

विकास आयुक्त का कार्यालय
(सूक्ष्म, लघु और मध्यम उद्यम)
सूक्ष्म लघु और मध्यम उद्यम मंत्रालय
(भारत सरकार)

निर्माण भवन, सातवीं मंजिल, मौलाना आजाद रोड,
नई दिल्ली-110 108



OFFICE OF THE DEVELOPMENT COMMISSIONER
(MICRO, SMALL & MEDIUM ENTERPRISES)
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA
Nirman Bhawan, 7th Floor, Maulana Azad Road,
New Delhi - 110 108

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NA/52/NYLA/2016

Dated: 29 .7.2016

Director
All MSME-DIs

Sir,

This is to inform you that Ministry of Youth Affairs and Sports through its "**National Youth Award**" rewards youth for outstanding work done by them in various sectors. The awards will be instituted in about 50 sectors/domain areas. In each sector/ domain area, two Awards shall be conferred - one for a young man and another for a young woman (age 15-29 years) . The awards in the category of '**Entrepreneurship**' comes under the preview of this Ministry.

2. In this regard , a copy of application form and criteria for evaluating marks for selecting the awardees and guidelines received from M/o Ministry of Youth Affairs and Sports are enclosed for your reference .

3. Application will be received at MSME-DI of respective State . Marks will be evaluated by MSME-DI and further moderated by technical officers of DC(MSME). Selection of awardees will be done by a Committee under the chairmanship of AS&DC and finally with the approval of Hon'ble Minister, MSME, names of awardees will be sent to M/o Youth Affairs and Sports.

4. M/o Youth Affairs and Sports has requested to send list of awardees by 30th September ,2016. In view of the above, the following dates may be strictly followed;

Last date for receipt of applications at MSME-DI - 5th September,2016

Last date for receipt of applications at DC(MSME)- 13th September,2016

5. You are requested to give wide publicity of the awards and invite the applications from young entrepreneurs . Subsequently, received application along with required annexure will be uploaded and processed by MSME-DIs online though web portal. Detailed guidelines in this regard will be provided in due course.

This issues with the approval of Secretary, MSME.

Yours faithfully,


(R.P.Singh)

Asstt Director (Award)

Copy for information to:

- PPS to Minister of Youth Affairs and Sports , New Delhi with reference to their DO No 2-3/2015-NYKS/4179 dated 29 June 2016 .
- PPS to Hon'ble Minister MSME, with reference to their DO No 94089 M (MSME)/2016 /VIP dt 14 July ,2016
- PPS to Secretary , MSME
- PPS to AS&DC, MSME

Guidelines - Ministry of Youth Affairs & Sports

National Young Leaders Awards (NYLA)

1. Objective:

The youth are doing pioneering work in all the sectors. The objective of this Programme is to motivate the youth to strive for excellence in their respective fields by recognising and rewarding the outstanding work done by them. Such exceptionally talented youth could serve as role models and mentors for others. The Department of Youth Affairs currently has programmes such as National Youth Awards, Indira Gandhi NSS Awards, etc. to reward outstanding work done by the youth, primarily in the field of community service. Other Ministries/ Departments also have schemes for rewarding outstanding work in their respective sectors, but the same are not specifically focused on youth. Hence, there is a need for an all-encompassing programme, covering all sectors, for rewarding outstanding work done by the youth. NYLA seeks to achieve that objective.

2. Sectors or Domain Areas to be covered:

The Youth are playing an importance role in almost all sectors. It is proposed to cover all important sectors/ domain areas under the Scheme. The Awards will be instituted in about 50 sectors/ domain areas. In each sector/ domain area, two Awards shall be conferred - one for a young man and another for a young woman. Thus, there will be total about 100 Awards. A suggestive list of such sectors/ domain areas is enclosed as Annexure-I. The List shall be finalised in consultation with various Ministries/ Departments.

