Shri Uday Kumar Varma is presently Secretary in the Ministry of Micro, Small & Medium Enterprises since 1st September 2010. Prior to this, he was Special Secretary in the Ministry of Information & Broadcasting. He belongs to 1976 batch of IAS of the Madhya Pradesh Cadre. Shri Varma holds Masters Degree in Public Administration from the prestigious Kennedy School of Government, Harvard University, USA and is a Science (Honours) Graduate from Banaras Hindu University, Varanasi. He holds a Post Graduate Diploma in French language. He had a brilliant academic record and has been awarded Gold Medal for obtaining highest position in the University, and another Gold Medal at the Lal Bahadur Shastri National Academy of Administration on completion of his training.

Shri Varma has served as District Magistrate and Collector in three districts of Madhya Pradesh, namely, Panna, Mandla and Bilaspur and held positions of Director, Handlooms and Textiles, Industries Commissioner, Commissioner, Women & Child Development, Tribal Commissioner and Health Commissioner in the State of Madhya Pradesh. In Central Government, he has worked at all levels including serving as Private Secretary to Union Ministers and as Deputy Secretary/Commissioner in the Ministries of Rural Development and Human Resource Development. He has served as Joint Secretary in Labour Ministry and as Additional Secretary and Special Secretary in the Ministry of Information & Broadcasting.

Shri Varma has an outstanding career record. He has authored two books which are on Labour related issues and has written scores of papers which he has presented in various national and international forums. In addition to command over English and Hindi, he has working knowledge of French and Sanskrit.
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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Published by : Development Commissioner (MSME), Ministry of Micro, Small & Medium Enterprises, Government of India, Nirman Bhavan, New Delhi-110108

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लघु उद्योग समाचार
मासिक पत्रिका ‘लघु उद्योग समाचार’ के सामान्य अंक की एक प्रति का मूल्य 15 रुपए और विशेष अंक का मूल्य 20 रुपए है, जबकि वारिष्ठ नियम 200 रुपए है। वारिष्ठ शूल बैंक ड्राप्ट के रूप में रोजगार प्रकाशन निययत्रक, भारत सरकार, प्रकाशन विभाग, सिविल लाइंस, नई दिल्ली-110054 को मेना जा सकता है। पत्रिका को नकद युजवान पर प्रकाशन निययत्रक कार्यालय के विभिन्न विक्री केंद्रों से भी खरीदी जा सकती है।

पाठकों-पाठकों से अनुरोध है कि इस मासिक को सफल बनाने में सक्रिय रूप से भागीदारी निमांगे और इसे लक्षित समूह के लिए अधिक से अधिक उपयोगी बनाने के लिए अपने बहुमूल्य सुझाव इस पत्र पर भेजें:-

हरीश आनन्द, वरिष्ठ संपादक/हरेन्द्र प्रताप, संपादक
लघु उद्योग समाचार

विकास आयुक्त (एम.एस.एम.ई) कार्यालय
मूल्य (प्रेषण द्वारा 4 व 5 के बीच)
निर्माण मंत्री, नई दिल्ली-110 108

दूरभाष संख्या : 011-23062219 फैक्स : 011-23062219

देवसाइट : www.dcmsme.gov.in
Udyami Helpline : 1800-180-MSME or 1800-180-6763
The President of India, Smt. Pratibha Devisingh Patil presented the National Awards to the successful Micro, Small and Medium Enterprises (MSME) and also to the Banks for Excellence in Micro & Small Enterprises Lending in New Delhi on 31st August, 2010. Congratulating all the winners of the National Awards the President said that she was “confident that this will encourage them, as well as other MSME enterprises to scale new frontiers. The contribution of MSMEs to the economic growth of countries is recognized worldwide. In India, these enterprises account for almost 45 percent of manufacturing output, 95 percent of the number of industrial units and 40 percent of exports. Clearly they are engines of growth providing employment to almost 60 million people, making it the largest source of employment after the agriculture sector”.

The President urged MSMEs “to constantly look at ways and means to be more productive, as also adopt better quality controls. In this context, I believe that it is important to address the concerns and constraints of the sector through a constructive approach, so as to realize their robust growth and development, a vision that traces its legacy to the Father of the Nation and our first Prime Minister”.

Lauding the call centre of the Ministry of MSME—‘Udyami Helpline’ the President said, “this is a single point facility to provide information to enterprises on various schemes of the Government for promoting MSMEs, including guidance on how to set up an enterprise and access loans. Such outreach facilities are important for a sector that has a wide dispersal across the country”.

Urging the banks to give special attention in providing credit to MSMEs the President said, “availability of adequate credit is paramount to the success of the micro and small enterprises. It must be kept in mind that it is the vulnerable unorganized enterprises which are still perceived as risky by financial institutions, and suffer the greatest constraint in access to credit, because of the very nature of operations, especially of the traditional cottage industries. Timely financial support is absolutely essential for their survival, failing which they face the threat of extinction. I urge banks to give special attention to this aspect”.

The President, Smt. Pratibha Devisingh Patil lighting the lamp at the presentation ceremony of the National Awards to Micro, Small & Medium Enterprises, in New Delhi on August 31, 2010. The Minister of State (Independent Charge) for Micro, Small and Medium Enterprises, Shri Dinsha J. Patel and the Chairperson, Khadi and Village Industries Commission, Ms. Kumud Joshi and other dignitaries are also seen.

The President of India, Smt. Pratibha Devisingh Patil addressing at the presentation ceremony of the National Awards to MSME, in New Delhi on August 31, 2010.
Speaking on the occasion, Shri Dinsha Patel, Minister of State (Independent Charge) for Micro, Small & Medium Enterprises said, “MSME sector, including Khadi & Village Industries, has shown continued dynamism in terms of growth in number of enterprises, production, employment generation and overall contribution to the country’s manufacturing output and exports. It constitutes the breeding ground of entrepreneurship, often driven by individual creativity and innovation”.

The Minister said, “we have launched a number of schemes under the National Manufacturing Competitiveness Programme (NMCP). We have also revised the guidelines for the Cluster Development Scheme to make it more attractive to the MSE sector generally. Special provisions have been kept for micro enterprises, women entrepreneurs, SC/ST entrepreneurs and enterprises located in backward areas and urged the entrepreneurs to avail of the benefits of these schemes in a fruitful manner”. He emphasized on the role of State Governments as proactive partners in materializing all the programmes of the Ministry and of the associations which perform the most important function of acting as effective bridge between Government and Enterprises in formulation and implementation of various schemes.

The Minister also praised the Khadi, Village and Coir enterprises and the National Small Industries Corporation (NSIC) for playing a pivotal role for supporting Micro and Small Enterprises in the country.

Recognizing the outstanding contribution to MSME sector and to encourage creative entrepreneurship, the Ministry of Micro, Small and Medium Enterprises gives away the National Awards annually to selected entrepreneurs and enterprises. And with a view to encourage the Banks to enhance credit flow to the MSE Sector, the Awards are given to best performing Banks in the area of credit.

The National Awards Function is organized by the four important organisations under the Ministry of MSME, namely Office of the Development Commissioner (MSME), National Small Industries Corporation (NSIC), Khadi and Village Industries Commission (KVIC) and Coir Board.

Shri Dinesh Rai, Secretary (MSME), Chairperson, Khadi and Village Industries Commission, Ms. Kumud Joshi, Shri Madhav Lal, AS & DC (MSME),
Ladies and Gentlemen,

I am happy to participate in the National Awards function of the Ministry of Micro, Small and Medium Enterprises (MSME). First of all, I congratulate all the winners of the National Awards and I am confident that this will encourage them, as well as other MSME enterprises to scale new frontiers.

The contribution of MSMEs to the economic growth of countries is recognized worldwide. In India, these enterprises account for almost 45 percent of manufacturing output, 95 percent of the number of industrial units and 40 percent of exports. Clearly they are engines of growth. Besides, the sector provides employment to almost 60 million people, making it the largest source of employment after the agriculture sector. Moreover, many from the vulnerable and marginalized sectors of society, as well as a large number of women workers are engaged in MSMEs.

This imparts to this sector an important role in the national endeavour for inclusive growth. MSMEs are highly heterogeneous in terms of the size of the enterprises, the variety of products produced and level of technology involved, but it is noteworthy that 94 percent of them are in the informal, unorganized sector, which indicates their wide coverage. I mention these figures to draw attention to the multi-faceted and substantial contribution of MSMEs, as well as to emphasize their critical role in India’s future.

Another aspect of MSMEs is that 54 percent of them are located in rural areas. This sector, therefore, has the capacity to generate economic activity in rural areas, by using local raw materials, local skills and providing people employment close to where they live. I have always believed that our rural economy must not be isolated, but rather integrated with other sectors of the economy, for bringing rural prosperity in our country. MSMEs can play a very important role in this regard. I call on MSMEs to become that vital link between our rural economy and our industrial sector, so that through forward and backward linkages, the benefits of growth flow widely and deeply in our country. Any talk of the MSME sector cannot be complete without a mention of the Khadi and Village Industries. Gandhiji had dreamt of an India comprising of self contained villages, and “Khadi” as a component of Swadeshi was important to him. It is, therefore, gratifying to note that the Khadi and Village Industries are now finding and experiencing a revival in a world that is becoming increasingly sensitive to organically produced materials and goods. MSMEs working in the traditional sectors are also preservers of our indigenous knowledge and of our cultural heritage. They must be encouraged.

I would urge MSMEs to constantly look at ways and means to be more productive, as also adopt better quality controls; In this context, I believe that it is important to address the concerns and constraints of the sector through a constructive approach, so as to realize their robust growth and development, a vision that traces its legacy to the Father of the Nation and our first Prime Minister.

I call on all stakeholders of the MSME sector including State Governments and industry leaders to synergize their efforts, so that MSMEs can be supported in a co-ordinated manner to enable them to grow. I was pleased that a call centre of the Ministry of MSME - ‘Udyami Helpline’ was launched recently. This is a single point facility to provide information to enterprises on various schemes of the Government for promoting MSMEs, including guidance on how
to set up an enterprise and access loans. Such outreach facilities are important for a sector that has a wide dispersal across the country. Similarly, the cluster development initiative with the creation of common facilities, offers opportunities for an integrated development of enterprises in this sector.

