The Union Cabinet Minister, Shri Virbhadra Singh has taken over as the Minister of Micro, Small & Medium Enterprises in New Delhi on January 20, 2011. Talking to media persons, on the occasion, Shri Virbhadra Singh said that the Ministry is very important in the sense that it deals with micro, medium & small enterprises which constitute about 60 per cent of industries in the country and touches the heart of India. It is also the biggest employer, specially in rural India.

The Minister was welcomed by the Secretary, Shri Uday Kumar Varma and Additional Secretary & Development Commissioner (MSME), Shri Madhav Lai and other Senior Officers on his arrival in the Ministry.
A Publication of Development Commissioner (MSME)
Ministry of Micro, Small & Medium Enterprises
Government of India

Instructions

The material for publication should be sent, in triplicate, neatly typed in double space. The reports on functions or events should be sent immediately after its conclusion. Articles/Reports should be accompanied by photographs with captions pasted upon reverse. The photographs should be placed in between the thick paper, gem clipped and attached to the forwarding letter. Photographs should be focussed more on the events or products than personalities.

All efforts have been made to ensure that the information published is correct and reliable. However the Laghu Udyog Samachar journal holds no responsibility for any inadvertent error, commission or omission. Opinions, photographs and views published in Laghu Udyog Samachar journal do not necessarily reflect the views of Ministry of Micro, Small & Medium Enterprises or Government.

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### अनुक्रम

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मासिक पत्रिका 'लघु उद्योग समाचार' के सामान्य अंक की एक प्रति का मूल्य 15 रूपए और विशेषांक का मूल्य 20 रूपए है, जबकि वार्षिक मूल्य 200 रूपए है। पत्रिका नकद भुगतान पर प्रकाशन नियंत्रक कार्यालय के विभिन्न विकल्पों से भी खरीदी जा सकती है।

पाठकों-लेखकों से अनुरोध है कि इस पत्रिका को सफल रुप से भागीदारी निम्नै और इसे लक्षित समाह के लिए अधिक से अधिक उपयोगी बनाने के लिए अपने बहुमूल्य सुझाव इस पते पर भेजें:

हरीश आनन्द, वरिष्ठ संपादक / हरेन्द्र प्रताप, संपादक  
लघु उद्योग समाचार  
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भूतल (प्रवेश द्वार 4 व 5 के बीच)  
निर्माण भवन, नई दिल्ली-110 108  
दूरभाष संख्या : 011-23062219  
फॉक्स : 011-23062219  
वेबसाइट: www.dcmsme.gov.in  
Udyami Helpline : 1800-180-MSME or 1800-180-6763
Entrepreneurship Development is one of the key elements for promotion of micro and small enterprises, particularly, the first generation entrepreneurs. Entrepreneurship, and resultant creation of employment and wealth, is a major means for inclusive development. Hence, entrepreneurship development has been one of the priorities in countries, the world over.

The Office of Development Commissioner (MSME) conducts a large number of vocational and entrepreneurship development programmes. While vocational training is implemented by various Departments of the Government, the responsibility of entrepreneurship development lies largely with this office. The Entrepreneurship Development Programmes (EDPs) are conducted through MSME-DIs, with focus on entrepreneurial development coupled with specific skills relating to trades like electronics, electrical, food processing, etc, which enables the trainees to start their own ventures. The programmes covered include the following:

1. Industrial Motivation Campaigns (IMCs)
2. Entrepreneurship Development Programmes (EDPs)
3. Entrepreneurship Skill Development Programmes (ESDPs)
4. Management Development Programmes (MDPs)

20% of the targeted EDPs and ESDPs are conducted exclusively for the weaker sections of the Society (SC/ST/Women/Physically Handicapped), for which no fee is charged. Besides, a stipend of Rs.125/- per week per candidate is provided.

Biotechnology is a frontier area of modern science and technology having significant commercial applications in healthcare, agriculture, and industry and environment sector. India is better placed to harness the potential of biotechnology due to its advantages of technical expertise, skilled manpower, rich bio-resources and progressive Government policies.

Entrepreneurship Skill Development Programmes (ESDPs) on biotechnology are also conducted to promote entrepreneurship activities in Biotechnology as well as promoting biotechnology enterprises.

Salient features of these training/motivation programmes are as follows.

**Industrial Motivation Campaigns**

Industrial Motivation Campaigns are organized to identify and motivate traditional/non-traditional entrepreneurs having potential for setting up MSEs so as to lead them towards self-employment. The programme outlines are as follows:

1. Agency : These programmes are conducted by MSME-DIs
2. Duration : One day
3. Intake Capacity : No limit
4. Training Fee : No Fee
5. Age of Participants : 18 Years and above
6. Qualification : As decided by the Director of the institute

**Entrepreneurship Development Programmes (EDPs)**

Entrepreneurship Development Programmes are being organized to nurture the talent of youth by enlightening them on various aspects of industrial activity required for setting up MSEs. These EDPs are generally conducted in ITIs, Polytechnics and other technical institutions, where skill is available to motivate them towards self-employment.

The course contents of the Entrepreneurship Development Programmes are designed to provide useful information on product/process design, manufacturing practices involved, testing and quality control, selection and usage of appropriate machinery and equipments, project profile preparation, marketing avenues/techniques, product/service pricing, export opportunities, infrastructure facilities...
available, finance and financial institutions, cash flow, etc. The programme outlines are as follows:

1. Agency: These training programmes are conducted by MSME-DIs
2. Duration: 2 weeks
3. Minimum Intake: 20
4. Training Fee (Min.): (1) Rs. 100/- for general candidates. (2) No fees for SC/ST and 50% fee from women and physically handicapped.
5. Age of Participants: 18 Years and above
6. Qualification: As decided by the Director of the institute

Entrepreneurship Skill Development Programmes (ESDPs)

Comprehensive training programmes are organized to upgrade skills of prospective entrepreneurs, existing workforce and also develop skills of new workers and technicians of MSEs by organizing various technical-cum-skill development training programmes with the basic objective of providing training for their skill upgradation and to equip them with better and improved technological skills of production. The specific tailor made programmes for the skill development of socially disadvantaged groups (OBC, SC/ST, minorities and women) are organized in various regions of the states, including the less developed areas. The target group for these programmes are SC, ST, OBC, women, minorities and other weaker sections.


The programme outlines are as follows:

1. Agency: These training programmes are conducted by MSME-DIs
2. Duration: 6 weeks
3. Minimum Intake: 20 No. in each programme
4. Age of Participants: 18 Years and above
5. Qualification: As decided by the Director of the institute
6. Training Fee: (1) Rs. 200/- for general candidates. (2) No fees for SC/ST and 50% fee from women and physically handicapped

Management Development Programmes (MDPs)

The objective of imparting training on management practice system is to improve their decision-making capabilities resulting in higher productivity and profitability of existing and potential entrepreneurs and developing new enterprises. Inputs on a variety of topics of managerial functions are provided to the participants by experts, which aims at dissemination of knowledge of scientific/modern management techniques/practices.

Management Training course on various areas of industrial management are devised for owner-cum-manager and supervisory level personnel of small scale industries. These training programmes are designed keeping in view the demands of the area and the local requirements of the industries. The nature of target groups and its profile determines the course content to be made in order to make them suitable for contemporary managerial practices which may be used by MSMEs executives for attaining desired strength of managerial action. The various topics covered under these training programmes pertain to various Management functions like Industrial Management, Human

1. Agency : These training programmes are conducted by MSME-DIs
2. Duration : One-week for full time and two-weeks for part time
4. Training Fee : (1) Rs. 400/- for general candidates.
   (2) No fees for SC/ST and 50% fee from women and physically handicapped.
   (3) Rs. 100/- for candidates from Andaman & Nicobar, Lakshadweep, NE States, J&K and Sikkim.
5. Age of Participants : 18 Years and above
6. Qualification : As decided by the Director of the institute

Tailor Made Business Skill Development Programme (BSDP)

The programme has been devised to encourage educated youth (students) basically the final year and pre-final year students of Business Schools/Technical Institutes to start self-employment ventures of micro or small enterprises and thus instrumental in employment generation. The programme is known as Business Skill Development Programme (BSDP).

The programmes provide useful information on Product/Process design, Manufacturing Process involved, Testing, Selection and Usage of appropriate machinery and equipment, Marketing avenues/techniques, product/service pricing, export opportunities, cash flow, field visits to small scale units, market study, preparation of project profiles, ISO, Quality management tools etc.

These 22 working days programmes are conducted by MSME-DIs jointly with selected Business Schools/Engineering Colleges in their respective jurisdictions. The participating institute/college need to be AICTE approved and should have a cell for entrepreneurship development functioning for the last three years. No fee is charged toward training under this programme.

Scheme to Support 5 Selected Universities to Run 1,200 Entrepreneurship Clubs

The scheme is also known as e-club scheme. It provides support to form entrepreneurship club at select universities throughout India so that a kind of communication between universities, entrepreneurs, development institutes and students can be established by providing financial help in formation and maintenance of e-club at universities.

This scheme aims to develop linkages of the entrepreneurs with the knowledge institutions while MSME-Development Institutes (MSME-DIs) act as a facilitator. In addition, it provides a base to entrepreneurs for coming together to solve their common problems, a shift from Lobbying Mode to Facilitation Mode, giving hard intervention in the form of technology and soft intervention like arranging workshops, seminars, guidelines to obtain ISO Certification, ISI Marks, participation in Trade Fairs, implementation of Quality Management Tools.

Salient Features

(i) The scheme is to support 5 universities to run Entrepreneurship Clubs (One each from Northern, Western, Southern, Eastern and North Eastern Region).

(ii) The Universities with whom the MSME-DIs have signed MoUs are:
   (a) For the Northern Region–GGSIP University, New Delhi
   (b) For Southern Region–Vellore Institute of Technology, Vellore
   (c) For Eastern Region–Ravenshaw University, Cuttack
   (d) For North Eastern Region–Guwahati University, Guwahati
   (e) For Western Region–Rajasthan Technical University, Kota, Rajasthan.
Definition of Training

According to Flippo, Training is the act of imparting knowledge and upgrading the skills of an employee for doing a particular job. The major outcome of training is learning.

Training is a short-term process utilizing a systematic and organized procedure by which non-managerial personnel learn technical knowledge and skill. The purpose of training is to bring about improvement in the performance of work.

According to the Udi Pareek there are three elements of training and these are purpose, place and time. Training without a purpose is useless because we would not achieve anything out of it. After the purpose, its place should be decided i.e., whether it has to be on the job or off the job. Place would decide the choice of training method and also influence its effectiveness. The next element, which is necessary for training is time i.e., training, must be provided at the right time. We would get outdated knowledge, if we will give late training to employees and it would be useless for the employees. These three elements would be very beneficial, if the organization would go according to these elements, as these will bring the desired results. The main purpose of training is to bring about improvement in the performance of the human resources i.e. it includes the learning of such techniques as are required for the intelligence performance of definite task. It also comprehends the ability to think clearly about problems arising out of the job and its responsibilities and to exercise sound judgment in making decisions affecting the work.

Parameters of Training

Following are the parameters of training:

- To increase the performance level of an employee and to develop him/her in such a manner that he/she can rise to the position of higher responsibility.
- Constantly develop manpower to meet the current as well as future needs of the organization.
- Ensure effective utilization of human resources.
- To integrate individual goals with the organization goals by creating a climate so that an individual employee can best achieve his goals by achieving the goals of the organization.
- To motivate the employees.
- To make them aware about new developments.
- For their personal growth and career development.
- To systematically impart new skills to the human resources so that they learn quickly.
- To bring about change in the attitudes of the workers towards fellow workers, supervisor and the organization.
To reduce the number of accidents by providing safety training to employees.

To keep the executives abreast of the changes and developments in their respective fields.

For economic use of Material and Equipment

To enable uniformity in works and standardization of methods in performing the jobs.

To increase productivity and to improve quality.

To reduce the learning span as more time is consumed when workers learn through unsystematic and unplanned method of trial and error.

So, it’s the process of enhancing the knowledge and skills acquired by an employee to do a particular job.

Successful Models of Training and Development

There are many models of training and development that have made greater progress into organizational settings, which have begun to have a greater impact on instructional design:

(a) Instructional Systems Design (ISD),
(b) Human Performance Technology (HPT),
(c) Performance-Based Instructional Design (PBID), and
(d) Total Quality Management (TQM).

All of these originate from research in the area of organizational development.

(a) Instructional System Design (ISD)

Instructional system design (ISD) was created by the United States military as an efficient and effective way to train soldiers (Rothwell & Kanzanas, 1992). The goal of ISD is to improve human performance. It is based on the assumption that learning should not be developed in a random practice, but should be occurred in correspondence with organized processes, be organized to the target audience, and have outcomes that can be measured.

There have been many different versions of the model published, but the common model has been the ADDIE model. This study critically analyses the ADDIE model, which is a term practically synonymous with Instructional system development, which not only generates practical application of skill level improvement, but also is useful for training and development.

The origin of the ADDIE instructional development model is a concept that can be traced to the United States armed forces in the 1970s. In fact, the term ADDIE does not appear in many textbooks on instructional design, dictionaries or encyclopedia of education, or the several histories of instructional design written in the 1980s and 1990s. The name ADDIE seems to have been spread by word-of-mouth, beginning maybe in the 1980s. The ADDIE processes is the steps, illustrated in figure 1 (Rothwell & Benkowski, 2002).

“Figure 1. The ADDIE Model

“The word ADDIE is an acronym formed from the first letter of each key word” (Rothwell & Benkowski, 2002).

In the Analysis stage job needs are analyzed to identify the performance problem or the gap between the current and the desired performance. To better understand, the trainer begins by finding facts that are needed to make informed training and development decisions. To begin, this process reveals reliable information on effective and safe work practices. The results are analyzed, organized, and structured to form the basis of the training program.
In the **Design stage**, process is performed to determine the learning objectives, both in knowledge and performance. The objectives are determined by using the task requirements and performance information collected during analysis stage to specify the knowledge, skills, and attitudes that are provided in the training. It is important to identify how the employee will know if the objectives have been met and what measures will be used. The trainer provides written statements to define exactly when, what, and how well the employee must perform during training. The trainer will test employee to ensure that the competencies are reliably evaluated, and the design process will conclude when all the tools for development of a training program are defined.

During the **Development stage**, the trainer will organize the knowledge and performance objectives, instructional materials, course design, and model from the design stage are put together for employees to achieve learning objectives. During this stage, existing materials will be reviewed, lesson plans will be selected and new ones will be produced. In the review process, critical input is essential to ensure that the training materials are clear, concise, and effective in addressing objectives. The objective will describe how the trainer and employees will perform during training to achieve the learning objectives. The results of the training materials are reviewed for technical accuracy; it will be tested with a group of employees, and revised as necessary. The Development stage ends when the validation demonstrates that the instruction meets the performance standards specified by the objectives, and the employer accepts the final product.

The **Implementation stage** is the process that cannot be taken for granted. This is when conditions are determined (who, what, when, where) under which the training will be offered and the solution implemented. This is done by reviewing the data collected during the life of
the project, reviewing the lessons learned about field conditions from the validation, and discussing with employees who are knowledgeable about conditions at the job. The outcome of this step defines the guidance and support needed to ensure successful training plan. Next, the availability of employees, facilities, and resources is confirmed and used to create the training program schedule. Training will be delivered as planned, and employees and trainers performance is evaluated. The evaluations will serve two purposes: first, should verify that employees have achieved the learning objectives; second, trainers’ performance and method of presentation problems are identified and resolved. This stage ends when the company is prepared to carry out the tasks required to provide and support the product and administer the materials independently.

The purpose of the **Evaluation stage** enables the trainer to determine if the training methods and material were effective and successful as well as accomplishing the goal and objective that were established. Following, project how and when to evaluate the effectiveness of the training program. To evaluate the program effectively, data will be gathered from participants and the results will be carefully analyzed to identify any unforeseen problems or changing conditions. It is also essential to monitor the return on investment in the training program where productivity issues are the driving factor.

(b) **Human Performance Technology (HPT)**

HPT is a training and instructional system that many businesses use to enhance productivity and to achieve the business goals of the organization. “Combined with learning and instructional technology, HPT provides a strategy for focusing directly on performance improvement” (Rothwell, 1996). HPT is drawn from many disciplines such as behavioral psychology, instructional systems design, organizational development, and human resources management. This allows organizations to
identify the cause for the performance gap, offers a wide range of interventions to improve performance, guides the change management process, and evaluates the results. A description of this performance improvement strategy emerges as clearly explained by (Stolovitch & Keeps, 1992).

**Human**: performers in organizational and work settings.

**Performance**: measurable outcomes, accomplishments, valued by the system done.

**Technology**: a scientific study of practical matters

“The total performance improvement system is actually a merger of systematic performance analysis with comprehensive human resource intervention” (Stolovitch & Keeps, 1992). These are governed by a set of underlying principles that serve to differentiate it from other disciplines and to guide practitioners in its use and explain the principles in depth (Stolovitch & Keeps, 1992).

**Systematic**: This process determines the deficiencies or performance gaps that are to be remedied. The outcome describes the current state, the projected future state, and the rationale or business case for action or non-action.

“Performance is seen as the result of a number of influencing variables (selection, training, feedback, resources, management support, incentives, task interference) all of these must be analyzed before appropriate, cost-effective interventions are selected and deployed” (Stolovitch & Keeps, 1992).

**System value**: Focusing on the results (outcome), this allows questioning, confirming, and reconfirming that people share the same vision and goals, that the job procedures support productivity, efficiency, and quality, “worthy performance” (Stolovitch & Keeps, 1992) and that people have the knowledge, skills, and motivation they require” by both the performer and the organization in which she or he performs” (Stolovitch & Keeps, 1992).