3. Nature of the Award and Eligibility Conditions:

- 3.1 The Award shall comprise of (i) a Medal (ii) a Certificate of Honour and (ii) Cash Award of Rs.1,00,000/-.
- 3.2 In order to be eligible for the Award, a person should be a youth in the age-group of 15-29 years. In other words, the person should have completed 15 years of age on the 1st April of the financial year for which the award is to be conferred and should not be more than 29 years on the 31st of March of that financial year.
- 3.3 Since the requirements in respect of various sectors may vary, the concerned Ministry/ Department may stipulate additional conditions in respect of their sectors, as may be considered necessary and appropriate.

4. **Procedure for Selection of Awardees and Presentation of the Award:**

- 4.1 The names of the Awardees in various sectors/ domain areas shall be finalised by the concerned Ministries/ Departments.
- 4.2 Each Ministry/ Department shall lay down, in respect of their sector/ domain area, the parameters for evaluating performance, the prescribed proforma for submission of applications/ nominations, the procedure for selection, etc. The Selection Committee may preferably be headed by the Secretary of the Department. The Department of Youth Affairs shall have representation in the Committee.
- 4.3 The Annual Calendar of all activities connected with the Awards shall be laid down. All Ministries/ Departments shall follow the calendar, finalise the names of Awardees and forward the same to the Department of Youth Affairs.
- 4.4 The Department of Youth Affairs shall make all necessary arrangements for the Awards Ceremony. The Awards Ceremony shall be organised on National Youth Day (12th January every year) or any other suitable day as may be decided. It is proposed that the Awards should preferably be conferred by Hon'ble President of India or Hon'ble Prime Minister of India, so that they get the importance that they deserve.

5. **Pattern of Financial Assistance**

The financial assistance under this component shall be provided for the Cash Award money @Rs 1,00,000 for each Award, the expenditure on preparation of Medals/ Certificates of Honour/ Citations, expenditure on TA/ DA, boarding and lodging of the Award winners and other expenses connected with organisation of the Awards Ceremony.

6. **Expected Outcome:**

The Programme shall motivate the youth to strive for excellence in their respective fields.

7. **Implementing Agency:**

The Programme shall be implemented by the Department of Youth Affairs.

Suggested Domain Areas for National Young Leaders Awards (NYLA)

1. Agriculture
2. Animal Husbandry, Dairying and Fisheries
3. Agricultural Research and Training
4. Skill Development
- ✓5. Entrepreneurship ✓
6. Information Technology and e-Governance
7. Consumer Awareness
8. Promotion of Cultural Heritage
9. Environment Conservation
10. Financial Inclusion
11. Health & Family Welfare
12. Medical Education and Research
13. Rural Employment
14. Drinking Water and Sanitation
15. Rural Housing
16. Rural Development
17. Urban Amenities and Employment
18. Scientific and Industrial Research in various fields
19. Literacy
20. School Education
21. Higher Education
22. Tribal Welfare
23. Minority Welfare
24. Welfare of other Disadvantaged Sections
25. Development and Empowerment of Persons with Disability
26. Women's Empowerment
27. Child Development
28. Care of elderly persons.
29. Constructive work in North East, J&K and LWE Areas
30. Promotion of Renewable Sources of Energy
31. Local Self-Governance in Rural Areas.
32. Local Self-Governance in Urban Areas.
33. Prevention of Drug Addiction and Alcoholism
34. Tourism

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
OFFICE OF THE DEVELOPMENT COMMISSIONER(MSME)
7th FLOOR, NIRMAN BHAWAN, NEW DELHI-110108
PHONE : EPABX-011-23063800, 23063802,23063342
visit website : www.dcmsme.gov.in

NATIONAL YOUNG LEADERS AWARDS - 2015-16
IN ENTREPRENEURSHIP
IN MICRO, SMALL AND MEDIUM ENTERPRISES (MSME)
LAST DATE- 05.09.2016 by 5.00 PM

1. OBJECTIVES-The objective of this Programme is to motivate the youth to strive for excellence in their respective fields by recognizing and rewarding the outstanding work done by them. The awards will be given by the Department of Youth Affairs and Sports.