I believe that technology, marketing, credit and skills development should be major areas of focus for a sustainable and a stronger growth of the sector. The MSMEs, especially of the traditional sector are not cost effective, which escalates the price of their products facing stiff competition from other sectors. Therefore, efforts have to be made for cost effective technologies, especially in sectors like the coir industry, which employs about 5.5 lakh persons, many of whom are women in the coconut growing states of the country. Focused attention will have to be given to R&D, to evolve modern production infrastructure, thereby making them technologically competent to meet competition. It is undeniable that technology and innovations are game changers, being the key determinants of increasing productivity through improvement in skills, better capital equipment and better systems. The MSME sector is a nursery of entrepreneurship, often driven by individual creativity and innovation, and consequently also described as a nursery for new ideas of innovative products and processes. I would encourage MSME enterprises look at themselves as not only producers, but also innovators.

Secondly, availability of adequate credit is paramount to the success of the micro and small enterprises. It must be kept in mind that it is the vulnerable unorganized enterprises which are still perceived as risky by financial institutions, and suffer the greatest constraint in access to credit, because of the very nature of operations, especially of the traditional cottage industries. Timely financial support is absolutely essential for their survival, failing which they face the threat of extinction. I urge banks to give special attention to this aspect.

Thirdly, marketing is vital for the long-term sustainability of any enterprise. The market access of MSMEs can be facilitated through participation in domestic, as well as international trade fairs. In today’s era of Internet, e-commerce has become a good option for marketing of products. I understand that a B2B Web portal has been launched. These are good initiatives, but need to be multiplied to be able to meet the needs of this large sector.

India’s young demographic profile has been mentioned as a favourable factor in terms of manpower availability, but this requires building their skills, so that they become productive workers or providers of employment. Given the nature of MSMEs, these provide an appropriate platform for young people to launch their businesses. The Ministry of MSME has been conducting various Entrepreneurship and Skill Development Programmes for prospective entrepreneurs, through its network of field offices across the country. But the number of trained persons is relatively small when seen from the perspective of our country’s need for trained manpower. To meet Government’s target of creating 500 million skilled personnel by the year 2022, our skill development initiatives need to be up-scaled substantially. It should be our endeavour to ensure at the same time that the quality of trainers, trainees and the training being imparted are of global standards.

In the end, I would once again emphasize that all stakeholders must work together. State Governments have been closely associated in implementation and a fruitful partnership has emerged between the Central and the State Governments. There is a need to further strengthen this partnership, by putting in place appropriate and suitable mechanisms, so that obstacles in the growth and development of the sector are removed.

I once again congratulate all the awardees and extend my good wishes to all the MSME entrepreneurs for success in their future endeavours. Your efforts are important for the promotion and strengthening of the economy. I am confident that under the dynamic leadership of Shri Dinsha Patel, Minister of State, his Ministry will continue its work for the promotion and development of this very important sector.

Thank you.

Jai Hind!
Stainless Steel Manufacturing Cluster in Kumbakomam

Kumbakomam an ancient temple town of Tanjore District of Tamil Nadu in South India has historical linkage with business and trade. Primarily, it is a market town for the predominantly agriculture based villagers. Its history could be traced to the town of Pazhaiyaarai, the capital of Chola, situated 8 kilometers away from Kumbakomam. The Cholas were responsible for promotion of trade and business in Kumbakomam. It is also the home town of many skilled artisans. The goldsmiths have extraordinary skills to intricately carve Panchaloha idols and other exquisite brass wares especially lamps. The renowned sculpture and architecture in the several temples of the town has drawn attention the world over and thus the town is famous in itself.

Modern Kumbakomam is the nerve-centre of all commercial activities. A large number of small scale industries engaged in various manufacturing activities do exist in this town, chief among them are Silk, Scented and Shredded Supari, Chewing-Tobacco, Brass and Stainless Steelwares, Icon & Pithware, Cosmetics etc.

Origin of Utensil Manufacturing Base in Kumbakomam:

The legacy of Utensil manufacturing activity in Kumbakomam town stared way back in the 9th century. The Viswakarma, Ambalakaraar and Muthirayar community engage themselves in making statues as also temple ornaments. Later on, a few of them switched over to manufacturing brass based items like Kuthuvilakku and statues for the temples. Emergence of a township in and around the temples in the later period had given opportunity to the Viswakarma community to manufacture various types of brassware products that have captured greater relevance and significance in the Industrial Map of Tamil Nadu. In addition to this, in the mid 50s, a large number of entrepreneurs have come into being engaged in the manufacture of items based on stainless steel.

Social Economic characteristics:

From time immemorial, due to the settlement of business community in the river belt of Kaveri and Arasalar in Kumbakomam and owing to the construction of temples near the river basin, in the early 9th century and in the later periods, paved way for focused attention to take up manufacturing activities, as a result this temple town became vibrant with booming commercial activities during the 19th century. The relevance of their settlement is still felt. Over a period of time, members from various other communities have come forward and started business in the other parts of the city. The stainless Steel manufactures in Kumbakomam have a special identity with strong symbiotic links and recognition among the public in this area.

Manufacturing of vessels were exclusive to the Kammalar Community who were an artisan-class from Kerala, worshiping various forms of Viswakarmas ie, Twostar, Daksha prajapathy, Takshaka, Maya Rhibhus etc. This Vedic lineage enabled them conceive their own priesthood within their community. Thus their occupational based
settlement of past time has validity and relevance even today. The art of exquisite design, carving and manufacturing capability in the utensil manufacturing area was later learnt by other communities. At present there exist more than 114 small production units situated at a radius of 4 KMs.

**Dispersal of steel Utensil manufacturing industries in Kumbakonam Town:**

Kumbakonam-utensils like Kudam and Paathiruam have a special recognition among the public due to its exquisite artistic style and durability. There exist about 114 units situated in and round Kumbakonam spread over a radius of 4 KMs. The said industries concentration is as under:

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Area of concentration</th>
<th>No. of units</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>In Dharasuram - Kammalar Street</td>
<td>35</td>
</tr>
<tr>
<td>2.</td>
<td>In Kumbanom Annal Agragaram</td>
<td>45</td>
</tr>
<tr>
<td>3.</td>
<td>Mathi</td>
<td>5</td>
</tr>
<tr>
<td>4.</td>
<td>Mallugachetti street</td>
<td>12</td>
</tr>
<tr>
<td>5.</td>
<td>Valayapettrai</td>
<td>7</td>
</tr>
<tr>
<td>6.</td>
<td>Kuttiyan Street</td>
<td>7</td>
</tr>
<tr>
<td>7.</td>
<td>Vadakkku street</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>114</td>
</tr>
</tbody>
</table>

A chunk of small scale utensil manufacturing units i.e. to the tune of 70% are concentrated in Annal Agragaram and Dharasuram.

**Economic profile: “thriving artisan type labour intensive cluster”**

It is an artisan type cluster and a majority of the units are located at the **backyard of the artisan’s thatched house** and thus they do not enjoy a congenial working environment. As this trend exists for generations together, they have a very dismal economic profile. It is pertinent to note that 90% of the units are in cottage scale and the rest 10% fall under the SSI category. The Kali brand and Muragan Enterprises are the two big players enjoying premier positions. The demand for almost all the Pooja and other metal based articles in South Tamilnadu are manufactured in Kumbakonam.

**Product range and turn over:**

The cluster has a poor product range. Micro players are engaged in the manufacture of age old items like Urn, Jug, filer, mug, horlicks bottle type jug, etc of different sizes. The annual turn over of the cluster is around Rs. 8 Crore of which goods worth Rs. 1 crore is manufactured by consortium members who still follow the conventional methods. Acceptance of modern technology is comparatively very slow. Only a few units have acquired modern state of art of technology. This cluster is yet to diversify their operation. Non availability of finance is another major bottle-neck being faced by the industry coupled with less drive by the members to accept the modern changes and challenges faced by this sector.
Business Practice:

Manufactures have got a direct link with local traders. Traders place orders with manufactures. Based on orders and specification, items are manufactured by the above groups. Items manufactured in Kumbakonam enjoy good acceptance in other parts of the countries like Kerala, Karnataka, Andhra, Bombay, Calcutta, Delhi, Orissa etc. 3% of the produce finds way to the up country markets like Taiwan, Sri Lanka, Malaysia and Singapore.

The middle man plays a vital role in procuring export orders to other countries as also from domestic market and thus the entire business operations are carried out through them leaving the manufacturers at the mercy of middlemen. The raw material required for manufacturing utensils is available locally. Some of them have own brands. However, brand awareness is comparatively less in case of lower utility model. Local traders procure the end products from small manufactures and put a label of their own choice and preference.

The pictorial presentation of business linkages are given in Exhibit -1

From the above Picture, it could be seen that Kumbakonam is the nerve centre for this business operation wherein the middlemen and traders play a key role. The retail industry continues to consolidate and the market is often dominated by a few large chain-stores or discount-giants. This trend has created a huge purchasing power among the fast-growing nationwide merchandise. They place a large volume of orders but push the industry hard for low quotes and in the chain the retailers are also asked for quoting lower prices.

Employment Potential

It is a labour-intensive enterprising activity. The average employment opportunity existing in this sector is reported to be around 5 persons per unit. This cluster has created direct employment opportunities to 650 members. The entire activities are centered around the owners. It is seen that in this cluster the owners also perform work along with fellow workers.

