bit behind Vietnam.”

Panagariya agreed with well-known economist

Omkar Goswami who shared his analysis of the listed companies showing a secular trend of less of labour intensity in the net production value.

Arvind Panagariya delivered the JRD Memorial Lecture on the experience of South Korea in pursuing free trade and reaping benefits in terms of growth told the Indian industry leaders how employment generation was important, given the fact that the country has about 500 million workforce. On top of it, 12 million workforce is getting added year after year. Unlike India, South Korea's growth was led by manufacturing, he said.

However, somehow the Indian entrepreneurs, he said had looked the other way when comes to creating jobs. They rather invested in capital-intensive machinery which resulted in employing less people.

Panagariya established a link between quality employment generation and the growth of the manufacturing sector. In the

Indian context he said, the manufacturing has not grown and still suffers from several regulatory issues. When it comes to manufactured exports as many as 50 permissions are required.

Talking about the quality of governance and its impact on the economic growth, he said that India never had a scenario of consistent negative growth, though it had witnessed slow growth before the liberalisation of 1991-92. “Governance is everything,” he said adding that even with minimal governance India could see considerable growth.

He expressed confidence that with improvement in policies the growth in manufacturing would look up.





Banks lent over Rs 20,000 cr to MSMEs

In Odisha, the outstanding loans to the MSME sector by the end of June 2015 stood at Rs 20628.60 crore as compared to Rs 19491.74 crore in June 2014, according to data collated by the State Level Bankers' Committee (SLBC).

The outstanding balance in-

clude Rs 3432.24 crore advanced to the medium enterprises through 1914 accounts while the credit outstanding to the micro and small enterprises (MSEs) at the end of June quarter stood at Rs 9120.16 crore and Rs 8076.20 crore respectively, reports say.

The public sector banks have

lent Rs 16360.39 crore while the private sector banks advanced Rs 2565.05 crore credit as on June 2015. Lending by regional rural banks and co-operative banks to MSME sector stood at Rs 1616.56 crore and Rs 86.60 crore respectively.



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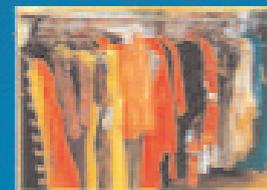
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Framework for R& R of MSMEs notified



Long awaited policy which is of utmost concern for the small and medium entrepreneur is now unveiled. The MSME Ministry posted on its twitter page about its notification on Framework for Revival and Rehabilitation of MSMEs which said that the existing mechanism for addressing revival, rehabilitation and exit of small enterprises is very weak in India.

“The Ministry of Micro, Small & Medium Enterprises has notified a Framework for Revival and Rehabilitation of MSMEs, in exercise of the powers conferred under section 9 of the Micro, Small and Medium Enterprises Devel-

opment Act, 2006,” the Ministry wrote.

In India, the existing mechanism for addressing revival, rehabilitation and exit of small enterprises is very weak.

The most recent Doing Business (DB) Report, a joint project of the World Bank and the International Finance Corporation, ranks India 137 out of the 189 economies for resolving insolvencies.

It notes that resolving insolvency takes 4.3 years on average and costs 9.0 per cent of the debtor’s estate, with the most likely outcome being that the company will be sold as piecemeal sale.

Pending a detailed revision of the legal framework for re-

solving insolvency/bankruptcy, there is a felt need for special dispensation for revival and exit of MSMEs. The MSMEs facing insolvency/bankruptcy need to be provided legal opportunities to revive their units, it said.

This could be through a scheme for re-organization and rehabilitation, which balances the interests of the creditors and debtors.

It is expected that above Framework will help the lenders and debtors in revival and rehabilitation of enterprises and shall unlock the potential of MSMEs, besides improving our international ranking in Doing Business Index.

MSME Ministry's guide for ENTREPRENEURS



In our April issue of Industrial View we said that “there is a slip between the cup and lip” regarding the schemes and beneficiaries. We also opined that lack of knowledge about the schemes on micro, small and medium entrepreneurs is a major lacuna which has to be rectified.

The MSME Ministry has now trying to bridge the gap. Today put up a guide on its website about various schemes of the Ministry for the micro, small and medium enterprises sector.

[tp://www.msme.gov.in/WriteReadData/eBook/MSMESchemesNew.pdf](http://www.msme.gov.in/WriteReadData/eBook/MSMESchemesNew.pdf)

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6. Company Details:
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Date:

Signature of the applicant

Encl: (1) Copy of Registration Certificate

(2) Cheque / DD No.....Dt:.....For Rs.....

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3) Institutional	Rs. 500/-	Rs. 3,000/-	Rs. 30,000/-
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