



**“ Digital MSME” scheme
for
Promotion of Information &
Communication Technology (ICT) IN
MSME Sector”**

**Office of Development Commissioner,
(Micro, Small and Medium Enterprises)**

Digital MSME

1. Guidelines notified on 31.5.2015.
2. Hon'ble Minister MSME has launched the Digital MSME scheme on 27.6.2017 on UN MSME Day.
3. Guidelines are available at www.digitalmsme.gov.in

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Objectives

1. Sensitize and encourage MSMEs towards new approach i.e Cloud Computing for ICT adoption.
2. Adoption of best practices to improve quality of products and services
3. To benefit large number of MSMEs
4. Standardization of their business processes
5. Improvement in delivery time
6. Reduction in inventory cost
7. Improvement in productivity & quality of production through cloud computing.

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Components of the Scheme

1. **Awareness Programme** – to be conducted by MSME-DIs
2. **Workshop** – to be conducted by IA/ TCIL/ Chambers of Industry Associations @ Rs. 5 Lakh/ day per programme.
3. **Publicity & Mobilization** - to publicize the benefits through Electronic, Print Media, Documentary/ Short Films, Printing of book of knowledge, Study Material etc.
4. **Cloud Computing** – to encourage MSMEs to use Cloud Computing for ICT applications.

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Benefits of Cloud Computing to MSMEs.

- Cloud Computing is emerging as a cost effective & viable alternative in comparison to IT Infrastructure installed by MSME. This will help MSMEs to adopt best practices to improve quality of products & services
- Free from burden of Investment on Hardware/Software & Infrastructural Activities.
- It follows “ pay as you use” model.
- Reduction in cost of Production to become more competitive in National & International Market.

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Cloud Computing

Cloud Computing Services will be provided in 3 categories:

- i **With Subsidy** – Subsidy @60% of user charges each year per unit will be disbursed over a period of 2 years (Max. Rs.1 lakh) to Micro and Small Enterprises.
- ii. **Without Subsidy** – Services at Ultra low Cost
- iii. **Market Cost** – Services at Market cost

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Methodology

1. TCIL, the Implementing Agency (IA) will deliver the services of Cloud Computing Service Providers (CCSP) through a Web Portal being developed by NIC/ TCIL .
2. TCIL will register CCSPs
 - Sign Service Level Agreement (SLA) with them.
 - @Rs. 1.00 lakh for 2 years which will be non refundable.
3. Project Monitoring and Advisory Committee (PMAC)
 - Headed by DC (MSME)
 - Guide, review, monitor and provide overall direction for implementation.
4. A technical Committee
 - Chaired by ADC
 - Members from NIC, IFW, TCIL, Domain Expert, Industry etc. will evaluate services and recommend to Project Monitoring and Advisory Committee for approval.

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5. Interested MSMEs will register themselves on the Web Portal www.digitalmsme.gov.in and apply to CCSP/ IA to avail any services. Initially MSME will make full payment to CCSP.
6. The Web Portal shall display the list of Cloud Computing Service Providers (CCSP) along with services offered, charges, comparative cost similar applications, features/ specifications of Services, Service levels, workflow to avail the services, etc.
7. Web Portal will be suitably hyperlinked with portals of CCSPs and provision for Payment Gateway.
8. O/o DC MSMEs will release subsidy to TCIL who in turn will transfer it into the accounts of MSMEs through DBT route.

SERVICES for MSMEs

Initially following 4 Service – Verticals are made available to MSEs through various Service Providers.

- ERP
- Accounting
- Manufacturing Design
- Regulatory Compliance including GST

Need –based other Services will also be added in due course of time.

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Role of MSME Associations

1. To motivate MSMEs to get Udyog Aadhar Memorandum (UAM) and register themselves on MSME Data Bank.
2. MSME Associations to sensitize them about the benefits of Cloud Computing approach for adopting ICT in their production and business processes.
3. To bring their MSME – Members on to the www.digitalmsme.gov.in platform by registering for availing the benefits of the scheme.
4. To handhold them to enable them to become more competitive.

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THANKS

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