Non-accomplished Task

Over the years, remarkable changes have taken place in using the kitchen wears. In a traditional Indian home, the need for kitchenware was purpose-driven and utility based. Even till the early eighties, kitchenware in the average Indian home would constitute primarily copper, aluminum and stainless steel utensils; cutleries in the form of tea-cups, saucers and spoons; cookware of aluminum; etc. The only sophisticated gadgetry was perhaps the pressure-cooker. A new trend has emerged recently. There is an emerging demand to satisfy the diverse needs of the customers. The modern customers are in favour of fashion and convenience. The Kumbakonam S.S. Utensil manufacturing cluster is yet to undergo such the transformation. It is still an unattainable level. Technology and finance are the major constraints faced by the micro players to go in for a revamping exercise.
Need for revitalizing this sector

In India, kitchens and kitchenware transform from being purely functional to convenient and then convenient to fashion-driven. It is a gradual shift in lifestyle bringing about changes in cooking and eating habits of Indian consumer. The traditional outlooks, taboos and custom are no more protective mechanism for this sector. This sector is highly volatile and fragmented. The copper bottom utensils, a very niche-market as the kitchen market in India is still, very much, driven by purely functional requirements and thus there exists huge scope for market expansion. Hence changes are inevitable. Micro players are in the threshold of modern outlooks and customer grace.

Cluster initiatives and Future outlook

The Kudanthai based units are also noted for producing convincing traditional type household SS utensils dating from Chola dynasty. Cluster induced drive is a group initiative focusing on accomplishing a multi-vision task by carefully choosing priorities and involving all the cluster partners in the larger interest of intended beneficiaries or group of players for business elevation and expansion. A small group of 60 members representing the SS Utensils and Vessels Manufacturing Cluster have already constituted a Consortium under society model to enhance their capabilities. The objective of these groups is to set up an Integrated Common Facility cum Service Centre which would attract high-end service to the members and non-members to manufacture household ware products including tableware, kitchenware etc.

Cluster oriented approach will arrest the mass migration and paradigm shift in occupancy and activities by the traditional players for meek survival.

In the first phase, the user group would like to establish a Machine Tool Centre for cutting, shaping and bending the items within the service centre which will have mechanized operation. This proposed facility will also create fresh opportunities for making high-end appliances.

Laghu Udyog Samachar
Role and responsibilities of Major Stakeholders

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Stakeholders</th>
<th>Role/ Responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Local Communities</td>
<td>Able to support&lt;br&gt;Should face lift this sector by encouraging them to groom in the phase of modernization</td>
</tr>
<tr>
<td>2.</td>
<td>NGOs/ institutions</td>
<td>Facilitate/impart the skilled training for better performance.&lt;br&gt;Handholding to be extended for caching the fast changes taking place in the world in this sector Marketing tie ups and elimination of middlemen exploitation.</td>
</tr>
<tr>
<td>3.</td>
<td>Financial institution</td>
<td>Support for modernization and expansion</td>
</tr>
<tr>
<td>4.</td>
<td>Non financial institutional support</td>
<td>Support in training, networking and market penetration.</td>
</tr>
<tr>
<td>5.</td>
<td>Local Govt. support</td>
<td>Special concession to this target group.&lt;br&gt;Provision for health support&lt;br&gt;Handmade stainless steel utensils manufacturers may be given sop of 4% VAT concession to protect this sector.</td>
</tr>
<tr>
<td>6.</td>
<td>SIDCO</td>
<td>Construction of tiny sheds and multipurpose resource centre within the cluster nearby Darasuran or Valaiyapettai.</td>
</tr>
</tbody>
</table>

Institutional Linkages:

Micro players have already established institutional linkages with Periyar Technology Business Incubator, Periyar Maniammai College of Technology for Women Periyar Nagar, Valluram Thanjavur. They are in the process of identifying modern machinery for Buffing and Polishing of Stainless Silver Utensils in close association with the above institution. They have been conducting skill training jointly with cluster members.

September, 2010
# CALENDAR OF EVENTS

## CENTRAL INSTITUTE OF HAND TOOLS, JALANDHAR

### Monthly training information for the month of November 2010

<table>
<thead>
<tr>
<th>Name of the Institute</th>
<th>Name of the Programme</th>
<th>Duration</th>
<th>Intake</th>
<th>Eligibility</th>
<th>Commencement Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>CENTRAL INSTITUTE OF HAND TOOLS, JALANDHAR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>CNC Milling Machine</td>
<td>03 Months</td>
<td>25</td>
<td>ITI</td>
<td>1.11.2010</td>
</tr>
<tr>
<td>2.</td>
<td>CNC Lathe Machine</td>
<td>03 Months</td>
<td>25</td>
<td>ITI</td>
<td>1.11.2010</td>
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<td>3.</td>
<td>Machinist</td>
<td>06 Months</td>
<td>25</td>
<td>ITI</td>
<td>1.11.2010</td>
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<tr>
<td>4.</td>
<td>Fitter</td>
<td>06 Months</td>
<td>10</td>
<td>8th/10th/12th/ITI/Diploma</td>
<td>1.11.2010</td>
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<td>5.</td>
<td>Electrician</td>
<td>06 Months</td>
<td>10</td>
<td>8th/10th/12th/ITI/Diploma</td>
<td>1.11.2010</td>
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<tr>
<td>6.</td>
<td>Welder</td>
<td>06 Months</td>
<td>10</td>
<td>8th/10th/12th/ITI/Diploma</td>
<td>1.11.2010</td>
</tr>
<tr>
<td>7.</td>
<td>Carpenter</td>
<td>06 Months</td>
<td>25</td>
<td>ITI</td>
<td>1.11.2010</td>
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<td>8.</td>
<td>Auto CAD</td>
<td>60 Hours</td>
<td>10</td>
<td>ITI/Diploma/Degree Engg.</td>
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<tr>
<td>9.</td>
<td>CAD/CAM</td>
<td>120 Hours</td>
<td>30</td>
<td>ITI/Diploma/Degree Engg.</td>
<td>1.11.2010</td>
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<tr>
<td>11.</td>
<td>Programmable Logic Controller and its applications</td>
<td>04 Weeks</td>
<td>25</td>
<td>10th/12th/ITI/Diploma/Degree</td>
<td>1.11.2010</td>
</tr>
<tr>
<td>13.</td>
<td>Personality Development</td>
<td>04 Weeks</td>
<td>20</td>
<td>10th/12th/ITI/Diploma/Degree</td>
<td>1.11.2010</td>
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<tr>
<td>14.</td>
<td>Chemical Analysis of iron &amp; steel</td>
<td>04 Weeks</td>
<td>10</td>
<td>B.Sc. Degree/Diploma/ITI/10th</td>
<td>1.11.2010</td>
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<tr>
<td>15.</td>
<td>Measurement &amp; Calibration</td>
<td>04 Weeks</td>
<td>10</td>
<td>B.Sc. Degree/Diploma/ITI/10th</td>
<td>1.11.2010</td>
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<td>16.</td>
<td>Heat-Treater</td>
<td>03 Months</td>
<td>10</td>
<td>B.Sc. Degree/Diploma/ITI/10th</td>
<td>1.11.2010</td>
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<tr>
<td>17.</td>
<td>Forger &amp; Press Operator</td>
<td>03 Months</td>
<td>10</td>
<td>B.Sc. Degree/Diploma/ITI/10th</td>
<td>1.11.2010</td>
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Mass Outreach Programme of MSME-DI, Chennai

His excellency the former President of India Dr. APJ Abdul Kalam has launched mass outreach programme of MSME-DI, Chennai to impart various skill development programmes for large number of participants spread across the Country. Dr. APJ Abdul Kalam, former President has launched following programs.

1. Video Conferencing through VSAT
2. Television
3. EDP Online
4. Web Portal

Objective of the new initiative is to impart training using technology & media to train a large number of unemployed youths across country at a shorter span of time, keeping in tandem with the objective of Skill Development Mission launched by Prime Minister of India with a target of 500 Million skilled manpower by 2022.

The details of the new programme are:

Video Conference through VSAT

The VSAT Technology enables the lecture delivered over the satellite based platform using two way video, audio and data interactivity and the participant to have highly interactive sessions with instructor and other participants across the country. With the facility of 1000 virtual class rooms, it enables to train about 50000 youths at the same time across the country.

MSME-DI, Chennai proposed to use this platform to train educated youths and also school dropouts to acquire skill and employment/self employment.

This platform will also be useful to take up high end quality upgradation concepts like Six Sigma, Lean Practice, etc. to enhance the manufacturing competitiveness of the MSME Sector. Through this media, about 5000 MSMEs can get benefited at the same time at different places.

Education through TV Media:

MSME-DI, Chennai proposed to use TV Media to propagate the various schemes and support services to promote new entrepreneurs and also the existing enterprises to improve their business.

The support services and schemes in the form a documentary film will be telecast every week for the benefit of both budding and existing entrepreneurs. The first episode is ready for telecast. This will benefit about one crore viewers to know various schemes and support services of the Government and other agencies in promoting MSME Sector.

EDP online:

MSME-DI, Chennai has developed Online EDP Training Modules to encourage and also promote new enterprises.

The budding entrepreneurs at the convenient time and location from anywhere can take up these courses with the help of internet connectivity and get benefited. About 10000 budding entrepreneurs can get benefited through these online training courses.

Communication through Internet (Website):

MSME-DI, Chennai has developed a Web portal with lot of information about the technology, products, schemes, support services, training programmes, etc. is a one stop shop for all requirements for an entrepreneur. It is a technology bank, product finder and an information depository for the requirements of MSME Sector.

September, 2010
On this occasion, Dr. APJ Abdul Kalam has delivered a talk on “Evolution of Entrepreneurs”. His speech is reproduce below:

“Since I am in the midst of entrepreneurs and prospective entrepreneurs, I would like to give the linkage between national economic development and creative leadership”.

**Economic development and prosperity**

- Nations Economic development is powered by competitiveness.
- The competitiveness is powered by knowledge power.
- The knowledge power is powered by Technology and innovation.
- The Technology and innovation is powered by resource investment.
- The Resource investment is powered by revenue and return on Investment.
- The Revenue is powered by Volume and repeat sales through customer loyalty.
- The customer loyalty is powered by Quality and value of products.
- Quality and value of products is powered by Employee Productivity and innovation.
- The Employee Productivity is powered by Employee Loyalty, employee satisfaction and working environment.
- The Working Environment is powered by management stewardship.
- Management stewardship is powered by Creative leadership.

