



सत्यमेव जयते

MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

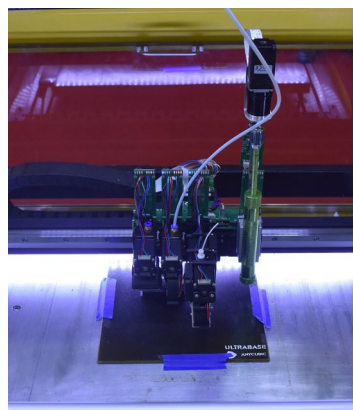
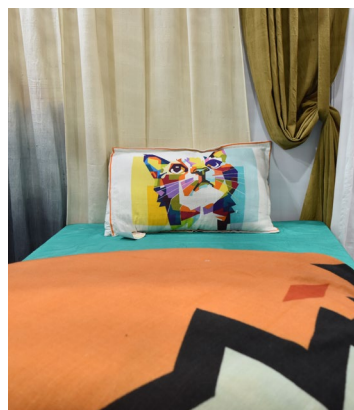
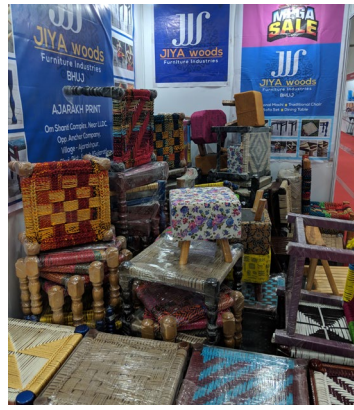
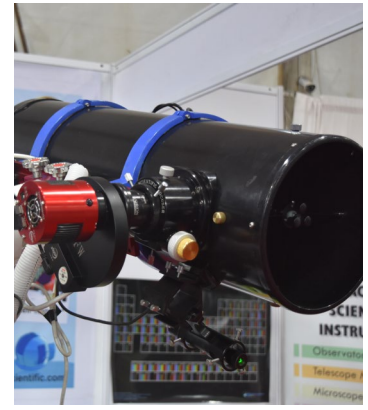


MSME INSIDER

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MSME at VIBRANT GUJARAT 2019

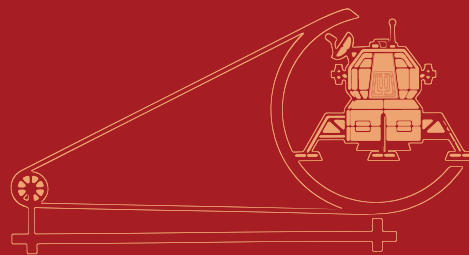


ibrant™
18-20 Jan
GUJARAT 2019

Shaping a New India | 9th Global Summit



**CLICK HERE TO WATCH
MSME HIGHLIGHTS**



CHARKHE SE CHANDRAYAAN TAK

**HON'BLE PM SHRI NARENDRA MODI AT
MSME PAVILION.
CLICK HERE FOR MORE**



Vibrant Gujarat Summit was conceptualized in 2003 to re-establish Gujarat as a preferred investment destination within India. Today, the Summit has evolved into a platform for brainstorming on agendas of global socio-economic development, in addition to being a facilitator for knowledge sharing and forging effective partnerships. The 9th edition of Vibrant Gujarat Summit, themed at "Shaping A New India" was inaugurated by Prime Minister, Narendra Modi featured a forum for discussion on Global, National and State-level agendas with a sharp focus on all round economic development for a 'New India'.

MSMEs are the lowest layer of the enterprise system in any country. Being the 'bottom of the pyramid', their potential growth and importance is without a doubt critical to the Nation. The need for tapping this potential, therefore, is not only a business case, but a wider issue in the overall development agenda of countries, including India. MSMEs in Gujarat are not stand alone, they are significantly influenced by trends in the global and national economy relating to business performance, and developments in technology and trade.