2. AWARDS

The awards will be given in the category of outstanding entrepreneurship- one for young man and one for young woman .The award will carry (i) Cash Prize Rs.1.00 lakh - (ii) a Certificate and (iii) a Medal.

3. ELIGIBILITY

The Awards will be given for deserving entrepreneurs managing Micro, Small & Medium Enterprises have permanent SSI registration /have filed Entrepreneurs Memorandum Part II/ Udyog Aadhaar Memorandum with the authorities notified by respective State Governments/UT Administration .The MSMEs should have been in continuous manufacturing for last three years. A person / entrepreneur should be a youth in the age group of 15-29 years. In other words, the person should have completed 15 years of age on the 1st April of the financial year for which the award is to be conferred and should not be more than 29 years on the 31st of March of that financial year.

5. MSME-DI - Director MSME- DI of respective state will scrutinize the applications and evaluate the marks as per the criteria.

6. COMPOSITION OF SELECTION COMMITTEE at DC (MSME) -A Committee under the chairmanship of AS&DC (MSME) comprising following members will select the awardees.

- (i) Additional Development Commissioner (Award)
- (ii) Representative of Ministry of Youth Affairs and Sports.
- (iii) Representative of BIS
- (iv) Representative of Ministry of Skill Development
- (v) Representative from FICCI

7.TO WHOM TO APPLY

The eligible enterprises/ entrepreneur will send their nominations in the prescribed Performa to Director, MSME-DI of the State where their MSMEs are registered/ filed Entrepreneurs Memorandum/ Udyog Aadhaar Memorandum by the last date of application i.e.- **05.09.2016 by 5.00 PM**





**GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
OFFICE OF THE DEVELOPMENT COMMISSIONER(MSME)
7th FLOOR, NIRMAN BHAWAN, NEW DELHI-
110108
PHONE : EPABX-011-23063800, 23063802
(Website: www.dcmsme.gov.in)**

**NATIONAL YOUNG LEADERS AWARDS - 2015-16
IN ENTREPRENEURSHIP
IN MICRO, SMALL AND MEDIUM ENTERPRISES (MSME)**

(Application Form to be submitted at concerned MSME-DI

Last Date : - 05.09.2016 by 5.00 PM

IMPORTANT

1. Please carefully read instructions given in the application form, before fillings up the same. Application is liable to be rejected if deviation from instructions are noticed.
2. The completed application form in original or downloaded in duplicate along with Annexure etc. be submitted to Director, MSME-DI (formerly SISI) located in the State.
3. All the claims should be supported with documents/reports/certificates/notifications/ Photos etc.
4. Each & every document should be given page no. and properly tagged/perfect binding/ spiral binding along with Application Form.

(Application Form to be submitted)

Please affix one passport size photo and attach one extra in a plastic cover. Write your name on the back of the extra photo.

To
The Director,
MSME-DI (formerly SISI)

1. Name of Entrepreneur (Both in Hindi - Devanagri and English - Roman Script)

Gender- **Male** / **Female**

(Hindi):

.....

(English):

.....

2. Name and address of Enterprise

(Hindi):

.....

.....

.....

.....

(English):

.....

District State

Pin Code

3. STD Code & Telephone Numbers :

Tel:

Mobile No

E-mail

4. Date of Birth of entrepreneur : Please attach the documentary proof. **Enclose as Annexure-1**

d d m m y y years

						Age (in years)		
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5. Whether the Entrepreneur belongs to SC/ST? YES / NO
 If yes, attach certificate

6. Type of Enterprises Please (✓) Mark : (Micro / Small / Medium)
 (as on 31st March, 2016)

7. Permanent MSME Registration No. / E.M.No. Part II/ Udyog Aadhaar Memorandum
 (Enclose copy of Certificate) **Enclose as Annexure-2**