For success in all missions we need creative leaders. Creative leadership means exercising the vision to change the traditional role from the commander to the coach, manager to mentor, from director to delegator and from one who demands respect to one who facilitates self-respect. The higher the proportion of creative leaders in an organization, the higher the potential of success and the growth of organization and thereby leading to accelerated national economic growth. I am sure, the outreach programme conducted by the Ministry of Micro, Small and Medium Enterprises will facilitate generation of large number of entrepreneurial leaders.

**Defeat the problem and succeed**

Dear young friends, when you enter a new assignment as an entrepreneur, I was thinking what experience, I can share with you. After giving a big project to me to be completed in seven years, Prof. Satish Dhawan gave me one advice. That advice stood with me all the times in my career. I consider that advice may be applicable in the new entrepreneurs also. My chief gave me the advice “if do a new mission or a complex tasks, you should also expect to experience equally challenging problems. You should not allow the problem to become your captain. You should become the captain of the problem, defeat the problem and succeed”. This may be true for everyone of you in the decision making process, venture capital acquisition, equipment procurement, commissioning equipment, paying back large loans, acquisition of human resource, training of human resource, marketing of your products and everyone of your day-to-day activities as an entrepreneur. Till you break even and start making profit, you will have to have a willpower which is stronger than diamond. I am sure, you will
develop this trait and become a very successful entrepreneur. Let me now discuss the law of development which should be known to every entrepreneur.

**Law of development**

I was studying the development patterns and the dynamics of connectivity between nations, especially in trade and business. As you all know the world has few developed countries and many developing countries. What is the dynamics between them and what connects them? Developed country has to market their products in a competitive way to different countries to remain as developed country. The developing country to get transformed into developed country; they too have to market their products to other countries in a competitive way. Competitiveness is the common driving factors between the two types of nations. Competitiveness has three dimensions: quality of the product, cost effectiveness and product is in the market just-in-time. Indeed this dynamics of competitiveness in marketing of products by developing and developed countries is the law of development. There is a relationship between the core competence and the competitiveness of the country or the enterprise. Such a law applies to all the enterprises in the country.

Now I would like to give three case studies of entrepreneurs who have taken up entrepreneurship and succeeded in a competitive environment.

**Sakthi Masala**

Sakthi Masala the household name among the million today, had a humble beginning 33 years ago. Mr. P.C. DURAISAMY, the Founder of the Company was a small time turmeric trader, from a village called Perundurai near Erode. He founded SAKTHI TRADING COMPANY in 1975 and was doing Turmeric Trading for some time. Later he entered into the arena of pure spice powders like Turmeric, Chilli and Coriander. His inquisitiveness led him to enter into masala world with boldness. He encountered a lot of hurdles, since selling masala powders during those days to the oriental women who are traditionally conservative, was not that easy. It was concept selling on “Easy Cooking” rather than marketing food products. With self determination and persistent attempts, he was able to get into the kitchens of our country. What was started with Rs. 10,000/- in 1975 has now transformed into a corporate house with an annual turn over of over Rs. 274.79 crores during the financial year ending 31st March 2009. Hard work, sweat and the perseverance to overcome the problems encounter has been responsible for this success. His life partner Mrs. Santhi Duraisamy has stood behind Mr. PC Duraisamy in all his achievements and sufferings. Now SAKTHI MASALA manufactures over 50 varieties of spice and masala powders, over a dozen varieties of pickles, flour varieties, appalams and ghee. Success of SAKTHI MASALA lies in the innovation of manufacturing procedures in the 1980s, there were no machineries available on the shelf for production of spice and spice mixes. The experience of manual production for slowly incorporated for design of machineries which made the difference in manufacturing of spice and spice mixes keeping the aroma and flavour intact. Blending of technology and tradition is the secret of success of Sakthi Masala.

Today, the company uses modern technology in drying the new materials using solar power. The company also uses wind energy for roasting, grinding and packing the products. For its unique production characteristics Sakthi Masala has been honoured by several awards. Another unique
The feature of Sakthi Masala is that the company employs specially abled people as part of its workforce. These specially abled personnel are selected, trained and prepared for rehabilitation and work as a part of the human resource development programme of the company.

Susira

Susira is a case study pertaining to a young engineer who had the passion to become an entrepreneur particularly in the auto-component manufacturing sector. With a resolve to emerge as an entrepreneur of repute and to become a job creator rather than a job seeker, Shri S. Sitaramaiah left his corporate job and started Susira with a modest sum of Rs. 40,000/- that he could get by way of Provident Fund savings and Gratuity. He had to cross many obstacles and face several challenges before succeeding in his business. Susira was started in 1976 and today Susira has been transformed into a job-shop to a component manufacturer and is also producing and supplying engine valve pushrods to an engine manufacturer. The transformation has been facilitated due to the perseverance of Susira in maintaining excellence in the product quality.

Susira is an example of giving value to human resource for development of complex product. When Susira started manufacture of Valve Pushrods, it did not start with any imported technology or sophisticated state of the art machines. But it started with its people. People that synergized and developed a viable production system with the available production systems in the country and produce components meeting the stringent quality requirement of the original equipment manufacturer. Its belief in people also made a big difference to its competitiveness. As they say “One machine can do the job of 50 men but no machine on earth can do the job of an extra ordinary man. It is thus imperative for organizations to note that without the contribution of committed worker, we cannot succeed. During the last 33 years, Susira has been able to derived maximum benefit from its workforce and has not lost even a single hour by way of strike or lockout. This has made possible through a very transparent human resource, development, deployment and relations policies maintained by the company.

The CEO of the company talks to the workmen on every pay-day when both shifts meet and apprises them about the status of industry, performance of the previous month and important future plans of the company. This enables the employees to become partners in the decision making process in the company. Similarly, at all levels two way communications organized for the fixed days of the week for discussing quality and productivity issues. With this approach, Susira has been able to achieve best quality, lowest cost and ensure timely delivery.

To ensure sustainability of the competitiveness, SUSIRA has established four specific task forces each task force being charged with the responsibility of improving quality enhancing productivity reducing waste and cost and value engineering respectively. Susira has received many awards for its impeccable track record in product performance and delivery.

Dr. Karansbhai Patel and the birth of Nirma

Dr. Karsanbhai Kholidas Patel is a renowned Indian industrialist known for establishing the Nirma Group which is now, a company with revenue of Rs.3350 crores with major interests in soaps, detergents, cosmetics and education.

The story of Nirma and its founder, has become a classic as a marketing case-study. Karsanbhai finished his graduation in Chemistry at age 21 and worked as a lab technician, at the Geology and Mining Department of the state Government. In 1969, at the age of 24, Karsanbhai set up Nirma, selling detergent powder. This was an after-office business - the one-man company would bicycle through the neighbourhood selling handmade detergent packets door to door. Three years later, Dr. Patel left his government job and pursued Nirma as a full time enterprise.

Nirma evolved as a customer centric company with a focus on better quality at an affordable price. The mission of the company was “Better Products,
Better Value, Better Living”. At a price of one third the price of leading detergents, it was an instant success. The high quality and low price of the detergent made for great value and Nirma revolutionized the detergent market, creating an entirely new segment of economy detergent powder. At the time, detergent and soap manufacture was dominated by multinational corporations with products priced around Rs. 13 per kg, while Nirma was priced at Rs. 3/kg. Within a decade, Nirma was the largest selling detergent in India. In this process, Nirma also provided value added employment for large number of people coming from economically weaker section of the society.

Nirma also became a leading employer, growing from one man company in 1960s to now over 14,000 employees. From a local neighbourhood market, Nirma today caters the remotest villages with 2 million retail outlets across the nation. Made without some phosphates, Nirma is also more environment friendly.

Nirma also diversified into other products, like soaps, industrial products, salt and also in education sector. Overall Nirma has a 20% market share in soap cakes and about 35% in detergents. Nirma has also penetrated into international market due to its extremely competitive price and quality.

I am sure, all of you participating in this outreach programme will emulate the Sakthi Masala, Susira and Nirma model of entrepreneurship and succeed in your entrepreneurial journey. I would suggest some of you to create enterprises in PURA complexes (Providing Urban Amenities in Rural Areas) which will not only service in the rural area, but also act as a route for reverse migration of technical personnel.

Conclusion

Profit with integrity leads to sustained growth. How is it possible? We need to have National ethics for sustained growth and peace. Where from it starts?

• Nation has to have ethics in all its tasks, for sustained economic prosperity and peace.

• If nation is to have ethics; society has to promote ethics and value system.

• If society is to have ethics and value system, families should adhere to ethics and value system;

• If families have to get evolved with ethics and value system, parenthood should have inbuilt ethics.

• Parental ethics come from great learning, value based education and creation of clean environment that leads to righteousness in the heart.

As you are all setting your goals for becoming a 21st century entrepreneur, I would like to conclude with an inspiring message from Maharishi Patanjali in Yoga Sutra:

“When you are inspired by some great purpose, some extraordinary project, all your thoughts break their bounds, your mind transcends limitations, your consciousness expands in every direction, you will find yourself in a new great and wonderful world. Dormant forces, faculties and talents become alive and you discover yourself to be a greater person by far than you ever dreamed yourself to be.”

I am sure, this message will inspire all the participants to unleash their capabilities and emerge as great entrepreneurs which will facilitate India to become an economically developed nation by 2020.

My best wishes to all the participants success in their entrepreneurial venture.

May God Bless you”.