**Scientifically**: This step will determine what needs to be addressed in order to improve
performance. The outcome is a statement of why performance is not happening or will not happen without some intervention. Job task analysis will identify the important tasks that employees must perform and the knowledge, skills, and abilities to perform those tasks. The outcome will be performance objectives, which will describe the desired performance, delineate the conditions under which the performance will be done, and will identify the criteria for successful performance.

**By all means, methods, and media:** This is “not limited by a set of resources to technologies that it must apply. Human performance technology is constantly searching for the most effective and efficient ways to obtain results at the least cost” (Stolovitch & Keeps, 1992).

According to Rothwell (1996), there are six causes of performance gaps:
1) Consequences, incentives, and rewards
2) Data, information, and feedback
3) Resources, tools, and environmental support
4) Individual capacity
5) Motives and expectations
6) Skills and knowledge

Once the performance gap and the causes have been determined, the appropriate training program is then designed and developed. These may include measurement and feedback systems, new tools and equipment, compensation and reward systems, selection and placement of employees, and training and development. The program is then implemented and the desired outcome is achieved.

(c) **Performance-Based Instructional Design (PBID)**

PBID is designed to help learners perform more effectively in the workplace. PBID was designed by David J. Pucel, a professor from the University of Minnesota. Dr. Pucel specializes in the development and evaluation of training and development. He has done extensive work with business and industry on selecting, training, and evaluating personnel to enhance personal and job-related performance.

PBID is a system that has seven major components, and is as follows:
1. Program description
2. Content analysis
3. Content selection
4. Content sequencing
5. Lesson structuring
6. Lesson delivery formatting
7. Evaluation and feedback procedures development

The system’s output is an integrated plan of the instruction, and each system component contributes to the output. “Because it is a system and each component is directly related to each other component, the relationships among the components must be understood for the system to be used effectively” (Pucel, 1989).

The design of the PBID starts with the program description. The purpose of the program description is to develop an instructional program that includes program intent and context “with a clear understanding of both the content area to be taught and its educational content” (Pucel, 1989).

The content includes:
1. Level of program (e.g., secondary, postsecondary, adults, or industry training)
2. Expected length of program (e.g., hours, days, or months)
3. Program focus (e.g., upgrading, initial preparation, remediation, retaining, or exploration)
4. Instructional setting (e.g., instructional format used such as a self-paced course; location; resource restrictions; and/or personal available)
5. Relationships to other programs (e.g., which courses will follow, or which are prerequisites)
6. Special learner characteristics (e.g., handicapped, disadvantaged, or employed)
The content analysis determines the exact content of the program to be taught. Basically, content analysis concentrates on the psychomotor behavior and cognitive behaviors. This is accomplished in three stages and is as follows:

1. Function identification
2. Behavior analysis

This allows the learner to experience hands-on exercises which should be similar to the real job. This will help recognize potential problems and verify specific causes of the problems.

The Content Selection determines what information is to be selected. It can be complex depending upon selecting the behavior to be taught, and identifying process and knowledge. These should include what the intended audience wants to know and the degree of detail that the intended audience requires.

Content Selection is accomplished using a five step procedure:

1. Determine the importance of each behavior
2. Estimate the instructional time each required to teach each behavior.
3. Determine the instructional time that can be devoted to the program.
4. Prioritize the behaviors based on importance and time.
5. Select high-priority behaviors that can be taught within the time available.

In the Content Sequencing, learning strategy is important behaviors to be taught are incorporated in the order in which they will be taught (Pucel, 1989).

“It must be characterized as dependent or independent. Dependent behaviors are those that must be taught in a certain order because they build upon one another, or because they are usually performed together. For example, one must be able to “operate a microcomputer” before being able to “maintain a database with a microcomputer.” Independent behaviors are those that can be taught at any time during the program because they are not the basis for learning other behaviors in the program, or because they are not performed together with other behavior” (Pucel, 1989).
The Lesson structuring examines the design of the program content and how it will be presented to the learners, and how it will be evaluated. This “involves the tentative selection of the type of lesson delivery format that will be used to implement the lesson as well as the type of methods, media, evaluation tools, and feedback procedures that will be used” (Pucel, 1989).

The lesson must be structured, to be delivered through the format as follows:

1. Develop the behavioral objective
2. Develop the lesson flow
3. Specify the content to be taught or evaluated at each lesson-flow stage
4. Select the lesson delivery format
5. Select instructional methods for each stage
6. Select instructional media for each stage
7. Select evaluation procedures
8. Select feedback procedure.

The Lesson Delivery Formatting is a step-by-step process for carrying out the lesson plan, how it is presented to learners and how it can be evaluated. The format includes the decision to develop, specific methods, media, evaluation tools, and feedback procedures that will be used to carry out the lesson.

The purpose of Evaluation and Feedback Procedures

Development is to determine if the lesson has been structured, the delivery format selected, and resource materials are accomplishing the goals and objectives that were established. “Assess learning progress as a basis for adjusting instruction and providing feedback to learners during the process of instruction. It takes place through self-checks, tutorial questioning, and tutorial observation. These are aimed at identifying learning difficulties during the learning process, and helping the learner correct those difficulties”.

(d) Total Quality Management (TQM)

Total Quality Management is a management style based on a structured system for producing quality service for both internal and external...
customers, continuous improvement, and growth potential. These outcomes are a break-through with development, team driven, improving the quality of an organization’s customer service, products, services, and profits.

Total Quality Management was implemented by W. Edwards Deming, an American statistician and management theorist who helped the Japanese improve their war torn economy in the 1950s. Deming has been credited for being an important contributor to the Japanese quality improvement programs.

Deming has said that higher quality leads to higher productivity, which in turn leads to long-term competitive advantage. Based on this, Deming outlined 14 steps that managers in any type of organization can take to implement a total quality management program.

Deming’s 14 Points for Management

1. Create constancy of purpose for improvement of product and service. Constancy of purpose requires innovation, investment in research and education, continuous improvement of product and service.

2. Adopt the new philosophy throughout the organization (everybody).

3. Cease dependence on mass inspection. Inspect products and services for process improvement and cost reduction.

4. End the practice of awarding business on price tag alone. The lowest priced goods are not always the highest quality; choose a supplier based on its record of improvement and then make a long-term commitment to it.

5. Improve constantly and forever the system of production and service. Improvement is not a one-time effort.

6. Institute training and retraining. Workers need to know how to do their jobs correctly even if they need to learn new skills.

7. Teach and institute leadership. Managers have the responsibility to discover the barriers that prevent staff from taking pride in their work.

8. Drive out fear. Create trust. Managers need to create an environment where workers can express concerns with confidence; create a climate for innovation.

9. Break down barriers between staff areas. Managers should promote teamwork by helping staff in different areas/departments work together.

10. Eliminate slogans, exhortations, and targets for the workforce. Managers need to learn real ways of motivating people in their organizations.

11. Eliminate numerical quotas. Workers need the flexibility to give customers the level of service they need.

12. Remove barriers to pride of workmanship. Give workers respect and feedback about how they are doing their jobs.

13. Encourage education and self-improvement for everyone. With continuous improvement, this will result; employees need to be successful at new job responsibilities.

14. Take action to accomplish the transformation. Management must work as a team.

1.4 Methods of Training

There are number of training methods available. Use of particular method depends on the type of trainee viz., workers, supervisors and managers. The following are the popular methods of training:

1. **On Job Training**

   - **Job Instruction Training**
     In this method, a supervisor explains the knowledge, skills and the method of doing the job to the trainee and then asks him to do the job himself. After that, supervisor gives feedback.

   - **Job Rotation**
     In this method, trainee is periodically rotated from job to job instead of sticking to one job so that he acquires a general background of different jobs so that he can acquire knowledge and skill required for various jobs.

   - **Committee Assignment Method**
     In this method, a committee consisting of a group of employees is given a problem and
invited solutions. The employees solve problems and submit it. Through this teamwork develops among employees.

- **Special Meetings of the Staff**
  Special meetings of staff of the department are held periodically to discuss the problems faced by the employees during the job and suggestions are invited to improve the performance of the job.

2. **Off Job Training**
   - **Vestibule Training**
     Under this method, training is provided in a classroom where the actual working condition is created. An attempt is made to create working conditions which are similar to the actual workshop conditions. The staff consists of experts and specialists of the vestibule school.
   - **Class Room Lectures Method**
     This method is more associated with imparting knowledge than with skills. Through lecture the information relating to rules, policies, procedures and method is provided to the trainees. Some executives of the organizations or specialists from vocational and professional institutes may deliver the lectures.
   - **Conference / Seminars**
     A conference is a group of meeting conducted according to an organized plan in which the members seek to develop knowledge and understanding by oral participation. It is conducted in a hall where the participants are allowed to exchange their views and raise queries. It is more effective for clerical, professional and supervisory level of employees.
   - **Audio-Visual / Film Shows**
     This is the medium through which information, knowledge and skills relating to job performance with demonstration can be presented more effectively than in other methods.
   - **Programmed Instruction**
     It is a self-teaching method particularly useful for transmitting information or skill that need to be learnt and placed in logical order. The instructor is replaced by an “Instruction Booklet” or a “Teaching Machine” or both. It presents what is to be learnt in a brief logical sequence, one step at a time.

(Source of the photograph: MSME-DI, Mumbai)
An Overview of Glass Industry in Firozabad

Firozabad, named after Firoz Shah, a Mansabdar in the Mughal period, and presently a district town of the state of Uttar Pradesh, is located 44 km east of world famous city Agra (the City of Taj). The climate of Firozabad is dry. Here the temperature ranges over the year between 2°C to 47°C in general with longer summers. The city is well connected by road (Delhi – Howrah National Highway) and Railways through Main Line.

History & Chronological Development of Products

Prior to 1870 the glass industry existed in a very crude manner and were making few items like bangle, bowl & Phials and had made sprangled glass and enamel glass ornamental enamel and enamel used in metal wares, which is a form of glass, was also produced. The industry witnessed production of crude, plane and coloured glassware in small quantity during the period 1870–1915. During this period, the industry witnessed failures and no product could be made regularly. A number of units came up during this period and were closed. During 1915–1920 the Japanese experts popularized the Japanese Pot Furnace. The production started in a small industrial way by making bangles & glass items in Firozabad. Lot of glass items was imported during the period from Japan, Belgium, UK etc. The Fragile glass industry in India faced keen competition and witnessed closures from time to time. In 1935 the glass industry in U.P. was identified as one of the main industry, deserving Govt. support and a glass technologist was appointed. In 1937 Banaras Hindu University started a Department of Glass Technology. The Indian glass industry met the requirement of stores during the Second World War and flourished. The industry gained sound industrial footings and
the production could acquire proper industrial shape by the mid of 20th Century.

INDUSTRY OVERVIEW

Category & Range of Products

Excluding Flat Glass and some technical glassware, at present the range of production encompasses nearly all types of consumable and decorative coloured and clear glassware such as Bangles, Chandelier, Beads, Block glass, Flower vases & Decorative items, Vacuum flask refills, Glass tubes and Bulb shell, Automotive headlight lenses, Chimney, Tableware and Tumblers, container glassware etc. Firozabad is contributing to over 70% of national small-scale glass production from as many as 250 small and medium scale glass manufacturing units and its ancillary units providing direct and indirect employment to about 1 Lac and 1.25 Lac people respectively. Firozabad has attained the glory of being the largest cluster of small-scale glass industries in the world and is known as the ‘Glass City’.

Total Registered Units

Manufacturing units – As per the information gathered from District Industry Centre, Govt. of U.P., there are a total of 4235 registered small-scale units out of which 1235 SSI Units are working. The number of registered SSI glass Units is 421.

Cluster’s Brief Information

Firozabad glass cluster holds a unique position consisting of Micro, Small and Medium units located at one place and are capable of producing a variety of glass products of clear and coloured glass. Broadly, the products can be classified as container glass, tableware, decorative glassware and glass bangles. The Firozabad glass industry has been able to cater to the indigenous need by way of producing variety of products; however it could not establish reputation in the international market due to average and inconsistent product quality and lack of innovation/ variation in products’ design. The reasons could be attributed to various limitations such as continued use of primitive and moderate technology in glass melting, forming and shaping. The industry is at the
threshold of adopting newer technology due to continued pressure in marketing their product against the international competitors in the Indian market. The initial setback to the industry in 1990 onwards due to liberalization in the trade by the international competitors came as a boon. The glass industry in the same period, with the availability of natural gas accepted the challenge and started adopting simpler newer technologies in the key areas within their available financial limits.

In the first stage, the industry started changing over the furnaces by way of retrofitting of equipments for changing over to gas; soon the industry felt the need of improving furnace quality by way of changing the design and quality of refractory. This resulted in considerable improvement in the glass melt. However this change came only among few larger of small industry specially making glass with continuous tank furnaces.

Government departments, Banks and promotional agencies like Director of industry and Centre for the Development of glass industry, TERI came forward in providing desired assistance not only in adoption of natural gas but also by way of developing newer technologies and providing technical assistance in various manners. CDGI with UNDP assistance started providing testing and assistance in day-to-day troubleshooting. The industry people were also given exposure to the international glass industry practices by way of arranging Study tours to European countries. The awareness program arranged by DI, DST, TERI, and CDGI gave an insight to the industry about energy conservation, improvement in glass melting pots, product design and decoration, importance of instrumentation, ambient air quality monitoring, quality control management and packaging and sales. CDGI as a pioneer institution also provided training in various field such laboratory testing, glass melting and forming, furnace operation, glass decoration by various techniques. CDGI also pioneered in documenting status of glass industry, which included identification of weak areas requiring
attention for providing information and technical assistance.

The problem of inefficient pot furnaces was well recognized by CDGI. The activity relating to the development of fuel-efficient pot furnace of circular design in practice by the industry was taken up by TERI and was successfully developed and demonstrated to the industry and many units are adopting the design.

Firozabad glass industry has been for long using primitive technology in various processes of glass making. This naturally led to develop confidence in the practices in vogue although sometimes not conforming to technical parameters. Firozabad glass industry has great inertia to change the present practices in the area of batch making, mixing, pot making, preheating and transfer of pot in the furnace, batch charging and discharging the melts, shaping and annealing. There is no specialized design development practice followed in the area of product development by the industry; and working on surface for value addition is not tuned to market demand. Various types of decoration techniques are employed at a time on the product at the whim of the skilled workers, which does not provide the desired value addition and market response. Most of the industries are copying the design of international products. The glass products as such do not have originality and they face stiff resistance in the international market. Due to lack of innovative design, modification and variation in the handicraft products, it is also loosing the charm in the international market. Therefore, there is great need of design development and quality improvement in the utility and decorative items.

CURRENT STATUS OF THE CLUSTER

The relevant data/information regarding investment, production by glass units, turnover, employment & cluster members have been gathered from the field survey. As per the survey there are 190 working glass units. The details of these units providing information on various aspects are enclosed as Annexure – 1. The summary of findings is as under:

**Glass Melting Units**

Total number of units : 190

A. Break-up of above as per type of furnace, their products, & melting capacity is as under:

Tank Furnace (Bangle making)
10 – 35 TPD – 18 (Annex.-2.1)
Tank Furnace (Glassware making)
10 – 35 TPD – 21 (Annex.-2.2)
Open Pot Furnace (Bangle making)
5 – 6 TPD – 74 (Annex.-2.3)
Closed Pot Furnace (Colored Art ware)
4 – 5 TPD – 20 (Annex.-2.4)
Tank Furnace (Tableware/ Container)
40 – 80 TPD – 08 (Annex.-2.5)
Small Open Pot/ Tank Furnace
– 16 (Annex.-2.6)
(Beads making, Capillary/sumsum tubes)
*Units not working (Due to shortage of Gas)
– 33
Entrepreneurs (Owners/ Partners) – 540

B. Investment on Plant & Machinery – 213 Crore
Total Investment – 413 Crore

C. Break-up of Employees (As per Social Distribution):

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Glass Melting Units (A)%</th>
<th>Other Glass Units (B)%</th>
<th>Average % of A &amp; B</th>
</tr>
</thead>
<tbody>
<tr>
<td>SC/ST</td>
<td>9.60</td>
<td>20.81</td>
<td>15</td>
</tr>
<tr>
<td>Minority</td>
<td>47.26</td>
<td>23.48</td>
<td>35</td>
</tr>
<tr>
<td>Women</td>
<td>2.85</td>
<td>32.63</td>
<td>18</td>
</tr>
<tr>
<td>General</td>
<td>40.41</td>
<td>23.20</td>
<td>32</td>
</tr>
</tbody>
</table>

*Ref. Annexure No.8

Total Natural gas Consumption of Glass Industry – 950,000 m$^3$/day
Glass Drawing Capacity (All Type) – 1920 MT/day
Finished Glass – 1230 MT/day
Percentage of Finished Glass – 65%
Share of Tableware & Container production – 49%
Share of bangle production – 46%
Share of glass Art ware & Misc. production – 05%
Annual Turn Over* – Rs.2326 Crore

(*Source- Commissioner, Sales Tax, Firozabad)
Design & Decoration Units (Glassware)

Table Glassware & Art ware:

Table Glassware & Art ware are decorated by adopting one or a combination of techniques such as Cutting & Polishing, Grinding, Buffing, Engraving, Acid frosting, Transfer, Painting, Luster, Gold Lining, Sand Blasting, and Screen Printing. The details of this group of units are given at Annexure – 3.

Number of Units – 39
Technology – Traditional
Employment – 1165
Total Investment on plant & Machinery Rs.3.9 Crore
Average Investment on Plant & machinery 0.10 Crore/Unit
Total Investment Rs. 6 Crore
Breakup of Employees (As per Social Distribution): (Given at 3.1 C)

* Detailed Breakup at Annexure -8
Annual Turnover – Rs.33 Crore
Breakup:
Indigenous – Rs. 6 crore
Export – Rs.27 crore

Decoration by Metalizing Units

Details of Glassware Metalizing units by Vacuum Metalizing process are place at Annexure-4.