[Click here to read more](#)





GRAND WALL MURAL OF MAHATMA GANDHI FLAGGED OFF AT MORBI, GUJARAT

Chairman KVIC, flagged off 150 Sq yard Grand Wall Mural of Mahatma Gandhi. The Mural is made of 3,870 Kulhads of 75 mm diameter and 90 mm height which have been made on electric pottery wheels given by KVIC. The Kulhads were made by 150 identified potters from all parts of the country bringing clay of their region which were mixed

to produce the Kulhads for the mural. Ahmedabad-based design studio, Clay Club Innovations, which specialises in terracotta and ceramic arts, has designed the artwork. The Kulhads has been made all-weather proof by baking at high temperatures and glazing them.



HON'BLE VICE PRESIDENT OF INDIA UNVEILS GRAND WALL MURAL OF MAHATMA GANDHI AT NEW DELHI

Hon'ble Vice President of India unveiled the 150 Sq. mtrs. of Grand Wall Mural of Mahatma Gandhi, made by 150 Potters across the nation in the august presence of Shri Giriraj Singh, Hon'ble MoS (I/C) for MSME at NDMC Main Building, Parliament Street, New Delhi on 31st January, 2019.



DISTRIBUTION OF ELECTRIC POTTER WHEELS AND BEE BOXES AT PMEGP EXHIBITION AT RAIBARELI

100 Electric Potter wheels, 500 Bee Boxes were distributed at PMEGP exhibition at Salon, Distt.-Raibareli on 23.12.2018 in the presence of the Hon'ble Union Minister of Textiles, Smt. Smriti Z. Irani, who was the chief guest of the programme.

SCHEME CORNER

Special Marketing Assistance Scheme (SMAS)



Marketing, a strategic tool for business development, is critical for the growth and survival of micro, small & medium enterprises. Marketing is the most important factor for the success of any enterprise. Hence, Ministry of Micro, Small & Medium Enterprises, inter-alia, through National Small Industries Corporation (NSIC), a Public Sector Enterprise of the Ministry, has been providing marketing support to the SC/ST enterprises for enhancement of competitiveness and marketability of their products by way of the following type of events:

Organizing Visit to International Exhibitions/Trade Fairs/Seminars Abroad

Participation in International Exhibitions/Trade Fairs Abroad

Organizing Visit to Domestic Exhibitions/Trade Fairs

Participation in Domestic Exhibitions/Trade Fairs

Vendor Development Programmes

Organizing Workshops/Seminars/Awareness Campaigns

KNOW MORE ABOUT THIS SCHEME

SUCCESS STORIES



HARLEEN SINGH - OUTLAND, JAIPUR

Harleen Singh is a bubbly entrepreneur who with her husband has kick started a Khadi soft furnishing unit in Jaipur called Outland. Harleen and her husband wanted to merge traditional khadi fabrics with today's fashion-conscious younger generation, to get them closer to their roots, by making fashionable designer products from marina wool like quilt, pillows, cushion cover, bedsheet and bathrobe. The unique selling point of their products is that it's made purely from Organic Khadi using natural dye and hence completely eco-friendly. Outland gets their raw material from KVIC and after they make their final product out of it. They are traveling around the nation to promote their brand, taking marketing support under various schemes run by M/o MSME.

ANJU CHORDIYA- MAASUMA, CHENNAI

Anju Chordiya along with three other women entrepreneurs started Maasuma to promote famine hygiene and deal with rural life products by inventing a sanitary napkin vending machine and sanitary napkin incinerator. Currently there is an unhygienic disposal of sanitary napkin in landfills and this machine is the perfect solution and is in the same wavelength as Swachh Bharat. The purpose of this machine is to ensure that every girl child in school and colleges have easy access to a sanitary pad, so they don't have to skip school and college. The incinerator is a machine that in a few minutes can turn used sanitary napkins to ashes, which is required in India for hygienic disposal. The Ministry of MSME has been giving regular support and has provided several platforms to pitch their concept of famine hygiene in both national and international market under its marketing assistance schemes.



ANJANA PURI OF NAMOH SUNDARI- AROMA MYSTERIES

Anjana being a regular practitioner of meditation for over 18 years, has gained a lot of knowledge about various aromas and their influences. Aroma plays a key role in people's life, during the course of the day, we are surrounded and are introduced to a multitude of aromas. Ashtagandha is one such element that is rarely used for essential oil. Using Ashtagandha as a base element, Anjana made eight unique aromas. Similarly there are 88 plus unique aromas i.e alcohol, petrochemical and vaporiser free that are available in Namoh Sundari. Anjana took Fragrance making training in Fragrance & Flavour Development Centre (FFDC), Kannauj, where even after the training Anjana was regularly guided and mentored to start and run her aroma business by showcasing her products in various national and international expo.