On this occasion, Shri Selvam, additional Chief Secretary, Government of Tamil Nadu, Shri Panner Selvam, Commissioner, Industries and Commerce and Shri Kishore, MD, Everonn Educational System Limited, Chennai were participated in the Programme. The function commenced with welcome address by Shri S. Sivagnanam, Director, MSME DI, Chennai and concluded with vote of thanks by R. Panner Selvam, Deputy Director, MSME DI, Chennai.
MDP on I.T. Application in Business Management

Ministry of Micro, Small & Medium Enterprises, Govt. of India, MSME-Development Institute, Nagpur in association with Datta Meghe Institute of Management Studies, Nagpur recently organised Management Development Program on I.T. Application in Business management from 9th August, 2010 to 13th August, 2010 at Nagpur for the benefit of entrepreneurs.

The program was inaugurated on 9th August, 2010. While inaugurating the function Mr. Deepak Maneria, Vice-President, Global Logic, Nagpur said that constant flowing new ideas - not only for new products or services but also for new ways of doing things, by application of IT modern tools enhanced the possibilities for getting great success to the organization globally. He further said the MSME-DI is doing great job by organizing such short term courses for those entrepreneurs and managers who can not spare their long time to understand the modern technological tools for managing their enterprises.

While presiding over the function Shri C.S. Dodke, Asstt. Director (IMT) MSME-DI said that Information Technology is rewriting the policy and guiding principles of business. Therefore, tomorrow’s managers, entrepreneurs, must learn how to use and manage a variety of information Technologies and its application to revitalize business process, improve managerial decision making and gain competitive advantage.

On this occasion, Dr. Amishi Arora, Director, Datta Meghe Institute of Management studies said that internet and World Wide Web were still a novelty to most of the managers and entrepreneurs. E-mail gaining popularity as a form of fast communication in the business has made the process easy for decision making. She further stated that Organization now-a-days work for speeding up the process for various managerial functions by using electronic linkages with the employees, managers, customers, suppliers and company partners.

The concluding-cum-certificate distribution function was held on 13th August, 2010 at DMIMS, Nagpur, Smt. Renuka Bagbel, Branch Manager, Tirupati Urban Co-operative Bank, Nagpur was the chief guest of the function. Shri C.S. Dodke, Asstt. Director (IMT) presided over the function. Dr. Amishi Arora delivered welcome address.

While speaking on this occasion, Mrs. Renuka Baghel, appealed to participants that her bank is having funds for the entrepreneurs for right kind of project in IT sector. Shri C.S. Dodke, Asstt. Director (IMT) & Dr. Amishi Arora, Director (MIMS), also shared their expertise on this occasion.

The view of the participants about the program was taken at this occasion. All the participants gave their high note of appreciation about the program. Mr. Vinod Waikar, DMIMS welcomed the guests and gave details about content of the course to the gathering. Mr. Sanjay Barai, DMIMS proposed vote of thanks. Total 24 entrepreneurs took the benefit of the course.

Laghu Udyog Samachar
With the objective to create awareness about the quality concept and Quality Management System to improve the efficiency and productivity in an organization/enterprise to make their product/services competitive in the global market and also to disseminate the information among the enterprises about reimbursement scheme of Ministry of MSME for obtaining ISO 9001/14001 certification, MSME-DI, Extension Centre, New Delhi had organized five day Management Development Programme on Quality Management System (ISO 9001:2008) from 23rd August to 27th August, 2010.

The MDP was inaugurated on 23rd August, 2010. First of all Shri B.M. Saxena, Assistant Director (Electrical) welcomed the participants & guests and also informed about objective of the programme. Shri H.S. Bisht, Deputy Director Incharge in his presidential address informed the participants about various activities carried out by the MSME-DI, Extension Centre, New Delhi for the development of MSMEs.

During the programme, various useful topics such as Quality Concepts, Introduction of ISO 9000, Management principle, various clauses and requirement for ISO 9001:2008, Pre-audit and Surveillance audit & documentation, how to implement ISO 9001:2008 in an organization/institution and case studies were discussed in detail. Besides, participants were also briefed about Government of India, Ministry of MSME scheme for reimbursement for obtaining ISO 9001:2008/14001 certification. Faculties from M/s QMS Certification Services Pvt. Ltd., Ghaziabad and M/s QnQ Management Services, Faridabad have been engaged for providing training on Quality Management System.

Shri Dharmendra Prakash, Joint Development Commissioner, O/o the DC (MSME), M/o MSME, Govt. of India, New Delhi graced the occasion as the Chief Guest and shared his thoughts with the participants and urged them to avail financial assistance scheme of Ministry of MSME in acquiring ISO certification. He opined that had there not been global standardization, it would have been very difficult to identify the products uniformly. These standardizations were started by NGO without any Government support several decades ago. Now, more than 150 countries and many more organizations have affiliated to International Organization for Standardization (ISO). He cited the value of ISO certification and informed that some countries like Japan are way ahead of even ISO as they have set even higher standards for their respective countries. He wished India should also become one such country. He also lauded the efforts of MSME-DI, Extension Centre, New Delhi for conducting such a good programme. As per feedback received from the participants the MDP has proved a great success. He also awarded the certificates to the successful participants.
MSME-Development Institute, Nagpur in association with Shri Ramdeobaba, Kamala Nehru Engineering College, Nagpur recently organised Management Development Program on Business Strategies for Profitability from 3rd September, 2010 to 8th September, 2010 at Nagpur for the benefit of entrepreneurs.

While inaugurating the function Dr. V.S. Deshpande said that in the era of Globalization, Business Strategies on different managerial areas are considered as the effective tool for getting the success of the organization. Therefore, organization such type of program is the need of the hour.

On this occasion, Dr. Q.H. Jeevaji, Director, DMT, said that knowledge & skills go hand in hand to maintain the business culture with right mindset in implementing strategies in the organization. Dr. Neeta Shah, HOD said in her welcome address that sharing of knowledge with the entrepreneurs and vice versa is the best strategy for mutual benefit for industrial growth.

The concluding-cum-certificate distribution function was held on 8th September, 2010 at 4.00 pm at RKNEC, Nagpur. Shri B. Sikdar Dy. Director (L/F), MSME-DI, presided over the function. Shri Amjad Khan, Manager (HR), Mahindra & Mahindra Ltd., was the Chief Guest of the function. Shri C.S. Dodke, Asstt. Director (IMT) delivered welcome address. Shri Q.H. Jeevaji, Director, RKNEC, was the special guest on this occasion.

IMC Organized at Gurah Kalyal, Tehsil Billawer, District Kathua

Micro, Small & Medium Enterprises-Development Institute, J&K, Jammu organized a one day Industrial Motivational Campaign for unemployed youth in association with Krishna Memorial Education & Charitable Trust, Dadwara Kathua at Gurah Kalyal, Billawer, District Kathua on 30th August, 2010. The programme was organized to make the students aware of the various schemes of MSME. Shri Virinder Sharma, Director, MSME-DI, J&K, Jammu was the chief guest. In his presidential address, he advised the students to become successful entrepreneurs and do not run for Government jobs as they are shrinking day by day. He assured full possible support to the participants regarding setting up their ventures. Dr. Ashwani Kumar, Assistant Director, MSME Development Institute, Jammu briefed the guests, dignitaries and the participants about the aim and objective of the programme and the role of MSME-DI, Jammu and its schemes. The officers from Handloom Department, Kathua, KVIB, Kathua, DIC, Kathua, Cooperative Bank, Gurah Kalyal etc. were also present in the programme and spoke about the schemes for unemployed youth of their respective departments.

Shri Ramesh Chander Verma, Director, Krishna Memorial, Education & Charitable Trust, Dadwara, Kathua presented the welcome address on the occasion. Shri Karan Dev Singh, Surpanch, Village Gurah Kalyal delivered vote of thanks to dignitaries & to the participants of Programme. The total no. of participants were 210, out of which 175 were male & 35 were women. Among these, 30 were SC, 5 ST, 15 OBC & other were 135.
Release Ceremony of The Directory of Bakery Industries of Gujarat by Shri Dinsha Patel, Hon’ble Minister of MSME

A Programme for giving the information/schemes of Govt. of India, Ministry of MSME, New Delhi was organised in association with the Gujarat State Bakers Federation, Ahmedabad on 1st August, 2010 in Hotel Royal Highness, Laldarwaja, Ahmedabad. This was followed by release of the New Directory of Gujarat State Bakery Industries by Shri Dinsha Patel, Hon’ble Minister of MSME, Govt. of India.

In the beginning of the programme Shri Arvind Patwari, Director, MSME-DI, Ahmedabad welcomed the dignitaries, officers from Govt. departments and participants. He was touched upon the various schemes of MSME-DO, New Delhi and NMCP scheme. He invited the bakery Industries owners to come forward and take advantage of CLCSS scheme for modernisation of their industries.

Shri P.N. Solanki, AD (Met.) gave presentation on various schemes of MSME-DO and Ministry of MSME, New Delhi. He explained about CLCSS scheme, Credit Guarantee Trust Fund Scheme and other Schemes for strengthening of Associations, participation in seminars & exhibitions by associations in country and outside country.

Shri P.J. Sangai, Dy. Director (Food), MSME-DI, Ahmedabad also addressed the participants. He spoke on the present status of The Bakery Industries in Gujarat. There are more than 6,000 bakeries in Micro and Small sector working, many of them are in unorganised sector. Many of them are still using Wooden fired oven. There is a need to replace these by Gas Fired or Diesel Fired ovens. For changing these oven subsidy scheme is available with MSME-DO, New Delhi. There is a need of improving the working floors etc. He invited them to visit MSME-DI, Ahmedabad for taking the advantage of the schemes. Shri P.K. Jha, Sr. Manager, NSIC, Ahmedabad also spoke on the occasion. He gave information in detail on various schemes of National Small Industries Corporation for Micro & Small Enterprises. He told about the Govt. purchase programme and registration with NSIC & benefit of this scheme to entrepreneurs. Also he informed about Credit rating scheme and other schemes for Micro and Small Enterprises. He invited participants to visit his office for getting further information to take benefit. This session was followed by release of the Directory of Bakery Industries of Gujarat by Shri Dinsha Patel, Minister of MSME, Govt. of India. Shri Mustafa A. Shaikh, President, the Gujarat State Bakers Federation, Ahmedabad welcomed the Hon’ble Minister and other dignitaries on the dais and participants. The Directory of Bakery Industries of Gujarat was released by Hon’ble Minister of MSME, Govt. of India. While addressing the gathering, he advised to work together in cluster and take benefit of schemes of Ministry of MSME, MSME-Development Organisation & National Small Industries Corporation. Shri Salauddin I. Shaikh, Secretary, Gujarat State Bakers Federation, Ahmedabad proposed the vote of thanks.