Number of Units – 50
Investment per Unit – Rs.10 Lac
Total Investment on plant & Machinery – Rs.4.40 Crore
Average Investment on Plant & machinery – 0.09 Crore/Unit
Total Investment - Rs. 5.50 Crore
Employment – 1000
Breakup of Employees (As per Social Distribution): (Given at 3.1 C)

* Detailed Breakup at Annexure -8
Annual Turnover – Rs.17 Crore

Details of Micro Units:

These units are engaged in accomplishing various activities in the production of Glass Bangles after the spirals are produced & cut (accomplished in Bangle manufacturing units) are sold to the bangle stores/contractors etc. The further activities involved are bangles straitening, joining, bangle cutting, frosting, painting, decoration by Zari, Mina, Moti & heat treatment of bangles after application of gold polish, glass color etc. All these activities are done in cottages (Micro Units). The details are annexed at Annexure-5.

Summary

Number of Units – 8550
Investment on Plant & Machinery - 13.06 Crore
(Covering all above mentioned activities)
Total Investment – 19.65 Crore
Level of Technology : Primitive with some modifications
No. of Persons involved – 82,000
Breakup of Employees (As per Social Distribution): (Given at 3.1 C)

* Detailed Breakup at Annexure -8
Annual Turnover – Rs.221 Crore

Social Distribution of Entrepreneurs owning different type of Glass Units as given at 3.1 and 3.2

<table>
<thead>
<tr>
<th>Type of Units</th>
<th>Annex No.</th>
<th>Number of Units</th>
<th>No. of Entrepreneurs</th>
<th>SC/ST</th>
<th>Minority</th>
<th>Women</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Glass Melting Units</td>
<td>1</td>
<td>190</td>
<td>190</td>
<td>0</td>
<td>29</td>
<td>33</td>
<td>128</td>
</tr>
<tr>
<td>Design Decoration Units</td>
<td>3</td>
<td>39</td>
<td>39</td>
<td>5</td>
<td>10</td>
<td>9</td>
<td>15</td>
</tr>
<tr>
<td>Metalizing Units</td>
<td>4</td>
<td>50</td>
<td>50</td>
<td>0</td>
<td>4</td>
<td>13</td>
<td>33</td>
</tr>
<tr>
<td>Micro Units</td>
<td>5</td>
<td>8550</td>
<td>8550</td>
<td>1710</td>
<td>2052</td>
<td>1197</td>
<td>3592</td>
</tr>
<tr>
<td>Total</td>
<td>8829</td>
<td>8829</td>
<td>1715</td>
<td>2095</td>
<td>1252</td>
<td>3768</td>
<td></td>
</tr>
<tr>
<td>Percentage</td>
<td></td>
<td></td>
<td></td>
<td>19.4</td>
<td>23.7</td>
<td>14.2</td>
<td>42.7</td>
</tr>
</tbody>
</table>

January, 2011
The seventh meeting of the National Khadi and Village Industries Board (NKVIB), an apex advisory body to guide the overall development of Khadi and Village Industries programmes across the country was held in New Delhi on December 23, 2010 under the Chairmanship of Shri Dinsha Patel, the then Minister of State (Independent Charge) for Micro, Small & Medium Enterprises.Shri Dinsha Patel in his address highlighted the importance of Khadi and Village Industries sector in the national economy for providing large scale employment especially in rural areas at low per capita investment. He further said that the Government is committed to the development of KVIC in the country, which is evident from the fact that the allocation for KVIC in the current year has been increased from Rs. 919.20 crore to Rs. 1,518.75 crore. He also asked KVIC to intensify its effort for timely utilization of fund. Shri Patel said that the MDA Scheme is a pioneering attempt at reforming the Khadi Sector. He added, the Government is making all efforts to increase the production as well as sales of KVI products with introduction of the modified scheme of MDA. The Minister urged all to see that Khadi Institutions do not face any problem in the smooth implementation of the scheme and even take pro-active steps to help the institutions in case of any difficulties faced by them. He said that the Government has considered sympathetically, the stock of Khadi that has remained unsold at the time of introduction of MDA by considering a one time incentive and also clearing all pending rebate claims of the institutions and is hopeful that the same will be approved by this year.

The Minister also said that the Sector has tremendous potential in terms of creating jobs with minimum investment. PMEGP is expected to provide a solid entrepreneurial base in the country. Chairperson of KVIC, Sushree Kumud Joshi said that the basic objective of KVIC is to provide sustainable employment to spinners, weavers and artisans in the KVI sector. She noted, how Khadi sector with its increased allocation has gained importance. She also praised the MDA Scheme which encourages production of saleable Khadi goods and changes the point of subsidy to the stage of production instead of retail sales.

During the meeting, suggestions were sought from members on ways to further improve the effectiveness, the efficiency, the productivity and the delivery of the schemes in the KVI Sector. Representatives of the North-East region suggested that special consideration should be given to North-East region in view of its locational disadvantage. Demand was also there for inclusion of Khadi activity under MGNREGA. Summing up the discussion Shri Uday Varma, Secretary, MSME said that the fund allocation is no longer a problem. The Ministry has proposed Rs. 2,866 crore in the coming Budget (2011-12) for it. The Secretary emphasized the actual setting up of units under PMEGP should be monitored by KVIC and asked it to ensure complete transparency in the process of implementation of the PMEGP. He also asked KVIC to complete the system of e-tracking and develop a data bank as regards to the contribution of this sector in GDP. Shri Varma said that an exclusive PMEGP Expo is being planned in March 2011 for showcasing their products and a web portal to be evolved for PMEGP products and services. The meeting was attended by senior officials of the Ministry of MSME, experts and senior functionaries from Khadi and Village Industries sector, State Governments, Banking, Marketing and public representatives.

The then Minister of State (Independent Charge) for Micro, Small & Medium Enterprises, Shri Dinsha J. Patel at the 7th Meeting of the National Khadi and Village Industries Board, in New Delhi on December 23, 2010. The Chairperson of KVIC, Sushree Kumud Joshi, the Secretary, MSME, Shri Uday Kumar Varma, the Addl. Secy & Financial Advisor (MSME), Shri Saurabh Chandra and the CEO, KVIC, and Shri J. S. Mishra are also seen.
BACKGROUND

World over, Micro and Small Enterprises (MSEs) are recognized as an important constituent of the national economies, contributing significantly to employment expansion and poverty alleviation. Recognizing the importance of micro and small enterprises, which constitute an important segment of Indian economy in terms of their contribution to country’s industrial production, exports, employment and creation of entrepreneurial base, the Central and state Governments have been implementing several schemes and programmes for promotion and development of these enterprises. Among the six basic principles of governance underlying the National Common Minimum Programme (NCMP) of the Government, “sustained economic growth in a manner that generates employment” has a pride place. The NCMP also describes the MSEs as “the most employment-intensive segment”.

Finance Minister’s Budget speech of 2005-06 specially mentions: “Worldwide, it is manufacturing that has driven growth. In order to revive the manufacturing sector, particularly small and medium enterprises and to enable them to adjust to the competitive pressure caused by liberalization and moderation of tariff rates, new scheme is proposed to be launched that will help them strengthen their operations and sharpen their competitiveness. The design of the scheme will be worked out by the National Manufacturing Competitiveness Council (NMCC) in consultation with the industry.” The Finance Minister’s speech of 2006-07 states “NMCC along with relevant stakeholders like the Ministry of MSME has conceptualized and finalized the components of the programme incorporating suitable inputs from the stakeholders”.

This component-scheme of the NMCP envisages selection of a large number of academic and training institutes and provision of financial support to set up at least 100 business incubators to host about 1,000 micro and small enterprises.

OBJECTIVE

The main objective of the scheme is to promote emerging technological and knowledge-based innovative ventures that seek the nurturing of ideas from professionals beyond the traditional activities of Micro, Small & Medium Enterprises (MSMEs). Such entrepreneurial ideas have to be fostered and developed in a supportive environment before they become attractive for venture capital. Hence the need arises for incubation centres: to promote and support untapped creativity of individual innovators and to assist them to become technology based entrepreneurs. It also seeks to promote networking and forging of linkages with other constituents of the innovation chain for commercialization of their developments. This initiative is now being taken up by the Ministry of MSME – the nodal Ministry for the development of entrepreneurship and creation of self-employment and more employment avenues.

Under this scheme, 100 “Business Incubators” (BIs) are to be set up under Technology (Host) Institutions over the next 4 years [@ say 25 per year] and each BI is expected to help the incubation of about 10 new ideas or units. For this service, which includes the provision of laboratory/workshop facilities and other assistance/guidance to young innovators, each BI will be given between Rs. 4 lakh and Rs. 8 lakh per idea/unit nurtured by them, limited to a total of Rs. 62.5 lakh for the ten units. In addition, each BI or each Host Institution may get:

January, 2011
<table>
<thead>
<tr>
<th>Items</th>
<th>@ per BI</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Upgradation of infrastructure</td>
<td>Rs. 2.50 lakh</td>
</tr>
<tr>
<td>(b) Orientation/Training</td>
<td>Rs. 1.28 lakh</td>
</tr>
<tr>
<td>(c) Administrative Expenses</td>
<td>Rs. 0.22 lakh</td>
</tr>
<tr>
<td>Thus the total assistance per BI-</td>
<td>Rs. 66.50 lakh</td>
</tr>
</tbody>
</table>

**IMPLEMENTING AGENCIES**

The incubational support will be provided by Host Institutions, like:

(i) Indian Institutes of Technology (IITs)
(ii) National Institutes of Technology (NITs)
(iii) Engineering Colleges
(iv) Technology Development Centres, Tool Rooms, etc
(v) Other recognised R&D and/or Technical Institutes/Centres, Development Institutes of DIP&P in the field of Paper, Rubber, Machine Tools, etc.

The geographical areas, the disciplines and the infrastructure-providers listed above will be reviewed midway during the implementation, for any corrective action needed to make the scheme more effective with better outcome.

**TARGETS**

It has been proposed that in each Business Incubator, efforts will be made to reach the ratio of 4:1 between the incubated micro and small enterprises, respectively i.e., efforts will be made to incubate 8 micro enterprises and 2 small enterprises in each BI on an average in an ideal situation. However, flexibility on this count would be permissible. There will also be flexibility in having more than one BI in the same host Institution, and where required, there may be less than 10 or more than 10 enterprises hosted in each BI.

**EXPECTATIONS**

The term ‘innovation’ covers a very wide domain and in so far as micro and small enterprises are concerned, it could signify any activity and new/ingenious procedure or product that is likely to be of use to society (or to specific segments thereof) and therefore marketable in the long run. The purpose of the small dose of assistance proposed under the present scheme is to support students/ex-students of science and technology and entrepreneurs try out their innovative ideas (processes and products) at the laboratory or workshop stage and beyond (to the extent possible) – to carry forward the idea from its mere conception to ‘know-how’ and then to ‘do how’ stage. Even Special Purpose Machine (SPM) would clarify as ‘innovations’ under this low cost scheme as long as they lead to better, more competitive and economical operations and are marketable by the small and medium enterprises that are to be formed by the successful innovators. In the case of many Host Institutions, where other similar programmes for enriching and incubating innovations are already on, this MSME assistance could be dovetailed within them, by way of an additional encouragement/sustenance, without leading to duplications or unnecessary double benefits.
It would be left to each Host Institution or its BI to benchmark the expectations from its students and entrepreneurs (and their ideas) at the level that is considered appropriate and to provide the level of assistance that is actually required to operationalize ideas. It is needless to mention that the level of success that each BI or Host Institution achieves through this scheme would enhance its own reputation and vice versa in case of repeated failures.

As explained, this scheme is designed for sustaining, at some basic or introductory level, the incubation of ideas that would have otherwise been lost for want of support. The expectations are that a sizeable percentage of the grantees/incubatees would be graduating to higher levels of operation, that would then require other levels of support under other schemes/organizations and from Venture Capital or Angel Funding.

**FINANCIAL ASSISTANCE**

As stated, 100 Business Incubators are to be set up to incubate about 1,000 ideas, many of which are likely to lead to the setting up of Small and Micro Enterprises at a cost of Rs. 62.50 crore in four years time period. Financial target in terms of expenditure has also been indicated to match the physical target. Another Rs. 4 crore are earmarked for minor components and the total cost of the project is to be Rs. 66.5 crore. BIs will maintain separate accounts of the funds received and expenditure incurred on various activities. An audited Statement of Accounts or the statement certified by the Chief Financial Officer of the Host Institution will also be obtained.

Direct Expenditure on Business Incubators

<table>
<thead>
<tr>
<th>No. of Incubators to be Set Up</th>
<th>No. of MSEs to be Incubated in each Business Incubator and the Cost Implications</th>
<th>Total Expenditure (Cost to Govt.) per Year (Rs. in crores)</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 incubators @ 25 each year for the last four years of XI Plan</td>
<td>(i) 10 entrepreneurs to be supported @ Rs. 6.25 lakh per enterprise (cost could vary between Rs. 4.0 to Rs. 8.0 lakh). (Details in Annexure-II)</td>
<td>15.625</td>
</tr>
<tr>
<td></td>
<td>(ii) Cost of upgradation or enhancing of components of Infrastructure</td>
<td>0.625</td>
</tr>
<tr>
<td></td>
<td>(iii) Cost of Orientation &amp; Training of personnel</td>
<td>0.320</td>
</tr>
<tr>
<td></td>
<td>(iv) Administrative expenses</td>
<td>0.055</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>16.625</strong></td>
</tr>
</tbody>
</table>

Total for 4 years is Rs. 66.50 crore (Cost to Government)

The cost may vary between Rs. 4-8 lakh for each incubatee/idea, subject to the overall ceiling of Rs. 62.5 lakh for each BI.

**PARTICIPATION IN A PUBLIC PRIVATE PARTNERSHIP MODE (PPP MODE)**

To ensure the participation of the entrepreneurs in a PPP mode, it has been proposed that 15% and 25%, as the case may be, of the cost of intervention, will be borne by Micro and Small Enterprises respectively,
wherever applicable. The proposal is in the form of pointed interventions to demonstrate the efficiency of superior technologies/procedures that are more conducive to the fast-changing environment in industrial competitiveness. In other words, other innovative options are being considered, with considerable degrees of private participation, in order to implement the schemes that are proposed under the PPP mode. The traditional government-driven, government-managed, subsidy-oriented activities have to give way to user-driven and user-managed options – based on their felt needs and faced challenges of stakeholders.

The innovative options ensuring that private participation in the programme is on a proportionate basis and Govt. contribution of 75% to 85% towards the project cost will be utilized for technology fee, common facilities and hiring/lease of machinery, etc. The incubatee will deposit his/her share to the Host Institute after completing the formalities of Tripartite Agreement, to be signed between the Government, the Host Institute (operationalizing the incubator) and the aspiring incubatee, clearly laying down the obligations from and expectations of each of the three signatories (Annexure-III). The approach has been framed in such a manner that the stakeholders/Micro and Small Enterprises are in a position to carry on these activities after the incubation period is phased out.

FINANCIAL IMPLICATIONS FOR XI PLAN

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Cost Details</th>
<th>(Rs. in crores)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>250 entrepreneurs @ Rs.6.25 lakh each</td>
<td>15.625</td>
</tr>
<tr>
<td>2.</td>
<td>Cost of upgradation or enhancing of components of infrastructure</td>
<td>0.625</td>
</tr>
<tr>
<td>3.</td>
<td>Cost of Orientation Training</td>
<td>0.320</td>
</tr>
<tr>
<td>4.</td>
<td>Administrative expenses</td>
<td>0.55</td>
</tr>
<tr>
<td>5.</td>
<td>Total (for 25 BIs each year)</td>
<td>16.625</td>
</tr>
<tr>
<td>6.</td>
<td>Total (for 4 years)</td>
<td>66.50</td>
</tr>
</tbody>
</table>

IMPLEMENTATION OF THE SCHEME

The scheme is proposed to be implemented from financial year 2008-09.

The Selection Committee headed by Development Commissioner (MSME) shall comprise of:

1. Representatives from DST/DSIR
2. CEO, SVCL (SIDBI Venture Capital Ltd.)
3. CMD, NSIC
4. Economic Adviser, MoMSME
5. FA of MoMSME
6. Representatives from DIPP

The request for proposals from the Institutes/Implementing agencies (as per format at Annexure-IV) will be invited by the Selection Committee through advertisements in Newspapers and websites, Letters to Implementing agencies, etc., to select the Host Institutes for setting up of BIs.
The Selection Committee will be entitled to constitute sub-committees for specific product groups to vet the feasibility of ideas and proof of concepts, option of the entrepreneur for Host Institute, access to workshop & laboratory, etc., and to lay down the procedure to release the fund directly to the host institutions as also to formalize the tripartite agreements to this effect. A sub-committee headed by Industrial Adviser of Development Commissioner (MSME) (i/c of the specific product group promotion) shall comprise of:

1. Director of Apex Scientific/Industrial Research Institute in respective field or his representative.
2. Incubation Executive nominated by Director, MSME-DI in the area of Incubation Center.
3. Representative of Lead Bank in the area of Incubation Centre.
4. Representative of Host Institute.

MODE OF FINANCE RELEASES

As would be laid down in the tripartite agreement between the Government, the Host Institution and the aspiring entrepreneur, the Government would release finances to the Host Institution. Initially, the Host Institution would be released 30 per cent of the expenditure expected to be incurred in the establishment and operation of the incubators during the ensuing financial year. The balance would be released to the Host Institution in one or more instalment, once the earlier amount is reported to have been utilised by the Host Institution.