(a) Number :																			
(b) Date :																			

8. Date of Commencement of production/Services:

9. Name of Products manufactured (Enclosed Photos/Leaflets also): **Enclose as Annexure-3**

10. Enclose photo of Front View of Building of Enterprise showing name Board etc. **Enclose as Annexure-4**

11. Please give an affidavit on non-judicial stamp paper duly attested by Notary that Enterprise/entrepreneur is not involved in any Economic or other offence for which legal action/enquiry is pending. **Enclose as Annexure-5**

12. Enclose **Audited Balance Sheet** for each year.

Enclose as Annexure-6

Figures given below should be highlighted in balance sheet.

	2013-14	2014-15	2015-16
Value of Annual Sales of Products/Services/ Job Work(Rs.in lakh)			
Net Profit (after taxes) (Rs. in lakh)			
Export (Direct) (Rs. in lakh)			

13. **Annual sales** -Please give the details of the annual sales year-wise during last three years and attach documentary proof & certified by Chartered Accountant.

Enclose as Annexure-7

14. **Net profit** - Please give the details of the net profit (after taxes) of products / process year-wise during last three years and attach documentary proof & certified by Chartered Accountant.

Enclose as Annexure-8

15. **Use of Technology**

Enclose as Annexure-9

(a) Whether the technology employed is developed technology? If Yes, give details and how it is superior to conventional.

Give details and attach documentary proof.

(b) Conventional.

16. Is your enterprise certified for ISO-9000/14000/18000/22000/HACCP/GMP/other equivalent **Certification**? If yes, give details and attach documentary proof, for the last three years.

Enclose as Annexure-10

17. **Standardization-**

Enclose as Annexure-11

(i) Has enterprise obtained BIS mark /international standard/CE/ ULA/equivalent (DGQA, RDSO, GMP/BEE etc.) please give details and attach the documentary evidence

(ii) Whether product is equivalent to any other standards, please give details and attach the documentary evidence.

18-**Employees Welfare Measures**. Please Attach documentary evidence. If not applicable give evidence.

Enclose as Annexure-12

(i) ESI (ii) CPF (iii) Bonus .

19. **Pollution Control Measures**. Attach Certificate from Competent Authority. **Enclose as Annexure-13**

Note: If these measures are not applicable to this industry subject to presentation of relevant NOC from the Competent Authority/ Enterprise exempted by State Govt.

20. **In-house R&D/Innovation facilities** - Whether enterprise has in-house R&D/Innovation facilities approved by DSIR/ other agencies/own developed . Please attach documentary evidence.

Enclose as Annexure-14

21. Export (Direct)-. Are you direct exporter? If yes, give details of last 3 years duly supported with documentary evidence and country to whom exported. Enclose photocopy of at least three shipping bills of each last three years. **Enclose as Annexure-15**

21. Please give write up of not more than 300 words about yourself, your enterprise and the products(s) manufactured/service(s) rendered by indicating your achievements to justify as to why your application deserves to be considered for the award. **Enclose as Annexure-16**

I certify that the above information furnished by me is correct. I undertake to refund the cash prize, return the trophy and certificate, if awarded to me, in case it is ever found that the information furnished above was incorrect. Further I may also be liable for any action under the law of the land for any false declaration.

**SIGNATURE OF THE ENTREPRENEUR
SEAL OF THE ENTERPRISE**

Place :

Date :

**NATIONAL YOUNG LEADERS AWARDS - 2015-16
IN ENTREPRENEURSHIP
IN MICRO, SMALL AND MEDIUM ENTERPRISES (MSME)**

(Form "X" Criteria & Performa for Evaluation and Awarding Marks)

Note: For Evaluation and awarding marks, achievements for the period of last three years i.e. 2013-14 2014-15 & 2015-16, or as specified in the application form for all points should only be considered. Marks should be awarded on the basis of documentary evidence.