The programme was coordinated by Shri P.B. Parmar, Asstt. Director (G&C). More than 100 participants from Bakery Industries from Ahmedabad, Anand, Baroda, Rajkot, Surat & Navsari participated in the programme.
Industrial Motivational Campaign Organized at Mahanpur, Tehsil Basholi, District Kathua

Micro, Small & Medium Enterprises-Development Institute, J&K, Jammu organized a one day Industrial Motivational Campaign for unemployed youth in association with Krishna Memorial, Education & Charitable Trust, Dadwara Kathua at Mahanpur, Basholi, District Kathua on 31st August, 2010. The programme was organized to make the students aware about the various schemes of MSME.

Shri Jagdish Kumar Sapolia, MLA, Basholi, District Kathua was the chief guest. In his presidential address, he advised the participants to become successful entrepreneur and do not run for Govt. jobs as they are shrinking day by day.

Shri Virinder Sharma, Director, MSME-DI, J&K, Jammu was the chief guest. In his address, he suggested the participants to set up their own Micro & Small units and assured full possible support to the participants regarding setting up their ventures from this Institute.

Dr. Ashwani Kumar, Assistant Director, MSME-DI, Jammu briefed the guests, dignitaries and the participants about the aim and objective of the programme and the role of MSME-DI, Jammu and its schemes.

The officers from DIC, Kathua, J&K Bank, Mahanpur etc. were also present in the programme and spoke about the schemes for unemployed youth of their respective departments.

Shri Ramesh Chander Verma, Director Krishna Memorial, Education & Charitable Trust, Dadwara, Kathua presented the welcome address on the occasion.

Dr. Ashwani Kumar, Assistant Director, MSME-DI, Jammu delivered vote of thanks to dignitaries, staff of Govt. Degree College, Ramnagar and to the participants of Programme and assured full cooperation for every type of possible help from this Institute. The total no. of participants were 150, out of which 110 were male & 40 were women. Among these, 21 were SC, 10 ST, 11 OBC, 1 PH & others were 79.

One-Day Awareness Training Programme on Productivity Enhancement Through IT Awareness DIT-DPC Partnership Programme throughout Delhi

Delhi Productivity Council (DPC) is conducting a series of IT Awareness Programmes throughout Delhi in partnership with the Department. of Information Technology, GNCTD. The objective of the programme is to popularize, acquaint common citizens to be computer literate to utilize/avail various on-line e-services like Jeevan, e-tendering/procurement, etc. introduced over time by the Govt. of NCT of Delhi and equip people and make Delhi an effective Govt.-Public Participatory region for improved provision of citizen services.

The programme has two components :

- One is a Launch Seminar entitled Productivity Enhancement through IT Awareness as pace setter to drive home the idea, concept, objective and utility of the Awareness Programmes and also encourage people to participate in subsequent training programmes in respective District.
- The second component is 27 one-day
awareness training Programmes in 27 Sub-divisions-three in each of Delhi.

The training programmes commence East District. The first programme will be held on 4<sup>th</sup> September, 2010 at Poorva Sanskritik Kendra (PSK) after the Launch Seminar is over. The training programme is intended to impart overview and insight of use, benefit and utility of computer as also hands-on practice on computer and equip participants with access and work on various on-line internet services, especially those initiated by Govt. of NCT of Delhi e.g. Jeevan, e-tendering e-procurement, etc.

The rest of the 26 training programmes would follow consecutively till end of December, 2010 covering all 9 Districts of Delhi. There will, however, be a recess during the Commonwealth Games.

About DPC

Delhi Productivity Council (DPC) is a non-profit making autonomous service organization established in 1959 by the National Productivity Council and Delhi Administration for spreading the message of Productivity.

DPC is tripartite in its constitution with equal representation in its Governing Body from Government, Industry, Educational & Research Institution, Trade Unions and Organisations of industries, traders & employees.

The main objectives of DPC are as follows :
- To increase Productivity in all spheres of Industries, Service and Cooperative sector.
- To pave way for launching Productivity drive in all spheres of economic activities without profit motive.
- To simulate and promote productivity consciousness by disseminating information regarding Productivity.
- To encourage and assist implementation of programmes relating to increase in Productivity.

The main services offered by DPC to fulfil its objectives are in the areas of Training, Study Tours, Consultancy, Education & Research and Publication. DPC also networks with many organizations like Asian productivity Council, World Confederation of Productivity Sciences, Montreal, Canada besides National Productivity Council and other Local Productivity Councils.

DPC has its academic wing—DPC Institute of management (DPC-IM), a pioneer institute established in 1984, providing quality management education to aspiring managers by equipping them with requisite skills. Institute offers PGDM programme equivalent to MBA approved by AICTE. It also offers professional programmes of one-year Post Diploma in Industrial Safety and one & half-year Post Graduate Diploma in Construction Management (Correspondence Course). DPC plans to organize a series of short term certified courses on IT for the benefit of Senior Citizens, Housewives, Unemployed Youths and Working Executives & Managers and many other job oriented programmes for enhancing productivity in all spheres of life. It has well established library having more than 8,500 books & journals. It also has a computer centre with wi-fi internet facility for all stakeholders.

DPC also publishes a quarterly journal 'Productivity Promotion' and a news-bulletin 'DPC News' for enhancing productivity and improving the quality of work life.
Provide credit to MSMEs: Prez to banks

Press trust of India

NEW DELHI, 31 AUG: President Ms Pratibha Patil asked banks to provide financial support to micro and small enterprises.

Banks asked to give financial support to MSMEs

Timely financial support is absolutely essential for their survival. Failing which they may face the threat of closure of the very units they are leading to the growth and prosperity of our country, she said.

She was addressing the Micro, Small and Medium Enterprises (MSME) Day function.

Presidential Correspondent

NEW DELHI: Lauding the crucial role played by medium and small industries in the growth of the economy, President Pratibha Patil on Tuesday asked banks to provide financial support to micro and small enterprises so that they may face the threat of closure of the very units they are leading to the growth and prosperity of our country.

She was addressing the Micro, Small and Medium Enterprises (MSME) Day function.

President Patil gives away national awards to MSMEs

President Pratibha Devisingh Patil on Tuesday gave away the National Awards to excellent performers among Micro, Small and Medium Enterprises, primary co-operative societies and Apex Coir federation.

This year’s national awardees include 99 MSME sector units, 47 khadi and village industries and 19 coir industries in different categories, besides six banks. The national awards are given annually to the successful entrepreneurs, enterprises and banks.

Lauding the crucial role played by medium and small industries in the growth of the economy, she said that all units are required to provide employment close to where they live.

“I have always believed that our rural economy must not be isolated but rather integrated with other sectors of the economy for bringing prosperity in our country,” she said.

“MSMEs can play a very important role in this regard. I call on MSMEs to become that vital link between our rural economy and our industrial sector, so that through forward and backward linkages, the benefits of growth flow widely and deeply in our country,” she added.

Speaking on the occasion, minister of state for micro, small and medium enterprises Mr Dilip Parikh said that the MSME task force set up by the Prime Minister had submitted its report, which provides roadmap for the development and growth of these units.

It has made far-reaching recommendations relating to the availability of funds, legal and policy changes, technology support, marketing and research.

PNB bags MSME Award

The Ministry of Micro, Small and Medium Enterprises (MSME) presented national awards to outstanding entrepreneurs, as well as to public sector banks in recognition of their services for excellence in lending to MSME sector as well as to public sector banks.

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Patel, Minister of State for MSME (Independent charge), in New Delhi. On the occasion, Punjab National Bank was awarded in the bank category for outstanding performance in lending under PMEGP scheme. The award was presented by Pratibha Patil, President of India and Dilisha Patel.

Laghu Udyog Samachar
MSME

Established in 1983, MSME (Mudra Karyakram) is a government initiative aimed at supporting small, medium, and micro-enterprises in India. It provides financial assistance, business advisory services, and market linkages to help these businesses grow and succeed. The program is funded by the Government of India and is managed by the Ministry of Micro, Small & Medium Enterprises (MSME). MSME has played a significant role in promoting entrepreneurship and economic development in the country.

On September 2010, in an article titled "Smaller and More Enterprising Business: RastriPrati," a newspaper in India covered a story about how the MSME program had benefited small businesses. The article highlighted the importance of such programs in empowering entrepreneurs and supporting economic growth.

The article mentions a case study of a small business that had received funding and support from MSME, leading to significant growth and expansion. It also emphasizes the role of government policies in creating a conducive environment for small businesses to thrive.

The newspaper further states that the MSME program has been instrumental in creating employment opportunities and promoting innovative business models. It highlights the success stories of several entrepreneurs who have benefited from the program.