MONITORING AND EVALUATION

The project would be monitored and guided by the Ministry of MSME. Emphasis needs to be given to ensure continuation of the scheme through documentation in monitoring of the implementation. A monitoring and advisory committee headed by Additional Secretary & Development Commissioner (MSME) comprising of:

1. Representatives of NMCC,
2. Representatives of Technology Information Forecasting and Assessment Council (TIFAC)
3. Representatives of the Lead Bank of the State where the incubator is established.
4. Representatives of Industries Associations represented on the Advisory Committee constituted under the MSMED Act, 2006

would be constituted to review and guide the implementation of the programme periodically. Necessary mid-term corrections arrived at by the Committee will be applied to make the programme more effective.
MSME-Development Institute, Mumbai

conducts various training programmes for the benefit of prospective and existing beneficiaries from time to time. The main purpose of this training programme is to create awareness about managerial opportunities and knowledge of business management and skill development. The following programmes have been conducted by the Institute.

**Industrial Motivational Campaigns (IMC)**

The main purpose of organizing this programme is to create awareness amongst the educated unemployed youth regarding the opportunities available for self-employment. This programme has been conducted at various towns and villages in the State of Maharashtra. This programme has been conducted for educated unemployed youths, Women, SCs, STs, Minorities, OBC beneficiaries. The duration of this programme is of one day. The major topics like how to set up MSME, assistance provided by Govt. agencies, financial assistance by the banks and support services of MSME-DI etc. This Institute has conducted total 295 programmes benefiting total 27,435 educated unemployed youths during the last 5 years. The yearwise details are given in the enclosed table.

**Entrepreneurship Skill Development Programmes (ESDP)**

The main objective of the programme is to develop entrepreneurial abilities and skills amongst the educated unemployed youths so that they can start their own enterprises. These programmes have been conducted for the various target groups which includes SCs, STs, Minorities, Physically
Handicapped persons, Women and general categories youths. During the last 5 years this Institute has conducted total 294 ESDP programmes benefiting total 8,001 participants. These programmes were conducted at various places in the state of Maharashtra including backward regions of the State. This Institute has conducted the Entrepreneurship Skill Development Programmes in the field of Hardware & Networking, DTP & Screen Printing, Leather Rexin Goods Manufacturing, Web Designing, Food Processing, Mobile Phone Repairing, Repairs of Electrical Home Appliances, Beauty Parlour, Two & Four Wheeler Repairing etc. The yearwise details are given in the enclosed table.

**Entrepreneurship Development Programmes (EDP)**

The main objective of the programme is to develop entrepreneurial abilities and managerial skills amongst the educated unemployed youths so that they can start their own enterprises. This programme have been conducted for SCs, STs, Minorities, Physically Handicapped, OBCs, Women and general category youths. During the last 5 years this Institute has conducted total 79 EDP programmes benefiting total 2,065 participants. These programmes were conducted at various places in the state of Maharashtra including backward regions of the State. The yearwise details are given in the enclosed table.

**Management Development Programmes (MDP)**

The main objective of this programme is to educate existing entrepreneurs regarding the modern practices of management, so that they can utilize this knowledge for increasing productivity and profitability of their units. This Institute has conducted the training programme in the field of Marketing Management, Export Marketing, Industrial
Management, Total Quality Management, Financial Management, Human Resource Development, Personnel Management, Customer Relationship Management etc. These programmes were conducted for the benefit of all the entrepreneurs including SCs, STs, Women, OBC, Minorities etc. During the last 5 years this Institute has conducted 80 training programmes benefiting 2,227 entrepreneurs in the State of Maharashtra. The yearwise details are given in the enclosed table.

**Business Skill Development Programmes (BSDP)**

The main objective of conducting this programme is to provide managerial skills for the students of Engineering Colleges and Management Institutes so that they can become the successful entrepreneurs. These programmes are conducted with the help of Engineering Colleges and Management Institutes approved by AICTE having entrepreneurship cell in their campus. During the last 5 years this Institute has conducted 11 Business Skill Development Programmes providing benefit to 335 engineering students at various Districts in Maharashtra. The yearwise details are given in the enclosed table.

**Skill Development Programmes (SDP)**

These programmes are conducted at MSME-DI, Mumbai Workshop (in-house) to provide practical knowledge and skill of operations of various machinery in the workshop. This Institute has conducted training programmes in Machine Shop Practice and Blue Print Reading. The duration of the Machine Shop Practice Training programme is of 6 months and one month duration for Blue Print Reading Training Programme. The unskilled workers from the MSME sector are the major beneficiaries of these training programmes. This Institute has conducted 37 training programmes and benefiting 548 participants during the last 5 years. The yearwise details of which are given in the enclosed table.

**Other Skill Development Programmes**

The purpose of this programme is to develop the required skills of related trade. This Institute has conducted Skill Development Programmes in the field of CAD/CAM, Hardware & Networking, DTP, Lean Manufacturing, Beauty Parlour, Web Design, 2D & 3D Animation etc. This Institute has conducted total 103 training programmes giving benefit to 1,752 participants. The details of which are given in the enclosed table.

**Follow Up Action**

This Institute has also conducted the follow up of the ex-trainees of ESDP and EDP training regularly. Many of the trainees have started their self-employment venture after attending our Entrepreneurship & Skill Development Programmes. Total 202 trainees have been reported that they have started their self-employment ventures during the last 3 years providing employment to around 800 educated unemployed youths. Most of the ex-trainees, who attended skill development programmes in our workshops got the employment in MSME sector.
**Ladies Tailor**

Smt. Nanda Sanjay Shinde has attended Entrepreneurship Skills Development Programme on Fashion designing of six weeks duration conducted by MSME-Development Institute, Mumbai at Solapur during 2007-08.

Smt. Shinde has set up her unit named **Durga Ladies Tailor**

262, Shukrawar Peth,
Samachar Chowk
Solapur

The activities done by the "Durga Ladies Tailor" includes stitching & knitting of various ladies garments.

The investment in the unit is around Rs. 20,000. The Micro enterprises has generated self-employment and the monthly earning of the enterprises is to the tune of Rs. 3,000 per month.

She expressed her gratitude for the training received from MSME-Development Institute, Mumbai.

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**Mobile Repairing**

Shri Naval Chandbasappa Wale has attended Entrepreneurship Skill Development Programme of Mobile Repairing of six month duration conducted by MSME-Development Institute, Mumbai at Solapur during 2010-11. Shri Chandbasappa has set up his unit named **Shri Sai Communication**

158 Railway Line, Modi
Solapur-410 001

The activities done by the “Shri Sai Communication” includes Sale & Service of all types of Mobile handsets and related accessories, E-recharge & sale of recharge coupons of all service providers are activities done by the Unit.

The investment in the unit is around Rs. 2.5 lakh. The Micro enterprise has generated self-employment and the monthly earning of the enterprise is to the tune of Rs. 7,000 per month.

He expressed his gratitude for the training received from MSME-Development Institute, Mumbai.
SUCCESS STORY

Beauty Parlour

Sou Sujata Gowardhan Sunchu has attended Enentrepreneurship Skill Development Programme on Beauty Parlour of six weeks duration conducted by MSME-Development Institute, Mumbai at Solapur during 2009-10. Sou Sunchu has set up her unit named

Janhavi Beauty Parlour
1061 Ashok Chowk, Solapur

The activities done by the "Janhavi Beauty Parlour" includes Hair Dressing, various types of Hair Cuts, Facial Massage, Pedicure, Mehendi, Heena and colour application etc.

The investment in the unit is around Rs. 75,000. The Micro enterprise has generated employment for 1 person and the monthly earning of the enterprise is to the tune of Rs. 5,000 per month.

She expressed her gratitude for the training received from MSME - Development Institute, Mumbai.

Digital Photography

Shri Nitin Navghire has attended Enterpreneurship Skill Development Programme on Digital Photography and Video Shooting of six weeks duration conducted by MSME-Development Institute, Mumbai at Solapur during 2009-10. Shri Navghire has set up his unit named

Kings Videotronics
At 110, Siddeshwar Peth
Near Zila Parishad, Solapur

The activities done by the "Kings Videotronics" includes Audio Video recording, Mobile Downloading, Promotional cassette making, Event Cassette preparation and related work.

The investment in the unit is around Rs. 1 lakh. The Micro enterprise has generated employment for 2 persons and the monthly earning of the enterprise is in the tune of Rs. 10,000 per month. He expressed his gratitude for the training received from MSME-Development Institute, Mumbai.
The Ministry of Micro, Small and Medium Enterprises (MSME) is implementing the promotional schemes for the development of micro, small and medium enterprises in the country.

Enhanced Credit Flow to the MSE Sector

For strengthening the delivery of credit to the micro and small enterprises (MSEs), the Government announced a ‘Policy Package for Stepping up Credit to Small and Medium Enterprises’ in August, 2005 for doubling the credit flow to this sector within a period of five years. This has resulted in a significant increase in the credit flow from Public Sector Banks (PSBs) to the MSE sector with the outstanding credit of PSBs increasing from Rs.67,800 crore as at the end of March, 2005 to Rs.2,78,398 crore (provisional) as at the end of March, 2010.

Skill Development

The Government has taken up Skill Development as a high priority area through various measures like enhancing the training capabilities of the Tool Rooms, MSME Development Institutes and other organizations under the Ministry of MSME. The agencies under the Ministry of MSME conducted programmes for skill development for nearly 3.13 lakh trainees during 2009-10 and the targets set for 2010-11 is 4.16 lakh persons. The Ministry of MSME provides all such trainings for SCs/STs free of cost. Special programmes are organised through MSME-DIs for weaker sections of the society viz., SC/STs, women and physically handicapped free of cost besides providing a monthly stipend of Rs.125/- per week per candidate during the entire period of training.

National Manufacturing Competitiveness Programme

The Government has launched an all-India campaign under the National Manufacturing Competitiveness Programme (NMCP) for the MSMEs, which has specific components that are aimed at enhancing the competitiveness of the enterprise in this sector. There are 10 components of the NMCP, which have been approved and are available for MSMEs. These are:-

(i) Lean Manufacturing Competitiveness Scheme (LMCS) for MSMEs
(ii) Design Clinics Scheme for design expertise to MSMEs manufacturing sector
(iii) Marketing Assistance and Technology Upgradation Scheme for MSMEs
(iv) Enabling manufacturing sector to be competitive through Quality Management Standards (QMS) and Quality Technology Tools (QTS)
(v) Technology & Quality Upgradation Support for MSMEs
(vi) Promotion of Information and Communication Technology (ICT) in MSME sector.
(vii) Setting up Mini Tool Room & Training Centres under PPP Mode
(viii) Marketing Assistance/support to MSEs (Bar Code)
(ix) Building Awareness on Intellectual Rights for MSMEs
(x) Scheme for Providing Support for “Entrepreneurial and Managerial Development of SMEs through Incubators”.

MSE-Cluster Development Programme

The Ministry of MSME has adopted the cluster approach for holistic development of micro and small enterprise in a cost effective manner. Soft interventions (Technical assistance, capacity building, exposure visits, market development, trust building, etc. for the cluster units), hard interventions (creation of tangible “assets” like Testing Facility,
Design Centre, Production Centre, Effluent Treatment Plant, Training Centre, R&D Centre, Raw Material bank/Sale Depot, Product Display Centre, Information Centre, any other need-based facility) and Infrastructure Development (Development of land, provision of water supply, drainage, Power distribution, non-conventional sources of Energy for common captive use, construction of roads, etc.) are undertaken in the existing clusters/new industrial areas/estates or existing industrial areas/estates.

471 clusters have been approved for interventions under the scheme including hard interventions for 66 clusters. Apart from these cluster development initiatives, 124 industrial infrastructure projects including 29 upgradation of existing industrial have also been undertaken.

Credit Guarantee Scheme

The Government is implementing the Credit Guarantee Fund Scheme for Micro and Small Enterprises with the objective of facilitating flow of credit to the MSEs, particularly to micro enterprises by providing guarantee cover for loans upto Rs.100 lakh without collateral/third party guarantees. For making the scheme more attractive to both lenders as well as borrowers, several modifications have been undertaken which, inter alia, include: (a) enhancement in the loan limit to Rs.100 lakh; (b) enhancement of guarantee cover from 75% to 85% for loans upto Rs.5 lakh; (c) enhancement of guarantee cover from 75% to 80% for MSEs owned/operated by women and in North Eastern Region (NER); (d) reduction in one-time guarantee fee from 1.5% to 1% and annual service charges from 0.75% to 0.5% for loans upto Rs.5 lakh; and (e) reduction in one-time guarantee fee for NER from 1.5% to 0.75% etc. As on 30th November, 2010, more than 4.52 lakh proposals (for loans of over Rs.18,948 crore) have been covered under the scheme.

Credit Linked Capital Subsidy Scheme for Micro and
Small Enterprises

Under the CLCSS, 15 per cent capital subsidy is provided on loan amounts upto Rs.100 lakh for technology upgradation by adoption of well-established and improved technology approved under the scheme. So far, the scheme includes 49 products/sub-sectors with nearly 1400 well-approved technologies/machines for subsidy under the scheme. Recently 179 new technologies machines for pharma sectors have been added to this list. The scheme is implemented through 10 Nodal Agencies i.e. SIDBI, NABARD, SBI, BOB, PNB, Andhra Bank, SBBJ, Canara Bank, TIIC. Upto November, 2010, 11022 proposals of subsidy were approved and Rs.519.46 crore was released to the MSEs under the scheme.

ISO 9000 /ISO 14001/HACCP Reimbursement Scheme

The Government introduced an incentive scheme for its technological upgradation / quality improvement and environment management. The scheme envisages one time reimbursement of charges for acquiring ISO 9000/14001/HACCP (or its equivalent) certification to the extent of 75% of the cost subject to a maximum of Rs.75000/-in total. The Scheme is administered by Office of Development Commissioner, Ministry of MSME. The Scheme has been decentralized w.e.f. 1.4.2007 and Directors, MSME Development Institutes have been empowered to receive and make reimbursement to the MSMEs following in their jurisdiction. The Government has extended the Scheme upto 11th Five Year Plan.

Total 20065 number of units amounting to Rs.97.81 cr. have been reimbursed since inception (1994) till date (31st March-2010). During 2010-11, about 609 units amounting to Rs.3.07 cr. have been reimbursed upto November-2010.

National Awards

The President of India, Smt. Pratibha Devi Singh Patil presented National Awards to the Micro, Small and Medium Enterprises in New Delhi on 30th August, 2010. The awards were in three categories: (a) Outstanding Entrepreneurs of Micro, Small and Medium Enterprises (Entrepreneurship, R&D & Quality Products), (b) Khadi and Village Industries and c) Coir Industries; Special awards to women and SC/ST Entrepreneurs and Banks for excellence in Micro and Small Enterprises Lending. A total of 171 entrepreneurs including six banks received awards in various categories. 28 entrepreneurs received awards from the President of India, while Shri Dinsha

Laghu Udyog Samachar
Patel, Minister of State (Independent Charge) for Micro, Small and Medium Enterprises presented awards to the rest of the awardees.

**MSME-EXPO 2010**

Micro, Small and Medium Enterprises Expo was organised by the Office of the Development Commissioner (MSME) during the IITF from 14th-27th November, 2010 in the Pragati Maidan, New Delhi. Exhibits of Micro, Small and Medium Enterprises from all over the country were displayed. In addition to this, NSIC also exhibited the technical capabilities of the MSMEs through TECH MART-2010 at IITF. Products of Khadi and Village Industries were exhibited by the Khadi and Village Industries Commission and Coir Board also displayed their products during IITF, 2010 in Pragati Maidan, New Delhi.

**Marketing Assistance Scheme**

The main objectives of Marketing Assistance Scheme are to enhance the marketing competitiveness of the micro, small and medium enterprises (MSMEs), to provide them a platform for interaction with the individual / institutional buyers, to update them with prevalent market scenario and to provide them a forum for redressing their problems. NSIC acts as a facilitator to promote marketing efforts and enhance the competency of the MSMEs for capturing the new market opportunities by way of organizing / participating in various domestic & international exhibitions/trade fairs, buyers-seller meets, intensive campaigns/seminars and other marketing promotion activities.

BE for 2010-11 is Rs. 10.00 crore and it is targetted to participate in 13 international and 70 national exhibitions/trade fairs.

**Performance and Credit Rating Scheme**

NSIC has been implementing “Performance & Credit Rating Scheme” for micro and small enterprises (MSEs) on behalf of the Government. The scheme is being operated through 06 accredited rating agencies i.e. CRISIL, SMERA, ONICRA, CARE, FITCH and ICRA. The Scheme is aimed to create awareness amongst micro, small & medium enterprises about the strengths and weakness of their existing operations and to provide them an opportunity to enhance their organizational strengths and credit worthiness. The rating under the scheme serves as a trusted third party opinion on the capabilities and creditworthiness of the micro, small & medium enterprises. An independent rating by an accredited rating agency has a good acceptance from the Banks/Financial Institutions, Customers/Buyers and Vendors. Under this Scheme, rating fee to be paid by the micro, small & medium enterprises is subsidized for the first year only and that is subject to maximum of 75% of the fee or Rs. 40000/-, whichever is less. BE for 2010-11 is Rs. 35.00 crore and it is targetted to cover 9400 units for rating.

**International Cooperation Scheme**

International Cooperation (IC) Scheme, being implemented by M/o MSME, is an ongoing Scheme of the Ninth Plan (under implementation since 1996), which is continuing in the Eleventh Plan (2007-2012) with an outlay of Rs. 10.00 crore. Technology infusion and/or upgradation of Indian micro, small and medium enterprises (MSMEs), their modernisation and promotion of their exports are the important objectives of the Scheme.

The Scheme encompasses the following activities:

(i) Deputation of MSME business delegations to other countries for exploring new areas of technology infusion/upgradation, facilitating joint ventures, improving market of MSMEs products, foreign collaborations, etc.

(ii) Participation by Indian MSMEs in international exhibitions, trade fairs and buyer-seller meets in foreign countries as well as in India, in which there is international participation.

(iii) Holding international conferences and seminars on topics and themes of interest to the MSMEs.

BE for 2010-11 is Rs. 2.00 crore and it is targetted that 150 entrepreneurs would be facilitated to participate in 30 international events. During the last three years, the responses under the scheme has increased.