MSME HAS AN ACTIVE SOCIAL MEDIA PRESENCE THAT HIGHLIGHTS THE MINISTRY'S DAY-TO-DAY ACTIVITIES AND ENGAGES WITH THE PUBLIC DIRECTLY. THIS SECTION HIGHLIGHTS THE SOCIAL MEDIA HAPPENINGS AND THE HIGHEST ENGAGEMENT POSTS FOR THE MONTH.

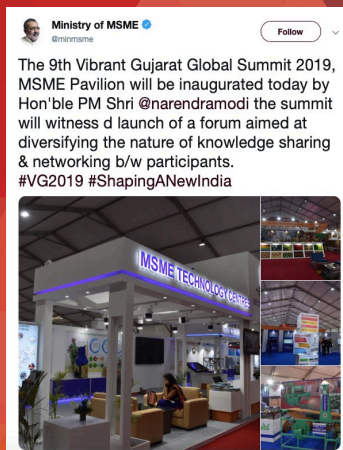


FACEBOOK HIGHLIGHTS

Top Facebook post earned 7,690

Hon'ble Minister of State (I/C), Shri Giriraj Singh, visited the MSME Pavilion in Vibrant Gujarat. The Hon'ble Minister emphasised on promoting Social Entrepreneurship and gave inspiration for developing technology

VIEW POST



TWITTER HIGHLIGHTS

Top Tweet earned 23,731 Impressions

The 9th Vibrant Gujarat Global Summit 2019, MSME Pavilion was inaugurated by Hon'ble PM Shri Narendra Modi, the summit witnessed the launch of a forum aimed at diversifying the nature of knowledge sharing

VIEW POST

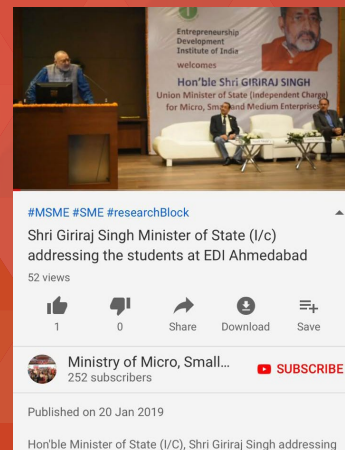


INSTAGRAM HIGHLIGHTS

Top Instagram post earned 2600 impressions

Hon'ble Prime Minister, Shri Narendra Modi visited MSME Pavillion at the Vibrant Gujarat Global Summit 2019. He also visited a unique display of live activities - "MSME LIVE" showcasing the theme of 'Charkha se Chandrayaan Tak'.

VIEW POST



YOUTUBE HIGHLIGHTS

Top YouTube post earned 54 impressions

Hon'ble Minister of State (I/C), Shri Giriraj Singh addressed the students at EDI Ahmedabad, in the presence of Dr. Arun Kumar Panda, Secretary Ministry of MSME and Dr. Sunil Shukla, Director, EDII.

VIEW POST



#SHAPINGANEWINDIA

Hon'ble Prime Minister, Shri Narendra Modi, on 10th January 2019 visited MSME Pavillion at the Vibrant Gujarat Global Summit 2019, the theme for which was "Shaping a New India". He also visited a unique display of live activities - "MSME LIVE" showcasing the theme of 'Charkha se Chandrayaan Tak'. The Live Activities were shown to the Prime Minister in a hexagon shaped theme pavillion, where traditional charkha, Patola Saree Loom, Coir Geo-Textile Loom were displayed alongside high-tech machines like 3-D Printing and parts of Chandrayaan produced by MSME- Technology Centres.

VIEW POST

TTCR DEVELOPS GYM CYCLE USING BAMBOO



Tool Room & Training Center (TTCR), Patna has developed an innovative model of Gym Cycle using Bamboo. Design has been modified replacing some of the parts of Gym Cycle with Bamboo and provisions have been

kept for easy dismantling of the cycle. With these modifications, the cost of the Gym Cycle has reduced and the bamboos have improved the aesthetics.