Overall, the article underscores the importance of MSME in fostering economic development and empowering small businesses in India.
राष्ट्रीय पुरस्कार समारोह के अवसर पर श्री दिनशा पटेल, माननीय सूक्ष्म, लघु और मध्यम उद्यम राज्य मंत्री (स्वतंत्र प्रभार) का भाषण

महामहिम राष्ट्रपति श्रीमती प्रतिभा देवी सिंह पाटिल जी;
सुभीता कुमुद बोडो, अध्यक्ष, विधायक और प्रार्थिण्य आयोग;
श्री दिनेश राव, सचिव; श्री विजय राजवर्मा, अध्यक्ष, कांग्रेस बोर्ड;
श्री माधव लाल, अपर सचिव व विकास आयुक्त; श्री सीरभ चन्द्र, अपर सचिव व वित्तीय सलाहकार; उपस्थित अधिकारी; पुरस्कार विजेता और छोटे एवं मध्य उद्यम;
होलक्षणिक मॉड्यूल व प्रिंट मॉड्यूल के मित्र;
भाषाओं और बहसों

सूक्ष्म, लघु एवं मध्यम उद्यमों (एमएसएमई) के लिए राष्ट्रीय पुरस्कार में भारत की राष्ट्रपति महामहिम श्रीमती प्रतिभा देवी सिंह पाटिल की उपस्थिति हमारे लिए अन्यथा गौरव का विषय है। आपकी उपस्थिति हमें हमारे सभी भारतीय उद्यमी के लिए प्रोत्साहित और प्रेरित करती है। मैं आज इस समारोह में सभी राष्ट्रीय पुरस्कार विजेताओं को बधाई देता हूं। मैं मानता हूँ कि वे पुरस्कार हमारे देश के आर्थिक और सामाजिक विकास में और अधिक योगदान देने के लिए एमएसएमई क्षेत्र के उद्यमों में और अधिक योगदान देने का एक भाग्य भत्ते हैं।

खादी व ग्रामीणों सहित एमएसएमई क्षेत्र ने उद्यमों की संख्या, स्थापना, रोजगार, सूक्ष्म और देश के विभिन्न उद्यम में, तथा प्रति प्रतिवर्ष हमारे उद्यमों में उनके योगदान के अर्थों में लगातार गति निर्देशित करता है। यह क्षेत्र अस्तित्व रचनात्मकता और मौलिकता द्वारा प्रेरित उद्यमों के जनन स्थल के रूप में काम करता है।

एमएसएमई 26 मिलियन उद्यमों के मध्यम से 36 मिलियन लोगों को रोजगार देने का प्रयास करता है। एमएसएमई क्षेत्र में रोजगार शक्ति तथा कुल विकास बढ़े उद्यमों के मुकाबले काफी अधिक है। एमएसएमई का क्षेत्रीय वितरण अधिक संवैधानिक है।

इस प्रकार एमएसएमई समाज और समग्रता के साथ विकास के राष्ट्रीय लक्ष्यों को पूरा करने में व्यापक महत्व रखती है।

एमएसएमई क्षेत्र के योगदान को मानना देने के लिए और रचनात्मक उद्यमों को प्रोत्साहित करने के लिए, सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय ने पहले चार उद्यमों को राष्ट्रीय पुरस्कार देता है। साथ ही, एमएसएमई क्षेत्र का अधिक प्रयास बढ़ाने के लिए बैंकों को प्रोत्साहित करने के उद्योग के रूप में, ऊंची क्षेत्र में सबसे अच्छा प्रदर्शन करने वाले बैंकों को राष्ट्रीय पुरस्कार द्वारा जाते हैं। ये पुरस्कार अपने पूर्ण काम के प्रदर्शन के लिए इस क्षेत्र के सभी उद्योगों को मोतबल को बढ़ावा देने का हमारे मंत्रालय की एक धन्यता के प्रति है।

प्रधानमंत्री रोजगार सूक्ष्म कार्यक्रम (पीएमजीपी) को अपनी हर इच्छा से प्रभाव प्रदान करने के लिए मैं भाग लेकर आता हूँ। हमें यह सुनिश्चित करना है कि हमारे उद्यमों की आकांक्षाओं को भी उनकी ही अच्छी प्रतिक्रिया मिलेगी। अब, हम उन बैंकों को पुरस्कार देने हैं जिन्होंने इस कार्यक्रम में मंत्रालय के संबंधी बातों के रूप में एक प्रासंगिक भाग निभाया है। हमें भविष्य के लिए, अधिक गति बनाने की आवश्यकता है।

खादी, ग्रामीण और कंटर उद्योग अपेक्षाकृत कम निवेश पर अधिक रोजगार अवसर उपयोग करते हुए एमएसएमई क्षेत्र के विकास में एक महत्वपूर्ण स्थान रखता है। खादी क्षेत्र को अधिक
उद्यमों (एमएसएमई) के विकास और संरचन के लिए एक रूपसे घटना का है। उनसे इतनी, विवरण, अभिव्यक्ति, पुनर्वार्ता और एकिक नीति, प्रौद्योगिकी और कौशल विकास, कर नियंत्रण, आदि के क्षेत्र में विस्तृत सिफारिशें की हैं। इसके अतिरिक्त, उसने देश में सूची, लघु एवं मध्यम उद्यमों के विकास और उद्योगों के लिए एक अनुकूल चालक बनाने के लिए उपयुक्त कार्यों तथा विनियमक बंपर को स्थापना का सुझाव दिया है।

कार्य दल ने सिफारिशें की प्रभावी निगरानी और समयबद्ध कार्यनिष्ठ के लिए एक तंत्र भी स्थापित किया है।

भाषण

मैं मानता हूँ कि मेरे मंत्रालय के सभी प्रावधान देश के समग्र व टिकाऊ आर्थिक और सामाजिक विकास के उद्देश्यों को प्राप्त करने में एमएसएमई क्षेत्र को काफी अपेक्षा तक लेकर जाएगा।

इस अवसर पर, एमएसएमई, खादी, ग्रामीण और कंपनी क्षेत्र के उद्यमों तथा बैंकों को इस क्षेत्र में उनके उत्तेजनायक योगदान के लिए राष्ट्रीय पुरस्कार दिया जा रहा है। यह सबसे यथोर्द्ध्य है कि उपलब्धि का यह पतल सभी उद्यमों और स्टेटसस्टेट्सों को अपनी प्रतिभा को विकसित करने और ऐसी जीत का अनुकरण करने के लिए प्रेरित करेगा।

एक बार फिर, मैं महामहिम, भारत की राष्ट्रपति महादेवी के प्रति अपना आभार व्यक्त करता हूँ कि वह अपने व्यस्त कार्यक्रम के बावजूद पुरस्कार विजेताओं को समर्पित करने के लिए यहाँ पर आई। साथ ही, मैं सभी पुरस्कार विजेताओं को बधाई देता हूँ और देश के विभिन्न भागों से यहाँ आने के लिए उन्हें धन्यवाद देता हूँ।

कदम से कदम मिलते चलो, एमएसएमई को बढ़ाते चलो।
दीप से दीप जारी चलो, अंधेरे में मिलते चलो।
युवाओं को रोजगार देते चलो।

धन्यवाद,
जय हिंद।

सितम्बर, 2010
कांच की चूड़ियां

प्रस्तावना

सम्पूर्ण भारत, पाकिस्तान, बंगला देश, श्रीलंका तथा अन्य देशों में जहां भारतीय अनिवार्य बास करते हैं, महिलाएं कांच की चूड़ियां पहनती हैं। कांच की चूड़ियां मुख्यतः उत्तर प्रदेश के फिरोजाबाद जिले में भी बनती हैं। फिरोजाबाद में कांच की चूड़ियां बनाने वाले कुशाल कारोबार हैं जो लाभ के लिए चूड़ियां बनते हैं। पाकिस्तान में चूड़ियां बनाने हेतु ऑटोमैटिक क्रिया अपनायी गई जो सफल नहीं हो सकी। चूड़ियां बनाने के लिए कम ताप पर पिघलने वाले कांच का प्रयोग किया जाता है। इस काम में कांचों को वर्तमान कारोबार चूड़ियां बनाने, जोड़ने तथा सजाने में लगाए जाते हैं।

विवरण

सारे संसार में यदि कोई भी महिला कांच की चूड़ी पहने दिखाती है तो उसका ही वह चूड़ी फिरोजाबाद शहर का ही बनी होगी। साझे, सलवार-कुशां तथा कांच की चूड़ी पहले दक्षिण पूर्व एशिया की ही महिलाएं पहनती थीं। परन्तु इस पोशाक और चूड़ियों का प्रचलन और भी शहरों/देशों में हुआ है। यद्यपि चूड़ी निर्माण का कार्य सिर्फ़ फिरोजाबाद में ही हो रहा है। अतः अभी चूड़ी उद्योग की अपार संभावना है।

पूर्वाधान एवं कल्पनाएँ

1. उत्पादन श्रमता के लिए एक वर्ष में 300 दिन, 1 दिन में 8 घंटे को शिफ्ट उत्पादन का आधार नियामक किया गया है।
2. उत्पादन श्रमता प्रथम वर्ष 60%, द्वितीय वर्ष 70% तथा तृतीय वर्ष के परचात 80%।
3. पूर्ण उत्पादन श्रमता प्राप्त करने की अवधि 3 वर्ष।
4. मजदूरी राज्य के न्यूनतम मजदूरी अधिनियम के अनुसार।
5. व्याज दर 12.5%।
6. माजन मनी अंशदान 20%।
7. परियोजना की कार्य अवधि 10 वर्ष।
8. जमीन लागत विकल्प औद्योगिक क्षेत्रों के आंसत दर रूपए, 400 प्रति वर्ग मीटर।
9. निर्माण लागत दर 2,500/- प्रति वर्ग मीटर।
10. मशीनरी को कीमत नवीनतम कोटिशन के अनुसार।

कार्यान्वयन सूची

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<td>ट्रायल/पूर्ण उत्पादन</td>
<td>18 माह</td>
</tr>
</tbody>
</table>

तकनीकी पक्ष

निर्माण विधि

(क) बैच तैयार करना

विभिन्न कच्चे मालों को निषिद्ध माटा में तैलकर मिक्सर में डालकर पूर्णनता मिलाया जाता है। बैच तैयार करते लघु उद्योग समाचार
समय टूटे-फूटे कांच को बैंच में मिलाकर पॉट फर्नेश में डाल देते हैं।

(ख) बैंच/टूटे कांच को भटटी में डालकर पिघलाना

उपरोक्त बैंच को भटटी में 1,200 सेंटीग्राड पर पिघलाया जाता है। इस पिघले कांच को बेलन पर वृक्षाल कारागर गैंड बनाकर/लगाकर तेजी से घुमाता है। इस प्रकार चूहड़ियों की रिंग तैयार होती है।