**Assistance to Training Institutions**

Under the scheme assistance is provided to existing and new training Institutions for
establishment of Entrepreneurship Development Institute (EDI) and strengthening of their training infrastructure on a matching basis. The Ministry provides assistance on a matching basis, not exceeding 50 percent of the project cost or Rs. 150 lakh whichever is less (90 percent or Rs. 270 lakh of the project cost whichever is less, for State level EDIs in Union Territories of Andaman & Nicobar and Lakshadweep Islands) excluding cost of land and working capital. The balance 50 percent of the matching contribution (10 percent for State level EDIs in Union Territories of Andaman & Nicobar and Lakshadweep Islands) should come from the concerned Institute, State/UT Government, public funded institution(s), NGOs/Trusts/Banks/Companies/Societies/ Voluntary organizations etc.

The assistance is for creation of infrastructure. The land will have to be provided by the State Government or any other institution or by the applicant. Financial assistance would be for construction of building, purchase of training aids/equipments, office equipments, computers and for providing other support services e.g. libraries/data bases etc. The costs of land, construction of staff quarters etc. would not qualify for calculation of matching grant from the Central Government. All the proposals under this scheme are required to be recommended by and routed through the concerned State/UT Government.

Now a new component of training has been added under this scheme. Assistance would be provided under the scheme to the below mentioned Training Institutions, for conducting Entrepreneurship Development Programmes (EDPs) and Entrepreneurship cum Skill Development Programmes (ESDPs) and Training of Trainers (ToTs) programmes in the areas of Entrepreneurship and/or Skill Development.

(a) National level EDIs (including branches),
(b) Training Institutions established by Partner Institutions (PIs) of national level EDIs,
(c) Training/Incubation centers of NSIC,
(d) Training cum Incubation Centers (TICs) set up by Franchisees of NSIC
(e) Other Training institutions with proven professional competency, capacity and experience, approved under the scheme.

Skill Development (SDP) training would be of 100 to 300 hours (1 to 3 months). Entrepreneurship Development (EDP) training would be of 72 hours (2 weeks) and Trainer’s Training for 300 hours.

BE for 2010-11 is Rs. 54.25 crore and it is targeted to provide financial assistance to 4 existing/new EDIs and to train 40,000 persons. The scheme is likely to take off with the addition of new component, i.e. provision of financial assistance for imparting training through national EDIs/NSIC and their Partner Institutions.

**Rajiv Gandhi Udyami Mitra Yojana**

The objective of Rajiv Gandhi Udyami Mitra Yojana (RGUMY) is to provide handholding support and assistance to the potential first generation entrepreneurs, who have already successfully completed Entrepreneurship Development Training Programme (EDP)/Skill Development Training Programme (SDP)/Entrepreneurship cum Skill Development Training Programme (ESDP) /Vocation Training Programmes (VT), through the selected lead agencies i.e. ‘Udyami Mitras’, in the establishment and management of the new enterprise, in dealing with various procedural and legal hurdles and in completion of various formalities required for setting up and running of the enterprise.

A ‘Udyami Helpline’ (a Call Centre for MSMEs) with a toll free No. 1800-180-6763 has been set up to provide information, support, guidance and assistance to first generation entrepreneurs as well as other existing entrepreneurs to guide them regarding various promotional schemes of the Government, procedural formalities required for setting up and running of the enterprise and help them in accessing Bank credit etc.

BE for 2010-11 is Rs. 7.75 crore and it is targeted to assist 4,000 new Udyamis. There is a demand from Udyami Mitras for enhancing the scale of financial assistance. The recently launched Udyami Helpline is getting very good.

**ARI Sector**

The Ministry of MSME in Agro and Rural Industries (ARI) sector has been involved in a focused
manner, for the development of agro and rural industries based on local raw materials and skills, for creating more employment opportunities essentially in the rural non-farm sector. The Ministry of MSME in ARI Sector operates mainly in the Khadi and Village Industries and Coir Sub-Sectors through the Khadi and Village Industries Commission (KVIC) and the Coir Board (CB) respectively and coordinates the implementation of various schemes launched by the Government in the Sector including the latest employment generation programme, i.e., Prime Minister’s Employment Generation Programme (PMEGP) with the co-operation of State/ Union Territory Governments, State KVI Boards and the implementing banks.

The following main schemes are being implemented by KVIC and Coir Board:

**Prime Minister’s Employment Generation Programme (PMEGP)**

Prime Minister’s Employment Generation Programme (PMEGP) is a significant initiative with an attractive level of subsidy and was launched in August 2008. This programme has been formulated by merging erstwhile PMRY and REGP schemes of the Ministry with a total plan outlay of Rs. 4735 crore including Rs. 250 crore for backward and forward linkages. It is estimated to generate around 38 lakh additional employment opportunities in the terminal four years (2008-09 to 2011-12) of XI Plan. Under this programme, financial assistance is provided for setting up of microenterprises costing upto Rs. 10 lakh in service sector and Rs. 25 lakh in manufacturing sector. The assistance is provided in the form of subsidy upto 25 percent (35 percent for weaker sections) of the project cost in rural areas while it is 15 percent (25 percent for weaker sections) for urban areas.

Under PMEGP, an amount of Rs. 906 crore (including Rs. 70 crore towards backward and forward linkages) has been provided in BEs 2010-11. Against this, an amount of Rs. 700.51 crore has been released to KVIC. Upto November 30, 2010, 2,65,474 applications have been received by various implementing agencies under PMEGP, of which 1,13,332 candidates have already been selected by District Level Task Force concerned for assistances under PMEGP. Financial assistance for 30,881 projects has been sanctioned by banks for generating an estimated 3.09 lakh additional employment opportunities. Loans were disbursed in 23,059 cases by bank giving employment opportunities to about 2.31 lakh persons upto 30 November, 2010. An estimated 6 lakh additional employment opportunities are targeted to be generated in 2010-11.

**Worksheid Scheme for Khadi Artisans**

Worksheid Scheme for Khadi Artisans was introduced in July 2008 for providing assistance for construction of Worksheds for Khadi artisans for better work environment. Funds to the tune of Rs. 13.95 crore have been released to KVIC in 2009-10. Against the target of providing assistance to 6000 worksheds, assistance to 5951 artisans (provisional) were provided upto March, 2010. It is estimated that assistance will be provided to 10,000 worksheds in 2010-11.

**Scheme for Enhancing Productivity & Competitiveness of Khadi Industry and Artisans**

Scheme for Enhancing Productivity & Competitiveness of Khadi Industry and Artisans was approved in July 2008 to assist 200 Khadi institutions to make Khadi Industry competitive with more market driven and profitable production by replacement of obsolete, old machinery and equipment. During 2009-10, 20 projects have been sanctioned by KVIC utilizing an amount of Rs. 2.23 crore. An amount of Rs. 21 crore has been provided in BE 2010-11.

**Strengthening Infrastructure of existing Weak Khadi Institutions and Assistance for Marketing Infrastructure**

‘Strengthening Infrastructure of existing Weak Khadi Institutions and Assistance for Marketing Infrastructure’ has been introduced recently which envisages renovation of selected 30 khadi sales outlets and providing assistance for strengthening of infrastructure of existing 100 weak selected Khadi institutions. An amount of Rs. 5 crore has been provided in BE 2010-11.
Product Development, Design Intervention and Packaging (PRODIP)

Product Development, Design Intervention and Packaging (PRODIP) was launched in November, 2002 with the aim to diversify and develop products under Khadi & Village Industries and also to improve the packaging of various KVI products. During 2009-10, 169 projects (118 Khadi and 51 VI) have been assisted under this scheme and a target of 213 projects has been fixed for 2010-11.

Market Development Assistance (MDA) Scheme to promote sales of Khadi and Khadi Products

A flexible, growth stimulating and artisans centric scheme named Market Development Assistance (MDA) to promote production and sales of Khadi and polyvastra has been introduced from 2010-11. The scheme provides for assistance @20% of the value of production to be shared among artisans, producing institutions and selling institutions in the ration 25:30:45.

Khadi Reform Programme

The Department of Economic Affairs, Ministry of Finance has tied up financial aid from Asian Development Bank amounting to US$150 million over a period of three years for implementing a comprehensive Khadi Reform Programme worked out in consultation with ADB and KVIC. Under this Reform Package, it is proposed to revitalize the Khadi sector with enhanced sustainability of Khadi, increased incomes and employment to artisans, increased artisans welfare and to enable KVIC to stand on its own with gradually decreasing dependence on Government Grants. Initially, the programme will be initiated in 300 khadi institutions keeping the needs of regional balance, geographical spread and inclusion of backward areas. The first tranche fund of Rs. 96 crore has already been released to KVIC for its implementation.

Mahatma Gandhi Institute for Rural Industrialization

“Mahatma Gandhi Institute for Rural Industrialization” a national level institute has been established by revamping Jamnalanlal Bajaj Central Research Institute at Wardha, Maharashtra in association with IIT, Delhi to strengthen the R&D activities in Khadi and village industry sectors. Funds to the tune of Rs. 3 crore were released during 2008-09 and Rs. 3 crore was again released during 2009-10, which has been enhanced to Rs. 6 crore for the year 2010-11.

Coir Board

The Coir Board is a statutory body established by the Coir Industry Act, 1953 for promoting the overall development of the coir industry and upliftment of the living conditions of the workers engaged in this traditional industry. The Coir Board consists of a full-time Chairman and 39 part-time members, as provided in section 4 of the Coir Industry Act, 1953. All sections interested in the welfare of the coir industry are represented on the Coir Board. The functions of the Coir Board for the development of coir industries include undertaking scientific, technological and economic research and development activities; collection of statistics relating to exports and internal consumption of coir and coir products; development of new products and designs; publicity for promotion of exports and internal sales; marketing of coir and coir products in India and abroad; preventing unfair competition among producers and exporters; assisting in the establishment of units for the manufacture of products; promoting co-operative organizations among producers of husks, coir fibre, coir yarn and manufacturers of coir products, facilitating remunerative returns to producers and manufacturers, etc.

Coir Board has promoted two research institutes namely, Central Coir Research Institute (CCRI), Kalavoor, Alleppey and Central Institute of Coir Technology (CICT), Bangalore for undertaking research activities in different aspects of coir industry. Coir is highly labour intensive industry employing more than 6.5 lakh workers in coconut producing States. Nearly 80 per cent of the coir workers in the fibre extraction and spinning sector are women. Two strengths of coir industry are that it is export oriented and it generates wealth out of waste (coconut husk).

The main schemes being implemented by Coir Board for development of coir industries are:

- **Export market Promotion** – In association with trade and industry Coir Board is participating in
major international fairs/exhibitions on a country/product specific basis, product promotion programmes, catalogue shows, extending external market development assistance to exporters etc. During 2009-10 coir and coir products worth Rs.804.05 crore have been exported which reflects about 8% increase on the export of previous year.

- **Domestic Market Promotion** - This scheme is for enhanced sale of coir products through Board’s showrooms and sales outlets, and also popularizing coir and coir products. Further, to promote the sale of coir and coir products manufactured by the Co-operatives and Public Sector Enterprises, a Market Development Assistance (MDA) Scheme was launched in 2000-2001 under which financial assistance at 10% (50% each by Coir Board and State Government) to the sales outlets in the cooperative and public sector on the basis of the annual sales turnover of the coir products is provided.

- **Development of Production Infrastructure** Scheme is for extending financial assistance up to 25 percent of the cost of equipment and infrastructural facilities subject to ceiling of Rs.6.00 lakh for setting up coir units and Rs.2.00 lakh for modernization of existing coir units. Under this scheme 11 units have been assisted during 2009-10.

- **Mahila Coir Yojana** – This scheme envisages distribution of motorized ratts for spinning coir yarn to women artisans after being trained. The beneficiary under the scheme gets a subsidy of 75 per cent of the cost of the motorized ratt subject to maximum of Rs.7500/- and 75 per cent of the cost or Rs.3200/- whichever is less, for motorized traditional ratts. During 2009-10 264 motorised ratts have been distributed and 3960 persons have been trained under Mahila Coir Yojana.

- **The Scheme for Rejuvenation, Modernisation and Technological Upgradation of Coir Industry** was introduced in March 2008 to assist spinners and tiny household sector. Under this scheme, assistance is provided for replacement of outdated ratts/looms and for constructing workshops so as to increase production and earnings of workers. Under this scheme, full amount of Rs.9.73 crore was utilized for assisting 706 units during 2009-10. The year 2010-11 has a target for assisting 1200 units, with a BE of Rs.21 crore.

**Scheme of fund for Regeneration of Traditional Industries (SFURTI)**

The scheme titled “Scheme of Fund for Regeneration of Traditional Industries (SFURTI)” was introduced in October, 2005 with a view to developing around 100 clusters in Khadi, Village and coir Industry sectors with a total cost of Rs.97.25 crore to make these industries more productive and competitive and to increase the employment opportunities in rural areas of the country.

The scheme envisages need-based assistance for replacement of production equipment, setting up of common facility Centres (CFC), product development, quality improvement, improved marketing training and capacity building, etc. Under this scheme, 105 clusters (29 Khadi, 50 Village Industries and 26 Coir) have been taken up with the approval of Steering Committee for their development under this programme. 17 National Level Committee for their designated as Technical Agencies to provide technical support in these clusters. Upto 2009-10, Rs.71.29 crore (54.64 crore to KVIC and Rs.16.65 crore to Coir Board) has been released for implementing this scheme. MoU among Nodal Agencies, Implementing Agencies, Technical Agencies, appointment of Cluster Development Executives formation of Cluster Development Coordination group, Diagnostic Study Reports and Annual Plans, etc. in most of the cases have been completed. As reported, 49 KVI clusters are in operation while coir clusters have been planned to be operationalised in 2009-10. After implementation of the SFURTI, average increase of 40% to 60% in wages of the artisans have been achieved in the functional KVI cluster.
Footwear Designing & Pattern Cutting
Entrepreneurship Skill Development Programme (Year 2010-2011)

Six week ESDP programme was organized by the MSME-DI, Agra for unemployed youths who belong to the SC category from 22.11.2010 to 31.12.2010 at the City office of the Institute, Agra.

The programme was inaugurated by the Chief Guest Shri Kunwer Chand, Shoe manufacturer, Agra and Shri Pradeep Kumar, Director of the Institute preside over the function. The programme was also attended by the Dy. Directors Shri T.R. Katheria and Shri R.K. Kapoor and Asstt. Director Shri P.K. Singhal and Shri G.P. Agarwal.

During the programme theoretical lectures on How to set up MSME, Role of different Govt. organisation like DIC, KVIC, NSIC, CLE to promote MSME sectors and their schemes to help the industries, Lectures from financial institution, Preparation of project report/Profile, Costing, Marketing & Market Survey, Management etc was delivered by the Guest Faculties. During the skill Development programme regarding the Footwear designing & Pattern Cutting the practical demonstrations/Lectures on Anatomy of Human foot, Size and Fitting, foot measurements, The last, Footwear materials, Method of shoe manufacturing, Grading and development of Mean form by Slotting method & tapping method, Developments of Upper patterns of Gents Plain Derby, Apron Derby, Mudguard Derby, Oxford, Semi and Full Brough, Casual without elastic, Side elastic, Front elastic with lining patterns were developed by the participants under the guidance of Guest Faculties. The children derby and Insole patterns were also developed by the participants.

The valedictory function was organized on 01.01.2011. Shri Devkinandan Sone shoe exporters and repudiated shoe Designer of Agra city was the chief guest of the programme.

The course materials and the certificates also distributed by the chief guest. The presidential address delivered by Shri R.K. Kapoor, Dy. Director and Shri R.K. Shukla, EPO, CLE, Agra has delivered the talk as a special invitee.

The programme was coordinated by Shri G.P. Agarwal, Asstt. Director and welcome address given by Shri Sanjay Kaushik, Asstt. Director and vote of thanks given by the course coordinator Shri G.P. Agarwal.

Place: MSME-DI, Agra

No of Participants: 20 participants successfully attended the programme
Manufacturing of Handicraft Items

Entrepreneurship Skill Development Programme (Year 2010-2011)

Six week ESDP programme was organized by the MSME-DI, Agra for unemployed youths from 20.08.2010 to 01.10.2010 at Agra.

The programme was inaugurated by the Chief Guest Shri Opindra Singh (Lovely), Shoe manufacturer, Agra. The inaugural speech delivered by Shri P.K.Saxena, LDM, Canara Bank, Agra. Preside over the function. The programme was also attended by Shri Bharat Bansal, Famous artist of Agra City. Shri P.K.Singhal, Asstt.Director has given the vote of thanks and welcome address given by Shri G.P.Agarwal.

During the programme theoretical lectures on How to set up MSME, Role of different Govt. organization like DIC,KVIC,NSIC,CLE to promote MSME sectors and their schemes to help the industries, Lectures from financial institution, Preparation of project report/Profile, Costing, Marketing & Market Survey, Management etc was delivered by the Guest Faculties. During the skill Development programme regarding the Manufacturing of handicraft Items the practical demonstration of Free hand designing and sketching, Types of colors Preparation of clay, Manufacturing of Bandan Bar, Ball- Clock, Kooky Tray, Gullak Decorative Choukee Mekring work, Shilpkar work etc and making the products by using the waist materials also developed by the participants under the guidance of guest faculties. The product was display by the participants and appreciated by all the dignities who have attended the programme.

The valedictory function was held on 06.10.10. at Maharaja Agarwal Seva Sadan, Agra. Shri Sanjeev Kumar, Director, Engg. College, Agra was the chief guest of the programme. The course materials and the certificates also distributed by the chief guest. The presidential address delivered by Shri Pradeep Kumar, Director. Shri P.K. Saxena LDM, Agra, ShriR.C.Sharma, Manager, DIC, Agra, Shri R.B. Dube, Director RUDSET, Agra has also delivered the talk as a special invitee. The welcome address given by Shri G.P.Agarwal, and vote of thanks given by Shri Bharat Bansal.the programme was coordinated by the course coordinator Shri G.P.Agarwal.