A. Name of the Entrepreneur

B Address of Enterprise

C. Products

D. Type of Enterprise (Micro or Small or Medium)

S. No.	Parameters for Awarding Marks	Maximum Marks	Marks by (MSME-DI)	Marks by Technical group (DC-MSME)	Brief comments
1	Value of Average Annual Sales of 3 years (Ref. Annex - 7)	10			
	(i) up to Rs.100 lakh - 2 Marks				
	(ii.) above Rs.100 lakh & up to Rs.500 lakh - 4 Marks				
	(iii) above Rs.500 lakh & up to Rs.1000 lakh - 6 Marks				
	(iv) above Rs.1000 lakh - 10 Marks				
2	Growth rate of Average Annual Sales of 3 years from 1st year.(Ref. Annex - 7)	10			
	(i) growth rate up to 10% - 2 Marks				

	(ii.) growth rate above 10% & up to 20% - 4 Marks				
	(iii) growth rate above 20% & up to 30% - 6 Marks				
	(iv) growth rate above 30% - 10 Marks				
	(v) No growth - 0 Mark				
3	Growth rate of Average Net Profit (after Taxes) of 3 years from 1st year(Ref. Annex-8)	10			
	(i) growth rate up to 10% - 2 Marks				
	(ii.) growth rate above 10% & up to 20% - 4 Marks				
	(iii) growth rate above 20% & up to 30% - 6 Marks				
	(iv) growth rate above 30% - 10 Marks				
	(v) No growth - 0 mark				
4	Use of Technology,(Ref. Annex-9)	10			
	(i) Developed Technology - 10 Marks				
	(ii) Conventional - 5 Marks				
5	Obtaining ISO-9000 Series/14000/22000 /HACCP/ GMP certification - (Ref. Annex-10)	10			
	(i) 3 years and above - 10 Marks				
	(ii) less than 3years - 5 marks				
	(iii) No certification- 0 mark				
6	Standardization (Ref. Annex-11)	10			
	(i) Obtained BIS Mark/International/ National Standard (RDSO, GMP,BEE, FSSAI, Ag Mark etc)-10 Marks				
	(ii) Product equivalent to any other Specification-5 Marks				
7	Employees Welfare Measures. full marks may be given, if not applicable. (Ref. Annex-12)	15			
	(i) ESI - 5 Mark				
	(ii) No,ESI- 0 Mark				

	(iii) CPF- 5 Mark				
	(iv) No, CPF- 0 Mark				
	(v) Bonus - 5 Mark				
	(vi) No, Bonus - 0 Mark				
8	Pollution Control Measures Note: (Full marks may be given if these measures are not applicable to this industry subject to presentation of relevant NOC from the Competent Authority/ Enterprise exempted by State Govt.(Ref. Annex-13)	5			
	i. Yes - 5 Marks				
	ii. No- 0 Marks				
9	Whether enterprise has in- house R&D/Innovation facilities .(Ref. Annex-14)	10			
	(i.) Approved by DSIR, - 10 Marks				
	(ii) Approved by other Agencies - 5 Marks				
	(iii) Own - 3 Marks .				
	(iv) No- 0 Mark				
10.	Export(Direct)Average of 3 years	10			
	(i) up to Rs.20.00 lakh - 2 Marks				
	(ii)above Rs.20.00 lakh up to Rs.100.00 lakh - 4 Marks				
	(iii)above Rs.100.00 lakh up to Rs.200.00 lakh - 6 Marks				
	(iv)above Rs.200.00 lakh - 10 Marks				
	(v) No export- 0 Mark				
	TOTAL	100			

Example :Average growth rate	Ist year	II year	III year
Annual sales	Rs. 10.00 lakh	Rs. 12.00lakh	Rs.20.00lakh
Average sales of three years	= 10 + 12 + 20/3 =14		
Average growth rate	(14-10)x100/10=40%		

Signature of Evaluating Officer
MSME-DI/DC(MSME)