DENTISTRY IMPLANT (3D) PRINTING AT CTTC, BHUBANESHWAR



CTTC, Bhubaneswar has successfully completed additive manufacturing by Metal 3D printing of Dental Implant (teeth) of Titanium Material. Dentistry implant Three-dimensional (3D) printing has a variety of uses and is becoming an integral part of dentistry, oral surgery and dental lab workflows. 3D printing in dentistry is the natural

progression from computer-aided design (CAD) and computer-aided manufacturing (CAM) technology labs to create crowns, veneers, bridges and implants. In the future, with training and the 3D printing machine anyone will be able to create 3D printed dental models, crown and any type of implant.

ACHIEVEMENTS

(2018-2019 upto February)

Prime Minister's Employment Generation Programme (PMEGP)

Margin money subsidy of Rs.1303.05 crore has been disbursed by the banks up to 31.01.2019 which will facilitate setting up of 46,035 micro enterprises creating employment of around 3,68,280 people.

MSE- Cluster Development Programme

So far 147 CPSEs have reported a total annual procurement target of Rs.1,27,715.30 crore during 2018-19. Procurement of Rs. 26,712.20 crore has been made by 147 CPSEs from 64939 MSEs including procurement of Rs.521.81 crore from 1855 SC/ST MSEs and Rs. 69.69 crore from 562 Women MSEs by January, 2019 out of a total procurement of Rs.1,01,003.10 crore. This amounts to 26.50% procurement from MSEs.

Credit Linked Capital Subsidy Scheme (CLCSS)

Under the CLCSS scheme, a cumulative of 13711 units were benefitted with a cumulative expenditure of Rs. 941.76 crore upto January, 2019.

MSME Sampark

During the month, 29,601 passed out trainees (job seekers) and 4,896 recruiters (job providers) have registered on the portal. 6,324 resumes have been shared with recruiters and 1818 jobs have been offered.



9TH EDITION OF VIBRANT GUJARAT SUMMIT AT MAHATMA MANDIR, GANDHINAGAR

Hon'ble Prime Minister Shri Narendra Modi inaugurated the 9th Edition of Vibrant Gujarat Summit at Mahatma Mandir Exhibition cum Convention Centre in Gandhinagar on 17.01.2019. Heads of States from five countries of Uzbekistan, Rwanda, Denmark, Czech Republic and Malta along with the captains of industries from various sectors & over 30,000 delegates from India and abroad took part in the event. Ministry of MSME also partnered in the above said International Conclave held from 18th to 20th January, 2019. Hon'ble Prime Minister, Shri Narendra Modi visited MSME Pavillion on 17th January 2019 at the Vibrant Gujarat Global Summit 2019. He also visited a unique display of live activities - "MSME LIVE" showcasing the theme of 'Charkha se Chandrayaan Tak'. The Live Activities were shown to the Hon'ble Prime Minister in a hexagon shaped theme pavillion, where traditional charkha, Patola Saree Loom, Coir Geo-Textile Loom were displayed alongside high-tech machines like 3-D Printing and parts of Chandrayaan produced by MSME- Technology Centres.



INAUGURATION OF RESEARCH CENTRE BY HON'BLE MINISTER OF STATE (I/C), MINISTRY OF MSME

Hon'ble Minister of State (I/C), Shri Giriraj Singh, inaugurated the Research Lab and Seminar Hall along with Residential Block for researchers in EDI Ahmedabad in the presence of Dr. Arun Kumar Panda, Secretary Ministry of MSME and Dr. Sunil Shukla, Director, EDII. The project has been funded by Ministry of MSME under its scheme 'Assistance to Training Institutions'. The Research Block will cater to the challenges faced by entrepreneurs of today and will promote inventions and applications of modern technology.

UPCOMING EVENTS/ TRAININGS/ ACTIVITIES FOR THE MONTH OF FEBRUARY

NSIC

MSME-DI

TECHNOLOGY
CENTRES

NIMSME

CLICK ON THE CATEGORIES ABOVE FOR FURTHER DETAILS



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