Place: MSME-DI, Agra

No of Participants: 22 (F) participants successfully attended the programme
Entrepreneurship Development Programme Conducted by Branch MSME-DI, Tezpur at Mission Chariali

Branch Micro, Small & Medium Entrepreneurship Development Institute, Tezpur conducted 2 Week Entrepreneurship Development Programme (General) from 1/11/10 to 12/11/10 at Mission Chariali. A total of 23 prospective entrepreneurs participated in the training. The methodology of EDP training is mainly General Lecture only.

During the training programme other than the above, the topics on services of DICC, Banking Formalities, Management, Book Keeping Accountancy Working Capital, Marketing & Financing, Conflict Management, Preparation of the Project Profiles, Marketing Research and break even analysis and sharing of experience etc., are covered. The Valedictory Function was held on 12/11/10 at training hall of M/s. Minu Tailoring Unit campus, Mission Chariali. Sonitpur (Dist.) Shri Madan Ch. Das, FM. DICC, Tezpur was the Chief Guest of the programme. While delivering his valedictory address the Chief Guest advised the trainees to make use of very valuable training which is effectively conducted by Branch MSME-Development Institute, & trained all the participants to become self employed in our area. He also said that the District has all possible resources and infrastructure to set up the business enterprises. The Chief Guest also, appreciated the efforts made by Br. MSME-DI, Tezpur.

The Chief Guest distributed the certificates to the trainees in the valedictory function. In the beginning Shri P.D. Sonowal, Inv. (Mech), Br. MSME-DI, Tezpur welcomed the Chief Guest and other distinguished invitees as well as the trainees of the EDP programme. Shri Sonowal, also presented a brief report about the training Period and how to tackle during the training Period. Shri Kundan Lal, Asstt., Director (G/C) of Br. MSME-DI Tezpur, delivered brief about the training programme in his speech and emphasized the trainees to start their self employment venture and encourage the others to follow the same to become self-reliant. The other guests present on the occasion were Miss Minu, Borah, Proprietor, M/s Majuri Shilai Prakhihkon Kendra, Mission Chariali, Mrs. Borah also delivered the speech at the function, and sharing of experience to trainees to start a unit for self employment etc. During the training period various resource speakers from, DICC, KVIB, Bank, Lecturer for Book Keeping Accountancy, Mental Attitude, Project Report & Project Profile and successful Entrepreneurs of existing units were invited and delivered lectures on different topics. Mrs. Tunu Saikia and Miss. Buli Borah trainees of EDP Mission Chariali also expressed their views about the knowledge and experience gained during the training. They also appreciated the efforts of Br. MSME-DI, Tezpur and Guest Faculty of various Depts.

A total number of 23 of trainees attended the training programme and revenue earned was to the fee collection was Rs. 1,000/- (Rupees one thousand only) from EDP Mission Chariali trainees. The break-up of the candidate categorywise is given below:

<table>
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<th>Category</th>
<th>No. of Trainee</th>
<th>Male</th>
<th>Female</th>
<th>Rate of Fee</th>
<th>Total Fee</th>
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<td>50/-</td>
<td>700/</td>
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<td>ST</td>
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</tbody>
</table>

In the last vote of thanks of the valedictory function was given by Shri P.D. Sonowal, Inv., (Mech), Br. MSME-DI, Tezpur.
Industrial Motivation Campaign Organised at Barsola by Br. MSME-DI, Tezpur

Branch Micro, Small & Medium Enterprise-Development Institute, Tezpur (Assam) organized one day Industrial Motivation Campaign (Awareness Programme) for self employment opportunities on 11/11/10 at Barsola. The total no. of candidates who attended the programme was 103 nos. (M=10, F=93), Programme was conducted in two sessions i.e., inaugural session & technical session.

Shri H.C. Baruah, Ex. Distt. Officer, KVIB, Tezpur was the Chief Guest of the programme and he expressed his concern over the backwardness of the area and urged the participants to grab the opportunities offered by various agencies. While giving best wishes to the participants he told that the knowledge of marketing, mental readiness and determination, with scientific approach to the problem will help you to create a business/industry environment in this area. He appreciated the effort of Br. MSME-DI Tezpur which will help the participants in which was to understand the self employment opportunities for self employment by the various schemes of Govt. of India. He asked the youths to grab this opportunity, not only to solve the unemployment problem but also to explore the available resources in the area and to uplift the society by engaging the people through their upliftment. He also explained various activities of Br. MSME-Development Institute, Tezpur & scope of micro, small & medium enterprises in the state of Assam.

Shri Jyotimoni Talukdar, Secretary, M/s Welfare Association for Youths Society, Barsola and Shri Jugalmala Das, Teacher from Girls M.E. High School, Barsola, explained their views regarding unemployment of educated youths and they requested to organize training programmes for educated unemployed youths of the area and also discussed and explained the various schemes of Welfare Association for Youths Society and motivated the participants for self-employment. Mrs. Mina Adhikari Choudhury, Prop., M/s Mina Industry, Tezpur expressed her keen interest while motivating the participants. She shared her experiences and asked the participants to come forward to set up a MSME unit based on the available resources. She explained about Central/State Govt’s schemes for setting up MSME units in Various sectors like village & Rural Industry, Agro based Industries etc. In the technical deliberations she explained her views as a successful entrepreneur.

In the end of programme the vote of thanks was given by Shri P.D. Sonowal, Inv. (Mech) of Br. MSME-DI, Tezpur, and programme was concluded.

Industrial Motivation Campaign on Limited Liability Partnership Act, Presumptive Taxation and E-Filing Organised at Ahmedabad

To create awareness among the micro and small enterprises of this area on Limited Liability Partnership Act, Presumptive Taxation, and E-filing, an Industrial Motivation Campaign was organized by MSME-DI, Ahmedabad on 30.9.2010 at Ahmedabad Management Association, in association with Indian Textile Accessories Machinery Manufacturers Association, Ahmedabad.

Shri Arvind Patwari, Director, MSME-DI, Ahmedabad was the Chief Guest of the function. He elaborated the importance of LLP in the present context of the industrial scenario. He urged upon the participants to go for adoption of LLP. He further discussed the benefits of E-filing.

The programme began with the welcome address by Shri Kaizar Mahuvawala, Committee member,
ITAMMA, Ahmedabad. In his welcome address he thanked the MSME-DI, Ahmedabad for organizing this informative programme for the benefit of micro and SSI enterprises.

Shri Chetan R. Ghia, First Vice President, ITAMMA presided over the function. In his address he appreciated the present scenario of Textile Machinery & Accessories Manufacturing Industries in India in particular and upcoming global scenario. He advised the participating MSEs to adopt LLP alongwith practice of corporate governance.

In the technical session the following presentation were made:
Presentation on Limited – Shri Chintan Dave, Liability Partnership Act – Chartered Accountant, Ahmedabad
Presentation on Presumptive – Shri Ashish Jha, Taxation & E-filing Solicitor & Attorney, Ahmedabad
Scheme of DC(MSME) – Shri P.N. Solanki Asstt. Director (Met), MSME-DI, Ahmedabad

The technical session was followed with the question answer session. During this session many questions were raised by the participants which were satisfactorily answered by the faculties. At the end vote of thanks was expressed by Shri P.N. Solanki, Asstt. Director (Met), MSME-DI, Ahmedabad. 40 MSEs participated in the programme.

Management Development Programme on Financial Management for Women Participants Organised by MSME-DI, Ahmedabad

With the aim to sharpen the managerial capability of the business women by developing better understandability of various financial parameters alongwith taxation laws, a full time 5 days Management Development programme on Financial Management was organized by MSME-DI, Ahmedabad with the help of Business Women Committee, Gujarat Chamber of Commerce & Industry, Ahmedabad for the benefit of business women.

23 women participants were enrolled in this training programme. During five days various topics like cost accounting, financial accounting, direct taxation, indirect taxation, financial management, tax planning, project planning and control, classification of accounts, preparation of financial accounts, cost analysis etc. were dealt by expert faculty drawn from the field.

The valedictory function for the programme was organized on 1.10.2010. Shri Mukesh Patel, renowned Chartered Accountant and past President, Gujarat Chamber of Commerce and Industries was the Chief Guest.

In his address he discussed in detail about understanding various financial parameters and its importance in financial management. He congratulated MSME-DI, Ahmedabad for organizing such useful programme covering all various topics which are essential and relevant for strengthening the financial health for enterprises.

Shri Bir Singh, Dy. Director (G&C), MSME-DI, Ahmedabad presided over the valedictory function. In his presidential address he presented the MSEs scenario of the country alongwith the contribution of women enterprises in the MSMEs of the country. Shri Mahendra Patel, Senior Vice President, GCCI, Ms. Nayna Patel, Co-Chair Person, Business Women Committee were also present during the function.

Ms. Deepa Shah, Chair Person, Business Women Committee expressed vote of thanks. While expressing thanks she specifically thanked MSME-DI, Ahmedabad for joining hands together with them in organizing the very much needed training programme for the benefit of business women and also those women who keep interest in MSEs.

The certificates were awarded to those participants who secured 80% or more than 80% attendance.

Laghu Udyog Samachar
ESDP on Food, Herbal & Chemical Products
Organised at Ahmedabad

The programme was inaugurated on 29.9.2010. Shri P.J. Sangai, Dy. Director (Food), MSME-DI, Ahmedabad addressed the participants and informed about purpose of organizing such programmes for self employment generation. He told about the activities and network of MSME-Development Organisation, New Delhi. Since 1954 this department is functioning from New Delhi under guidance of Development Commissioner (MSME). Since 1960 MSME-Development Institute is working as regional office of DC(MSME), New Delhi at Ahmedabad alongwith branch office at Rajkot and Silvassa (UT). He said that MSE are the second largest employment provider after agriculture. More than 8,000 items are manufactured in this sector.

Lectures on various subjects such as qualities of entrepreneurs, how to market the product, salesmanship and sales promotion, day-to-day account writing, market survey, break even point, business scheme, how to get finance from the bank, Prime Minister Employment Generation Programme (PMEGP). Theory and practicals on various subjects like Pickles, Jam, Jelly, Ketchup Tomato sauce, Vinegar, Squashes, Syrups and Mukhvas etc. food products, different types of masalas such as Dabheli masala, Tea masala, Garam Masala, Papad Making etc. food products were arranged. Phenyl, Liquid soap, cleaning powder, different types of face packs, herbal mehndi etc. herbal products were arranged.

Industrial visit to 7 nos. of units in Ahmedabad, Uttarsanda & Nadiad manufacturing spices powder, liquied soap, chikki, papad, herbal products etc. were arranged on 24.11.2010.

The valedictory function of the programme was organized on 26.11.2010. Shri P.J. Sangai, DD (Food), welcomed the Director and participants. He appraised about the programme and invited them to take up ventures with the help of PMEGP & bankable scheme o finance. Shri Arvind Patwari, Director, MSME-DI, Ahmedabad presided over the programme. While addressing the participants he cited the examples of successful businessmen such as Shri Karsanbhai Patel, Nirma Industries, Shri Dhirubhai Ambani, Reliance Industries and others who hail from Gujarat and belong to ordinary families. He emphasized the need of ladies to work to generate extra income for the family. He assured them all help and guidance in future.

Certificate to thirty of participants were awarded by the Director, MSME-DI, Ahmedabad which includes sixteen ladies & fourteen gents participants. The programme ended with vote of thanks to all.

Industrial Motivation Campaign for Development of New Enterprises
Organised by Branch–MSME Development Institute-Silvassa

Branch–MSME Development Institute, Silvassa, UT of Dadra & Nagar Haveli, organized a one day Industrial Motivational Campaign for Development of New Enterprises on 16th October, 2010 at Sarvajanik College of Engineering & Technology, Surat.

The Industrial Motivation Campaign was conducted with an objective to motivate the final year students and make them aware of opportunities in self-employment, functions of various developmental and promotional agencies & also to disseminate various facets of information connected therewith. The programme started with welcome address by Students of Sarvajanik College of Engineering & Technology, Surat.

The programme was inaugurated by Shri Amarjit Singh, Dy. General Manager (Trg.) KIRBHCO, Hazira, Surat. While addressing the participants he
said that our nation is producing a large number of Engineers every year and a very few of them only are becoming entrepreneurs. He narrated the examples and success story of Technocrats who opted their career with own activities for the benefit of students. He also explained in detail the opportunities available in Kribhco, Surat itself and expressed hope that the students of this college would take advantage of these opportunities.

Shri R.K. Parmar, Assistant Director I/c Branch–MSME Development Institute, Silvassa in his address, explained in detail the definition of “The Micro, Small & Medium Enterprises Development Act, 2006”. He said that if anybody wants to start a micro unit, the most suitable Scheme is PMEGP and he explained the procedure is to be followed for availing the financial assistance under the scheme. He also explained the role of DIC, Financial Institutions for the development of New Enterprises.

Dr. V.N. Bhatt, Member Secretary, Incubation Centre, SVNIT, Surat delivered a lecture on how the Incubation Centre is working at SVNIT and motivated the students for coming up with new ideas and SVNIT will help them to convert the ideas into practical.

Shri Rakesh Desai, Visualizer, Brand Builder and Facilitator, Navsari, delivered motivational speech and motivated the participants on this occasion.

About 127 participants General (Male 76 & Female-24 Nos) ST (Male 04 & Female-02 Nos.) SC (Male 01 & Female-00 Nos.) OBC (Male 15 & Female-05 Nos.) attended the campaign. The programme concluded with Vote of thanks by Prof. Utpal Pandya, Incharge Career counselling, Sarvajanik College of Engineering & Technology, Surat.

Kullu Dussehra is a week long celebration in Kullu which normally starts on the day Dussehra comes to end in the rest of country. The festival continues for seven days and people not only from the valley but visitors across the state and different parts of the country assemble to celebrate the occasion with full enthusiasm and zeal. It is believed that all the gods of the valley visit Kullu to pay homage to Lord Raghunath on the first day of the festival. The Chariot of Lord Raghunath is pulled from the Dalpur Maidan to another spot and pulling of ropes is regarded as sacred by the local people.

Apart from festivals traders who came from all over the valley and different parts of the state and neighbouring states set up their stalls to showcase their products, wherein woollen shawls, Stoll, caps, blankets, handicraft items and many other items like cloth, toys, kitchenware, cosmetics/herbal products, eatables etc. are kept for display by the exhibitors which attracts the significant number of visitors.

Another major attraction of the fair is the exhibition which is held in the exhibition ground which goes on till the end of the fair wherein various Govt./semi Govt. and Pvt. agencies put up their stall to signify their achievements. MSME-Development Institute Solan participated in the said fair by setting up a stall in the exhibition ground during the festival w.e.f. 17.10.2010 to 23.10.10. The objective of the programme was to disseminate information relating to the activities of the Institute and various policies/schemes of the Ministry of MSME., Govt. of India for the promotion of MSMEs. During the Fair around 350 visitors attended and guided by the officers of this Institute by distributing different type of publicity materials to them. The Institute earned Rs. 3,386/- by selling priced publications to the visitors during the programme.

Besides this, the Institute motivated and benefited 10 units from different parts of the state under the Market Assistance Scheme of the Ministry.
A sensitization workshop on National Manufacturing Competitiveness Programme (NMCP) was organized on 14th December 2010 at the Institute premises of MSME-DI Muzaffarpur. The programme was organized specially for General Managers of all District Industry Centres in North Bihar. The objective of the programme was to disseminate information about all the 10 components of NMCP & discuss on implementation of the scheme. Obviously the NMCP scheme has been designed by the National Manufacturing Competitiveness Committee (NMCC) keeping the point in view to provide support from all possible corners to support manufacturing sector of the MSME in the area of technology up-gradation, quality improvement, marketing support, technical & managerial support through incubators, development of design clinic, improvement in production with cost reduction, provide energy efficient technology support through information & communication technique in order to improve competency of manufacturing sector and their capacity building, so that they could compete with global market.

During the fair two IMCs one each for the trainees of the I.T.I. Kullu on 18.10.2010 and for the MSMEs to avail the benefits of the schemes of DC (MSME) on 23.10.2010 were organised by the Institute wherein information relating to various scheme of the Ministry of MSME, Govt. of India such as ISO-9000 reimbursement. Bar-coding Marketing Development Assistance Scheme (MDA), Credit Linked Capital Scheme (CLCSS), Cluster Development and NMCP schemes for the promotion of existing industries and services/training facilities provided by the MSME-DI Solan to the prospective entrepreneurs towards self employment were disseminated by the Director and the officers of the Institute. In these programme officers from the O/o G.M. DIC, Kullu were also invited to deliver talk on the state Govt. schemes/incentives for the development of industries in the state. In these programmes around 40 participants from different industries and around 100 students from ITI, Kullu participated.

In addition to this Director and officers of this Institute visited and had interaction with the stall holders in the exhibition ground and gave suggestion relating to the scope of improvement in quality of their products and marketing strategy for the sales promotion etc.

One day Sensitization Workshop on National Manufacturing Competitiveness Programme in North Bihar

A sensitization workshop on National Manufacturing Competitiveness Programme (NMCP) was organized on 14th December 2010 at the Institute premises of MSME-DI Muzaffarpur. The programme was organized specially for General Managers of all District Industry Centres in North Bihar. The objective of the programme was to disseminate information about all the 10 components of NMCP & discuss on implementation of the scheme. Obviously the NMCP scheme has been designed by the National Manufacturing Competitiveness Committee (NMCC) keeping the point in view to provide support from all possible corners to support manufacturing sector of the MSME in the area of technology up-gradation, quality improvement, marketing support, technical & managerial support through incubators, development of design clinic, improvement in production with cost reduction, provide energy efficient technology support through information & communication technique in order to improve competency of manufacturing sector and their capacity building, so that they could compete with global market.

The Chief Guest of the programme Shri A.N. Nada, PMG, North Zone, Bihar in his speech expressed his hope that the NMCP scheme will prove as milestone towards development of MSMEs in the present industrial scenario. The Chairperson of the programme Shri Pradeep Kumar, Director, MSME-DI, Muzaffarpur in his presidential address explained that a small efforts for dissemination and discussion on the scheme (NMCP) with General Manager, of all 21 districts of North-Bihar was made by the Institute in order to popularize the scheme and make joint efforts for implementation of the scheme in the state at an optimal level.

The programme was coordinated by Shri S.P. Verma, Asstt. (Met.) of MSME-DI, Muzaffarpur, Shri B.B. Sahay, Asstt. Director (Mech.) and Shri Pawan Kumar Singh, Asstt. Director (E.I.) in disseminating different parts of NMCP scheme in the technical session of the programme. The programme concluded with vote of thanks by Shri Sahay.
MADRAS STOCK EXCHANGE ROPES IN NEW MEMBERS

The tie-up with National Stock Exchange has helped it attract 31 members and it expects to add more than 100 in the next five months.

Processed food items may attract excise duty

The Foundation

New Delhi, Jan 16: Processed food items may attract excise duty under the excise policy of the government.

Under the policy, there shall be a reduction in the list of exempted/zero-rated items bringing more products of daily use under the purview of the excise policy. The list of exempted/zero-rated items is currently around 400. Under the new excise policy, at least 100 items would be brought under the purview of excise taxation.

SHSHIFT PHRAGMANT

BPOs want better security and transport service

HARYANA IDENTIFIES AREA FOR NEW AUTO HUB

The Gurgaon-Manesar belt is located in the national capital region (NCR) of Delhi.

While the new belt will help attract new auto manufacturers, Gurgaon-Manesar is already a well-established manufacturing hub. The Gurgaon-Manesar industrial belt is located in the national capital region (NCR) of Delhi. The Gurgaon-Manesar belt is dominated by the automotive and electronics industries.

ALLIANCE MADE

The minister said that the Haryana board and the automotive industry would work together to make the new belt a success.
बढ़ते ओद्योगिकरण की वजह से कचरा प्रबंधन बना सिरदर्द

इंडस्ट्री के आसामान में भी सूरज सी बनकर रही दिल्ली
कड़ी-19 : कैसे लगायें अपना उद्योग?

युवा पीढ़ी रोजगार के अवसर तलाशने के स्थान पर यदि अपना उद्योग लगाने के लिए अपने समय का निवेश करें तो वह औरों को भी रोजगार मुहैया कर सकती है।

भावी उद्यमी के लिए सूचना एक शक्ति का काम करती है जिसके पीछे सफलता छुपी हुई होती है। लघु उद्योग समाचार पत्रिका के ‘अपना हाथ जगाना’ कॉलम के जरिए हम भावी उद्यमियों के लिए ‘कैसे लगायें अपना उद्योग’—जैसे व्यावसायिक शृंखला का शुभारंभ इस आश्वासन के साथ कर देंगे हैं कि उद्यमी इस सूचना का लाभ उठाने हेतु अपना उद्योग स्थापित करने का उद्यम स्वच्छ करें। हमारी कोशिश है कि उद्योग स्थापित करने के बारे में आपके प्रश्नों का समाधान यथासंभव इस कॉलम में निर्धारित रूप से किया जाए। अतः इस कॉलम पर अपनी प्रतिक्रिया तथा संबंधित प्रश्न हरेक अन्तर्दृष्टि में अवश्य भेजें। साथ ही, आप पढ़ें …..

परियोजना रिपोर्ट

परियोजना रिपोर्ट क्या है?

किसी विनिर्माण संबंधी व्यापार में तीन प्रकार के व्यापार हो सकते हैं।

- योजनाएं, निर्देश तथा बही हुई होती है।
- यह दर्शाती है कि योजनाएं पूरी की जा सकती हैं।
- यह प्रदर्शित करती है कि परिणाम पाठकों की आवश्यकताओं को पूरा करते हैं।

व्याेपारिक योजना छोटी होनी चाहिए लेकिन यह एक बिक्री दस्तावेज भी है।

व्यापारिक योजना वर्तमान स्थिति तथा भविष्य की सम्भावनाओं को दर्शाती है।

व्यापारिक योजना खबरें पर अधिक जोर देती है लेकिन इसे कमजोरों के बारे में भी व्यापारिक होना चाहिए। परियोजना रिपोर्ट का क्या उद्देश्य है?

- बैंक अथवा अन्य वित्तीय साधन से धन जुटाना।
- लोगों का स्वागत योजना पर कैद रखना।

परियोजना रिपोर्ट के आन्तरिक प्रयोग

- यह प्रमाण को संरचनात्मक ढंग से योजना बनाने में मदद करती है।
- मूल्यांकन के लिए उद्देश्य एवं लक्ष्य निर्धारित करती है।
- संसाधन आवश्यकताओं पर प्रकाश डालती है।

पाठक क्या देखना चाहते हैं?

इन प्रश्नों के उत्तर दें

- व्यापार में कितने धन की आवश्यकता होती है?
- आपको धन किसलिए चाहिए?
- आप कब तक धन वापस करने में सक्षम होगे?
- क्या आप व्याप अदा करने में सक्षम होगे?
- लघु उद्योग समाचार
योजना की योजना बनाना

- निर्णय करें कि योजना को कौन लिखेगा तथा समन्वित करेगा।
- शीर्षकों पर निर्णय लें तथा एक अनुक्रमिका तैयार करें।
- प्रत्येक विषय के लिए सूचना एकत्रित करें तथा नोट तैयार करें।
- सूचना को तकनीकी ढंग से संगठित करें।
- लिखना शुरू करें।
- मान्यताओं को चुनौती दें।
- विशेषज्ञ संशोधन
- परियोजना को महंगा मत बंदे, पाठक भविष्यवाणी को नकार सकते हैं।
- अति-संक्षिप्त न करें – इससे विश्वसनीयता में कमी आ सकती है।

व्यापार योजना संरचना

परियोजना रिपोर्ट की प्रस्तावित संरचना

- सारांश
- पृष्ठभूमि
- उत्पाद/सेवा
- प्रबंधन एवं कार्यक्रम
- बाजार एवं विपणन
- उत्पादन प्रक्रिया
- विलोकन जानकारी
- उपादन प्रक्रिया
- विशेष जानकारी
- उपरांग
- सामग्री
- उद्देश्य
- सारांश

सारांश बाद में लिखना चाहिए तथा प्रस्तावों पर एक संक्षिप्त नुक्सान की ताजगी देना होगा। यह एक या दो पेज का होना चाहिए ताकि तीन पृष्ठ से अधिक न हो। इसे इस ढंग से लिखा गया हो कि किसी व्यक्ति पाठक का एकदम ध्यान खंभ ले और उसमें सुनच पढ़ा करें।

सारांश में निम्न शामिल होना चाहिए:

- व्यापारिक योजना का उद्देश्य
- कितना धन की आवश्यकता है, यह कहाँ से आएगा तथा इसे कहाँ प्रयोग किया जाएगा?
- उपभोक्ताओं के फायदे पर प्रकाश डालते हुए बाजार एवं उत्पाद का संक्षिप्त विचार
- आशालील मुनाफे सहित वित्तीय विश्लेषण

पृष्ठभूमि

परियोजना का परिचय करें तथा पृष्ठभूमि दें

उत्पाद/सेवा

उत्पाद सेवा का आम भाषा में चित्रण करें।
ब्यूटी बेचा जाया है तथा इसका किसके लिए प्रयोग होता है?
उत्पाद के लाभ: उन्होंने कब और ब्यूटी बाजार में उत्पाद उपयोग की जाती है,
भविष्य में वे कौन-सा उत्पाद उत्पादन करेंगे?

हर कोई सफल होना चाहता है, उन्हें आगे बढ़ने का उचित अवसर प्रदान करें।

जनवरी, 2011
अपना हाथ जगानाथ

उपयोग की जीवन अवधि

प्रतिस्पर्धा के उपयोगः उन्होंने कब और क्या बाजार में उतारा है, भविष्य में वे कौन-सा उत्पाद उतारने वाले हैं।

क्या उत्पाद को किसी सरकारी मंजूरी की आवश्यकता है अथवा यह उद्योग के मानकों को पूरा करता है? आगामी उत्पाद योजनाएं क्या हैं तथा उन्हें उतारने में कितना समय लगेगा?

प्रक्षेप उपयोग/सेवा में लाभ कितना है?

प्रबन्धन एवं कार्यक्रम

व्यापारिक योजना में नियंत्रित लक्ष्यों को प्राप्त करने हेतु कार्यक्रम योजना भी लिखी होनी चाहिए। विशेषतः पर इस खण्ड में कार्यक्रम शक्ति का सार्थक निम्न के संदर्भ में होना चाहिए:

- रोल-यह दर्शाते हुए कि आपके पास एक संदर्भित तैयार होता है।
- उनकी आयु, अनुभव एवं विशेषता
- स्वायत्त तथा प्रबन्धन के बीच सम्बन्ध तथा कार्यक्रम के दौरान विषय लक्ष्यों और उद्देश्यों की दर्शाता एक वक्तावर्ष
- पारिश्रमिक नीतियाँ
- क्या भविष्य में अंतरित कार्यक्रमों की आवश्यकता होगी?
- उनका चयन किस प्रकार किया जाएगा?
- आवश्यकता को पूरा करने के लिए किस प्रकार की प्रबन्धन एवं अनुभव की आवश्यकता होगी?

बाजार एवं विपणन

बाजार चित्रण:

सम्भावित विकास सहित सामान्य स्थिति तथा भविष्य सम्भाव्यांगुँ उत्पाद, क्षेत्र, ग्राहकों आदि के सम्बन्ध में अपनी बाजार की व्यवस्था का स्थायी वर्णन करें।

बाजार की व्यवस्था की साधियाँको जानकारी सारांश शामिल करें।

विपणन:

- मूल्य नीति क्या है — लागत अथवा मांग प्रेरित
- कौनसी भावी मूल्य गतिविधियों सम्भवत हैं?
- पेश की गई निम्नतम आडर साइज तथा क्रेडिट शर्तें क्या हैं?
- विपणन तथा उन्नयन के लिए कौन से प्रसार हैं—जनसम्पर्क, वितरण, स्थान शो, बिक्री प्रोत्साहन, उन्नयन भविष्य
- बिक्री के सम्बन्ध में विज्ञापन तथा उन्नयन लागत क्या है?

प्रतिस्पर्धा

- वे कौन हैं?
- वे कहाँ हैं?
- उनका चित्र बाजार पर अधिकार है?
- उनकी खुबियाँ और कमजोरियाँ क्या हैं?
- आप उनके साथ कैसे सफलतापूर्वक प्रतिस्पर्धा करेंगे?
- आपकी योजनाओं के सम्बन्ध में प्रतिस्पर्धाओं के क्या सम्प्रभाव प्रतिक्रिया होगी?

उत्पाद का वितरण कैसे होगा

बिक्री ताकत, बिक्री के लिए मानव शक्ति, स्थान एवं तकनी तथा पारिश्रमिक नीति अपनाएं

वितरकों का कैसे चयन होगा और उन्हें क्या पारिश्रमिक दिया जाएगा?

रिटेल साइज, लोकेशन एवं स्टाफिंग

कोई जम्म से जीवनस्त नहीं होता, लेकिन उचित अवसर व प्रयास से वह जीवनस्त बन सकता है।

लघु उद्योग समाचार
किन देशों से निर्यात होना है, वितरण प्रबन्धन, मद लागत की डिटीवेरी

स्थान

फैक्टरी स्थान, रिटेल आउटलेट, भण्डारण स्थान सहित भवनों 
के बारे में जानकारी दें। इनमें साइज, लोकेशन, आवश्यक 
लेबलेट, जिसमें सुविधाएं शामिल हों, स्वामित्व एवं कानूनी 
विवरण, मुरममत एवं अनुरक्षण, स्वास्थ्य एवं सुरक्षा नियामक 
शामिल होने चाहिए तथा इनको जैसे पूरा किया जाएगा।

उत्पादन प्रक्रिया

उत्पादन प्रक्रिया का कदम-दर-कदम संक्षेप विवरण
उपलब्ध सम्पत्ति एवं प्लांट
उत्पादन श्रमता-अब, भविष्य में तथा विस्तार प्रतिशत मुख्य 
तथा ‘बेस्ट-प्लेस’ को निर्धारित करने वाले घटक क्या हैं?
कहीं माल की सुरक्षा, कहीं माल की आपूर्ति तथा वैकल्पिक 
घटक क्या हैं?
कुसल श्रमिकों को उपलब्धता 
निर्णय लें।
कोई उत्पादन लाभ जो आप अपने प्रतिस्पर्धियों पर रखते हैं।
गुणवत्ता प्रतिवेदन प्रक्रियाएं
विभिन्न उत्पादन स्तरों पर लागतें क्या हैं?

विश्वसनीय जानकारी

विश्वसनीय भविष्यवाणी में शामिल हैं :-
• कोई ऐतिहासिक विक्री जानकारी
• लाभ एवं हानि खतरे
• रोकड़ प्रवाह वक्तव्य
• बैलेंस शीट
• भविष्यवाणीयों को रेखांकित करते हुए धारण का वक्तव्य 
‘मैं इसनी लम्बी भविष्यवाणी नहीं कर सकता’

बिक्री के साथ शुरू करें :-
• चूंक बना होगा?
• साहब कब भुगतान करेगा?
• विक्री भविष्यवाणी से ही कार्य करे।

भविष्यवाणीय चयन जरूरी हैं?

व्यापार के लिए आपके इसावों का दौरान संदर्भ में समझा 
यह समझा कि क्या लक्षित विकलां व्यवहार है?
बिक्री तक पहुँचने के लिए आधिकृत तथ्य असफलता 
के प्रभावों अथवा सकल लाभ भविष्यवाणीयों पर निर्णय 
करना 
निवेश करने तथा आय कमाने के बीच के अंतराल का विनियमन 
करना।

सुनिश्चित करें कि पर्याप्त धन की मांग की जा रही है।

मुद्रास्फीति

विकल्प 1: मुद्रास्फीति को नजर अंदाज कर दें तथा सभी रकमों 
को चालू मूल्यों में दिखाएं। इससे भावी लाभों की गणना बिना 
सकती है।

विकल्प 2: एक मुद्रास्फीति दर मान लें तथा इसे भविष्यवाणीयों 
लागू करें।

इससे परियोजनाएं बनाने में मुश्किल हो सकती है।

अभ्यास

प्रतिभागी अपनी परियोजना रिपोर्ट/व्यापारिक योजना बनाने 
में सफल होंगे।

अपने संक्षिप्त दायरे से बाहर सोचें।

जनवरी, 2011
खेलों के सामान की मॉडल प्रोजेक्ट रिपोर्ट*

शटल कॉफ़क

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भूमिका
बैंडमिटन का खेल विश्वभर में पुरुषों, महिलाओं तथा बच्चों द्वारा खेला जाता है। हमारे देश में यह खेल बहुत लोकप्रिय है तथा इसे सरकारी, गैर-सरकारी संगठनों तथा कल्याण आदि द्वारा प्रायोजित किया जाता है। लोकप्रियता बढ़ने के साथ, अच्छी गुणवत्ता वाले शटल कॉफ़क की मांग भी बढ़ रही है। प्रत्येक शटल कॉफ़क के पंख खेलने के बाद आमतौर पर छोटे हो जाते हैं इसलिए इनकी खपत भी बढ़ता है।

बाजार संबंधित:
देश–विदेश में शटल कॉफ़क के लिए बहुत बढ़ी बाजार संबंधित है। केंद्र, महाराष्ट्र, मध्य प्रदेश, दिल्ली, हरियाणा, पंजाब, उत्तर प्रदेश, उत्तर–पूर्वी राज्यों तथा अन्य राज्यों में भी शटल कॉफ़क की भारी मांग है।

जादुविरा, मिदनापुर (पश्चिम बंगाल) के अलावा शटल कॉफ़क बनाने वाली बड़ी–बड़ी इकाइयां भारत के उत्तरी क्षेत्र विशेषकर जालंधर, मेरठ तथा दिल्ली में स्थित हैं। कोलकाता की कुछ इकाइयां भी इसका उत्पादन कर रही हैं। मुख्य रूप से बनाने वाली शटल कॉफ़क की अपेक्षा बिजली के पंखों वाली शटल कॉफ़क की भारी मांग है।

आधार एवं परिकल्पना
यह प्रोजेक्ट रिपोर्ट निम्नलिखित परिकल्पनाओं के आधार पर तैयार की गई है।

1. कार्य समय         8 चांदे
2. प्रतिदिन शिफ्टों की संख्या 1 शिफ्ट
3. हर महीने कार्यांकों की संख्या 25 दिन
4. कुल कार्य विवर्त 300 दिन
5. प्रतिवर्ष कुल कार्य घंटे 2,400 घंटे
6. कार्य कुशलता 70 से 80 प्रतिशत
7. अधिकतम क्षमता का उपयोग को हासिल करने के लिए समय अवधि 75 प्रतिशत
8. मार्चन मनी पूंजी निवेश का 25 प्रतिशत
9. पूंजी पर व्याप दर 15 प्रतिशत
10. सभी रेट और अनुमान वर्तमान बाजार मूल्य के आधार पर दिए गए हैं 5 वर्ष

लघु उद्योग समाचार
कार्यान्वयन अनुसूची

परियोजना के कार्यान्वयन को समयावधि लगभग एक वर्ष तक की गई है। गतिविधियों का अंतरित ब्लॉकअप और साथ में प्रत्येक गतिविधि के लिए अपेक्षित समय का व्यूह नीचे दिया गया है :

<table>
<thead>
<tr>
<th>क्र.</th>
<th>गतिविधि</th>
<th>अवधि</th>
<th>(माह में)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>परियोजना रिपोर्ट ट्रेड लाइसेंस आदि तैयार करना</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>एसएसआई अन्तिम पंजीकरण</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>बैंकों/वित्तीय संस्थाओं से ज्ञान प्राप्त करना</td>
<td>2 से 4</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>भूमिक/बिल्डिंग, संयंत्र और मशीनरी की खरीद तथा इसकी स्थापना तथा विश्लेषकरण आदि</td>
<td>1 से 2</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>ट्रामवर रन, सेम्पलिंग, ग्राहकों से आर्डर प्राप्त करना आदि</td>
<td>2 से 3</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>भर्ती, वार्षिक उत्पाद आदि आरंभ करना</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

तकनीकी पहलू

विनिमयाण प्रक्रिया

शटल कार्फ की विनिमयाण प्रक्रिया बहुत साधारण है। शटल कार्फ के निर्माण में सामान्यतः सफल बटन और भंडार की इस्तेमाल किया जाता है। शटल कार्फ की सटीक फिस्म तैयार करने के फास्ट के स्थान का पंखों का भी प्रयोग किया जाता है।

सर्वप्रथम पंखों में से अच्छे फिस्म के पंखों की छोटी को जाती है। इसके बाद इन पंखों को चमकदार बनाने के उद्देश्य से अल्ट्रामीशन नैले रोशन ब्लू या उजाला से ट्रीट किया जाता है। भूते हुए पंखों को सही प्रकार से सुखाकर इन्हें कॉंची से 3 इंच आकार में काटा जाता है। इसके परचार पंखों को ट्रीट में राउंड आफ किया जाता है। इसके परचार अच्छी गुणवत्ता के कार्फ बाद लिए जाते हैं। कार्फ बोरिंग मशीन की मदद से चुन डकार में कुल मिलाकर 16 छेद किए जाते हैं। पंखों को इन छेदों में डालकर सरसों से चिपाकाया जाता है। तब कार्फ में इन 16 पंखों को सूती धागे के साथ बांध दिया जाता है। धागे के ऊपर जिलेटन से लेप कर दिया जाता है। इसके परचार शटल कार्फ को कार्फ के मध्य भाग में सरसों के साथ सिलिक या कॉटन रीबन से जोड़ दिया जाता है।

अंत में शटल कार्फ का बेलेंस पर बनन किया जाता है तथा बनन को छोटी पिंपों की मदद से एडजस्ट किया जाता है। इंडोर खेलों के लिए प्रयोग होने वाली शटल कार्फ का बनन 70 या 72 या 74 ग्रेन्स के आसपास होना चाहिए जबकि आउटडोर खेलों के लिए यह 82 या 84 या 85 ग्रेन्स तक हो सकती है।

इन शटल कार्फ को अब सिलेंडरल कार्फ बॉक्स में पैक किया जाता है तथा सामान्यतः प्रत्येक बॉक्स में 10 शटल कार्फ की कार्फ बॉईड या बॉईड या मेटल लिंडस के साथ फिट किया जाता है जिसे ट्रेड में एक शोल कहा जाता है। इसके बाद शटल कार्फ को बाजार के लिए रवाना कर दिया जाता है।

गुणवत्ता नियंत्रण और मनक

भारतीय मनक व्यूह ने शटल कार्फ के निर्माण के संबंध में कुछ मनक तय किए हैं। इस परियोजना से जुड़ने से पूर्व यह जानती है कि इन मनक विधानों का अध्ययन अवश्य कर लिया जाए। बीआईएस मानकों के अलावा, ग्राहक भी पंखों, कार्फ, चिपकाने वाले सामान आदि की गुणवत्ता के संबंध में अपनी तरफ से कुछ मनकों के बारे में बात करते हैं तथा उत्पाद गुणवत्ता मनकों के अनुरूप चाहते हैं।

(ii) मशीनरी और ओजार

<table>
<thead>
<tr>
<th>क्र.</th>
<th>विवरण</th>
<th>सं.</th>
<th>(रुपये में)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>0.5 एच.पी. मोटर के साथ कार्फ आकार 1/4 हेतु ह्यूड मशीन</td>
<td>बांग्ला स्थानकम अनुसार</td>
<td>35000 से 40000 की तक</td>
</tr>
<tr>
<td>2.</td>
<td>पंख काटने की मशीन हेड हेड प्रेस डबल कांची</td>
<td>बांग्ला स्थानकम अनुसार</td>
<td>30000 से 35000 की तक</td>
</tr>
<tr>
<td>3.</td>
<td>वजन के लिए बेलेंस</td>
<td>बांग्ला स्थानकम अनुसार</td>
<td>20000 से 25000 की तक</td>
</tr>
<tr>
<td>4.</td>
<td>ओजार और उपकरण</td>
<td>बांग्ला स्थानकम अनुसार</td>
<td>15000 से 20000 की तक</td>
</tr>
<tr>
<td>5.</td>
<td>फॉर्नीचर</td>
<td>बांग्ला स्थानकम अनुसार</td>
<td>10000 से 15000 की तक</td>
</tr>
</tbody>
</table>

जनवरी, 2011
उपयोग क्षमता

उपयोग वार्षिक (प्रति माह)
1,000 रोल्स (प्रत्येक रोल में शटल कॉक के 10 पीस होते हैं)
उत्पादन वार्षिक (प्रति वर्ष) = 12,000 रोल्स
tन औसत (प्रति वर्ष) = 12,000 x 204
= 24,48,000/-
प्रति कृष्ण घंटा = 1 एच.पी.

प्रदूषण नियंत्रण

शटल कॉक की ताप्तता के अंतर्गत बोरिंग आदि को छोड़कर "पूर्वं पश्चिमं" ज्यादातर कामकाज में नया-नया किया जाता है इसलिए ऊर्जा संस्करण को संबंधित करता है। वन नाइटिक और स्टाफ के सदस्यों को ऊर्जा बचाने के लिए ईलोन, बिजली आदि के इलाके में प्रयोग के संबंध में सही प्रकार से प्रशिक्षित किया जाना चाहिए।

(iii) प्री-ऑपरेटिव खर्च

कुल स्थाई पूंजी = (ii) + (iii) (24,500 + 5,000)

(ख) कार्यशील पूंजी प्रति माह

(i) कार्मिक (प्रति माह)

<table>
<thead>
<tr>
<th>क्र.</th>
<th>विवरण</th>
<th>सं.</th>
<th>वेतन (रुपए)</th>
<th>कुल रुपए</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>(रुपए)</td>
<td></td>
</tr>
</tbody>
</table>

(क) प्रशासन

1. निदानक-सह-पर्यवेक्षक 1 4,500 4,500
2. लेखा-सह-लिपिकी स्टाफ 1 3,000 3,000
3. स्टोर कोपर 1 2,500 2,500
4. चपासी 1 2,000 2,000
5. वालमैन 1 2,000 2,000

कुल रुपए 14,000

जमा : अनुलाप @ 20 प्रतिशत

कुल रुपए 2,800

कुल रुपए 16,800
अपना हाथ जगनाध

<table>
<thead>
<tr>
<th>(ख)</th>
<th>तकनीकी</th>
<th>रुपए</th>
<th>@ रुपए</th>
<th>कुल रुपए</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>कुशल वक्सं</td>
<td>10</td>
<td>2,500</td>
<td>25,000</td>
</tr>
<tr>
<td>2.</td>
<td>अकुशल वक्सं</td>
<td>4</td>
<td>2,000</td>
<td>8,000</td>
</tr>
</tbody>
</table>

कुल रुपए: 33,000

जमा: अनुलाभ @ 20 प्रतिशत

कुल रुपए: 6,600

(ख + ख) कुल वेतन एवं दिहाड़ (क + ख)

56,400

(ii) कच्चा माल (प्रति माह) (100 शटल कॉक्स हेतु)

<table>
<thead>
<tr>
<th>क्र.सं.</th>
<th>कच्चा माल</th>
<th>मात्रा</th>
<th>दर (रुपए)</th>
<th>कुल (रुपए)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>सफेद बत्तख के पंख</td>
<td>1,600 पंख</td>
<td>400 प्रति</td>
<td>6,400</td>
</tr>
<tr>
<td>2.</td>
<td>कांक बांटम 1 इंच × 1 इंच</td>
<td>1,000 कांक्स</td>
<td>250 कुल</td>
<td>1,750</td>
</tr>
<tr>
<td>3.</td>
<td>बांटम कीच हेतु</td>
<td>6 बर्ग फूट</td>
<td>50 प्रति बर्ग फूट</td>
<td>300</td>
</tr>
<tr>
<td>4.</td>
<td>स्लू, जिलेटिन, जूडी, धागा, एल.एस.</td>
<td>रिबिंग क्ल्यू, डिटरियंट आदि</td>
<td>350</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>सिलिकॉड पैकिंग कॉक्स</td>
<td>1,000</td>
<td>3.00 प्रति बॉक्स</td>
<td>3,000</td>
</tr>
</tbody>
</table>

कुल: 11,800

इस प्रकार 10,000 शटल कॉक्स पॉस के लिए जो कि 1,000 रोल 10 × 11,800 के संक्षेप हैं

कुल मानक वैक्सिएल लागत है 1,11,800

(iii) खर्च (प्रति माह)

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>पानी</td>
<td>250</td>
<td></td>
</tr>
<tr>
<td>कुल रुपए</td>
<td></td>
<td>750</td>
<td></td>
</tr>
</tbody>
</table>

(iv) अन्य छिटपुट खर्च (प्रतिमाह, रुपए में)

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>किराया</td>
<td></td>
<td>3,000</td>
<td></td>
</tr>
<tr>
<td>स्टेशनरी और डाक खर्च</td>
<td></td>
<td>1,000</td>
<td></td>
</tr>
<tr>
<td>टेलीफोन</td>
<td></td>
<td>1,000</td>
<td></td>
</tr>
<tr>
<td>मरम्मत और रखरखाव</td>
<td></td>
<td>500</td>
<td></td>
</tr>
</tbody>
</table>

जनवरी, 2011
(v) कुल कार्यशील पूंजी (प्रति माह)

(i+ii+iii+iv) रुपए 1,81,250
अर्थात् रुपए 1,18,300

(vi) कुल कार्यशील पूंजी (3 माह के लिए)

1,81,300 × 3 = 5,43,900

(ग) कुल पूंजी निवेश

स्थाई पूंजी रुपए 29,500
3 माह के लिए कार्यशील पूंजी रुपए 5,43,900
डिटर्जेंट आदि कुल रुपए 5,73,400

मशीनी उपयोग

ऐसा विचार है कि कार्य दशक या मशीनी करीब 70 प्रतिशत से 80 प्रतिशत होगी।

1. वित्तीय विश्लेषण

(i) उत्पादन की लागत (प्रति वर्ष)
1. कुल आवश्यक लागत रुपए 21,75,500
2. मशीनी और उपकरणों की अवृत्तता @10 प्रतिशत रुपए 1,450
3. फीनीचर का अवृत्तता @20 प्रतिशत रुपए 2,000
4. पूंजी निवेश पर ब्याज @15 प्रतिशत रुपए 86,010
cुल रुपए 22,65,060
अर्थात् 22,65,100

(ii) टर्न ओवर (प्रतिवर्ष)
12,000 रोल्स शाटल कॉन्फ्र की बिक्री रुपए 1,20,000
अर्थात् 12,000 × 10 = 1,20,000
शाटल कॉन्फ्र (प्रति वर्ष) @ रु. 204
प्रति रोल 24,48,000
3. शुद्ध लाभ (प्रति वर्ष) = (2) - 11
   = 1,82,900

4. विक्री पर शुद्ध लाभ
   \[
   \frac{1,82,900 \times 100}{24,48,000} = 8.07 \text{ प्रतिशत}
   \]

5. वापसी की दर
   \[
   \frac{\text{शुद्ध लाभ} \times 100}{\text{कुल निवेश}} = \frac{1,82,900 \times 100}{5,73,400} = 31.90\%
   \]

### ब्रेक-डाउन व्यावहार

<table>
<thead>
<tr>
<th>स्थाई लागत (प्रति वर्ष)</th>
<th>राशि (रुपए)</th>
</tr>
</thead>
<tbody>
<tr>
<td>मशीनां पर @ 10% की दर से अवमूल्यन</td>
<td>1,250</td>
</tr>
<tr>
<td>उपकरण और आयामों पर अवमूल्यन @ 20%</td>
<td>500</td>
</tr>
<tr>
<td>फनीचर अवमूल्यन @ 20%</td>
<td>2,000</td>
</tr>
<tr>
<td>किराया</td>
<td>36,000</td>
</tr>
<tr>
<td>पूंजी निवेश पर व्याज @ 15%</td>
<td>86,010</td>
</tr>
<tr>
<td>वित्त, दिहाई और अन्य आक्रामक खर्च का 40%</td>
<td>2,72,400</td>
</tr>
<tr>
<td>बीमा</td>
<td>1,000</td>
</tr>
<tr>
<td>विविध खर्च कुल रुपए</td>
<td>3,99,160</td>
</tr>
</tbody>
</table>

**अध्याय:**

3,99,200

<table>
<thead>
<tr>
<th>स्थाई लागत × 100</th>
<th>शुद्ध लाभ + स्थाई लागत</th>
<th>राशि (रुपए)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,99,200 × 100</td>
<td>1,82,900 + 3,99,200</td>
<td>60.68%</td>
</tr>
</tbody>
</table>

### मशीनों और उपकरण सप्लाइरों के पते
1. मै. नन्दी एंड कंपनी, 125, बैंकिंग रोड, कोलकाता-700013।
2. मै. के.सी. चौहा, बस्ती नाक, जालंधर-2।
3. मै. अकादेम इंजी. गम्बर, बल्ला नाक, जालंधर-2।

### कच्चा माल सप्लाइरों के पते
1. मै. आराम शादल कोक, बस्ती नाक, जालंधर-2।
2. मै. चरण सिंह मिस्री, संसार, जालंधर।

*प्रोजेक्ट रिपोर्ट में प्रदर्शित धनराशि-आक्रेड आदि संक्षेपित हैं। इन्हें वर्तमान समय में अनुप्रयोग कर उपयोग में लायें।*

जनवरी, 2011
लगाव चित्राव में एक दिन का औद्योगिक अभिप्रेतण शिविर

एमएसएमई-विकास संस्थान, भारत सरकार, करानल द्वारा दिनांक 12-10-2010 को महाराष्ट्र की गुप्त ऑफ इंडस्ट्रियल, गांव चित्राव में एक दिवसीय औद्योगिक अभिप्रेतण शिविर का आयोजन किया गया। इस शिविर का मुख्य उद्देश्य कार्यालयों के खान-खानाओं को अपना उद्योग लगाने के लिए सरकार की विभिन्न योजनाओं के बारे में जानकारी देना था।

कार्यक्रम का शुभारंभ श्री सुनील कुमार, सहायक निदेशक (रसायन) के स्वागत भाषण से हुआ। उन्होंने अपने सम्बोधन में लघु उद्योग का हृदय, सकल उद्योग के लिए दिन-कितन पूरा करना पड़ता है, भारत सरकार तथा राज्य सरकार द्वारा लघु उद्योगों के उद्योग व प्रोत्साहन हेतु कौन-कौन सी योजनाएँ चलाए जा रही हैं, के बारे में जानकारी दी। साथ-साथ साथ उद्योगों की समस्याओं में किस प्रकार से सूचना दिखाई जा सकती है तथा बाजार में स्थलीय उद्योगों की अधिकतम खुदाई मूल्य तथा उद्योग का समाज में वितरण अंतर होता है। उन्होंने बायोटेक से विभिन्न उद्योगों जैसे बायो डाइजेल, फ्लॉटलाइजर्स, पेट्रोलेमियन्स, माइक्रो प्रेमियों तथा बायोटेक बिष्य तथा अधीनविध योग्यताओं के विषय पर (एसएसडीसी) के बारे में बताया।

साथ ही फाइंस उद्योगों के आवृत्तिक औषधियों का उद्योग लगाने की जानकारी दी।

श्री रवीन्द्र कुमार, उपनिदेशक (रसायन) ने अपने सम्बोधन में प्रतिभागियों को कृपया पर आधारित उद्योगों पर बन दें इसके लिए अग्रिम उद्योग का उद्योग करने पर योजना दिनांक 12-10-2010 तक तथा आयोजन का स्थल पर प्रदर्शित संस्थान के अधिकारियों द्वारा हिंदी में समाप्ती समारोह जैसे भारतीय परिवारी, भिषुध उद्योग तथा श्रमाधिकृत जिले के औद्योगिक संचालन में संस्थान का हिंदी नूतन लेटर, हिंदी में माध्यमिक प्रशिक्षण समारोह जैसे मोबाइल रिपोर्टिंग, विद्युत उपकरणों की मस्तिष्क एवं रखरखाव, कम्प्यूटर हार्डवेयर, हेडर एंड फ्लिजन केंबर, जेनरल डिजिटलिंग, फैसला डिजिटलिंग, उद्योगिता विकास वार्तालापिका आदि का अवलोकन किया। संस्थान के आयोजन की अवधि के दृष्टि से आयोजन अनुसार अनुभव द्वारा हिंदी में तैयार की गई समाप्रोग एवं हिंदी में तैयार की गई विकास समाप्रोग की सहायता करते हुए कहा कि सूचना हृदय रघु और मध्यम उद्योग मंडल को योजनाओं की जानकारी जानकारी में जानकारी तक पहुंचना निर्धारित रूप से एक प्रविष्टित रूप से है। संस्थान द्वारा अपनी समस्तों ने संस्थान के अधिकारियों एवं कर्मचारियों को अपना उद्योग-प्रदर्शक सरकारी कामकाज एवं कर्म दिनांक 12-10-2010 के में करने के लिए प्रोत्साहित किया।

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