इस रिंग को अलांकरण कर से काटकर बाँध कर देते हैं।

स्टील लैंप पर इन चूहड़ियों को जोड़ते हैं। चूहड़ियों को जोड़ने के लिए पत्थर लिखियत गोल्ड या सिल्वर से सजाते हैं।

(ग) गुणवत्ता मानक

चूहड़ियाँ बाजार में आवश्यकतानुसार आकार एवं डिजाइन पर तैयार की जाती हैं। भारतीय मानक व्यू ने अभी तक मानक तैयार नहीं किया है।

विश्लेषण पक्ष

(क) भूमि

चूहड़ियों उद्योग के लिए लगभग 600 वर्ग मीटर भूमि की आवश्यकता होगी जिसकी कीमत रुपए 400 प्रति वर्ग मीटर की दर से लगभग 2,40,000 रुपए, होगी।

(ख) भवन

<table>
<thead>
<tr>
<th>विवरण</th>
<th>आकार (सी.)</th>
<th>वैतनमान (रुप.)</th>
<th>दर (रु)</th>
<th>कीमत (रुपये)</th>
</tr>
</thead>
<tbody>
<tr>
<td>कार्यालय</td>
<td>20*10</td>
<td>200</td>
<td>3,000/-</td>
<td>6,00,000</td>
</tr>
<tr>
<td>कार्यालय</td>
<td>4*2</td>
<td>10</td>
<td>3,500/-</td>
<td>35,000</td>
</tr>
<tr>
<td>बाउ-डीविल</td>
<td>लगभग</td>
<td>40,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>गेट</td>
<td></td>
<td>10,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>प्रसाधन</td>
<td>3*2</td>
<td>6</td>
<td>3,000/-</td>
<td>18,000</td>
</tr>
<tr>
<td>10% विश्लेषण</td>
<td>योग</td>
<td>7,03,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15% अन्य</td>
<td>योग</td>
<td>7,73,300</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(ग) मशीनी एवं संयंत्र

<table>
<thead>
<tr>
<th>विवरण</th>
<th>कीमत (रुपये)</th>
</tr>
</thead>
<tbody>
<tr>
<td>पाट फर्नेश 10 पाट</td>
<td>3,00,000</td>
</tr>
<tr>
<td>पिघलनी</td>
<td>1,30,000</td>
</tr>
<tr>
<td>रोहित हेतु सामग्री भटटी</td>
<td>35,000</td>
</tr>
<tr>
<td>पाट आचर</td>
<td>10,000</td>
</tr>
<tr>
<td>व्यो पादप एवं अन्य उपकरण</td>
<td>20,000</td>
</tr>
<tr>
<td>बैलन</td>
<td>25,000</td>
</tr>
<tr>
<td>धर्मोक्षम एवं अन्य उपकरण</td>
<td>10,000</td>
</tr>
<tr>
<td>स्थापत्यान्वित विश्लेषण खद</td>
<td>20,000</td>
</tr>
<tr>
<td>प्रारंभिक खद</td>
<td>20,000</td>
</tr>
<tr>
<td>कार्यालय फर्नेश एवं अन्य साज सजा</td>
<td>30,000</td>
</tr>
<tr>
<td>कुल कीमत</td>
<td>6,00,000</td>
</tr>
</tbody>
</table>

कुल अंतर्गत सम्पत्तियाँ

1+2+3=2,40,000+7,73,300+6,00,00=16,13,300/–

कार्यशील पृंजी (प्रति मास) 1. वेतन एवं मजदूरी (प्रशासन एवं कार्यिक)

<table>
<thead>
<tr>
<th>विवरण</th>
<th>संख्या</th>
<th>कीमत (रुपये)</th>
</tr>
</thead>
<tbody>
<tr>
<td>प्रबंधक/ग्राम टेक्नोलॉजस्ट</td>
<td>1</td>
<td>2,000/-</td>
</tr>
<tr>
<td>पोस्टमैन</td>
<td>1</td>
<td>4,000/-</td>
</tr>
<tr>
<td>लेखाकार</td>
<td>1</td>
<td>4,000/-</td>
</tr>
<tr>
<td>चरारामी</td>
<td>1</td>
<td>2,500/-</td>
</tr>
<tr>
<td>चीफ़ इंजीनियर</td>
<td>2</td>
<td>2,500/-</td>
</tr>
<tr>
<td>तकनीकी</td>
<td></td>
<td></td>
</tr>
<tr>
<td>भेंट चलाने हेतु किशाल</td>
<td>3</td>
<td>4,000/-</td>
</tr>
<tr>
<td>किशाल कारागर</td>
<td>5</td>
<td>3,000/-</td>
</tr>
<tr>
<td>अन्य किशाल कारागर</td>
<td>10</td>
<td>2,500/-</td>
</tr>
</tbody>
</table>

15% अन्य फीसदियाँ | 86,825 |

सितम्बर, 2010
### 2. कच्चा माल (प्रति मास)

<table>
<thead>
<tr>
<th>विवरण</th>
<th>मात्रा</th>
<th>कीमत (रूपए)</th>
</tr>
</thead>
<tbody>
<tr>
<td>सिलिका रेड</td>
<td>50 टन</td>
<td>1,000/-%</td>
</tr>
<tr>
<td>सोडा एस</td>
<td>20 टन</td>
<td>10,000/-%</td>
</tr>
<tr>
<td>फेल्सपार</td>
<td>8 टन</td>
<td>1,000/-%</td>
</tr>
<tr>
<td>बेसाइट</td>
<td>0.5 टन</td>
<td>1,000/-%</td>
</tr>
<tr>
<td>लाइम स्टोन</td>
<td>1.5 टन</td>
<td>1,000/-%</td>
</tr>
<tr>
<td>डोलोमाइट</td>
<td>14 टन</td>
<td>900/-%</td>
</tr>
<tr>
<td>क्लारिंग ऑक्साइड</td>
<td>3.5 टन</td>
<td>50,000</td>
</tr>
<tr>
<td>पैकिंग मेटेरियल</td>
<td>14,000/-%</td>
<td>5,000</td>
</tr>
</tbody>
</table>

20% कोच का कलेट  65,520

योग  3,93,120

### 3. उपयोगिताएं (प्रति मास)

<table>
<thead>
<tr>
<th>विवरण (अनुमानित)</th>
<th>मात्रा</th>
<th>कीमत (रूपए)</th>
</tr>
</thead>
<tbody>
<tr>
<td>पानी</td>
<td>500</td>
<td></td>
</tr>
<tr>
<td>कोयला 230 टन (र. 3,000/-% प्रति मास)</td>
<td>6,90,000</td>
<td></td>
</tr>
</tbody>
</table>

योग  6,93,500

### 4. अन्य सवेरे (प्रति मास)

<table>
<thead>
<tr>
<th>विवरण</th>
<th>मात्रा</th>
<th>कीमत (रूपए)</th>
</tr>
</thead>
<tbody>
<tr>
<td>पोस्टर एवं स्टेशनरी</td>
<td>500</td>
<td></td>
</tr>
<tr>
<td>मशीनरी एवं सिलिका ब्लॉक</td>
<td>1,000</td>
<td></td>
</tr>
<tr>
<td>खाता भता</td>
<td>2,000</td>
<td></td>
</tr>
<tr>
<td>टेलीफोन</td>
<td>1,500</td>
<td></td>
</tr>
<tr>
<td>व्यायाम्रिट्स</td>
<td>1,500</td>
<td></td>
</tr>
<tr>
<td>अन्य</td>
<td>1,000</td>
<td></td>
</tr>
</tbody>
</table>

योग  7,500

### 5. कुल आवश्यक सवेरे (प्रति मास)

<table>
<thead>
<tr>
<th>विवरण</th>
<th>मात्रा</th>
<th>कीमत (रूपए)</th>
</tr>
</thead>
<tbody>
<tr>
<td>बेतन एवं मजदूरी</td>
<td></td>
<td>86,825</td>
</tr>
<tr>
<td>कच्चा माल</td>
<td></td>
<td>3,93,120</td>
</tr>
<tr>
<td>उपयोगिता</td>
<td></td>
<td>6,93,500</td>
</tr>
<tr>
<td>अन्य सवेरे</td>
<td></td>
<td>7,500</td>
</tr>
<tr>
<td>योग</td>
<td></td>
<td>11,80,945</td>
</tr>
</tbody>
</table>

कुल पूंजी निवेश  र. 11,80,945×3=35,42,835
या  र. 35,42,000

### विचित्र विश्लेषण

1. **उपयोग प्रति वर्ष**
   - कुल कार्यस्थल खर्च  1,41,68,000
   - भवन पर हास 5%  38,665
   - मशीनरी पर हास 10%  60,000
   - कार्यस्थल फर्नीचर पर हास 20%  6,000
   - कुल पूंजी निवेश पर व्याज 12.5%  6,44,410

2. **विक्रय (प्रति वर्ष)**
   - 3,50,000 लोग चुड़ौ की विक्रय  1,75,00,000
   - 50/-% प्रति जोड़ा  1,75,00,000

3. **लाभ (प्रति वर्ष)**
   - विक्रय उत्पादन लागत  1,75,00,000 - 1,49,17,000 = 25,83,000

लघु उद्योग समाचार
31

**ब्रेक इवन प्लाइट**

**भिंत्री कर लाभ प्रति मास**

<table>
<thead>
<tr>
<th>लाभ प्रति वर्ष</th>
<th>3 100</th>
</tr>
</thead>
<tbody>
<tr>
<td>बिंत्री प्रति मास</td>
<td></td>
</tr>
</tbody>
</table>

| 25,83,000 |

<table>
<thead>
<tr>
<th>वेतन का 40</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,16,760</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>अन्य वर्षों को छोट्टा कर 40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>36,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>कुल व्याज</th>
</tr>
</thead>
<tbody>
<tr>
<td>64,44,410</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ब्रेक इवन प्लाइट</th>
</tr>
</thead>
<tbody>
<tr>
<td>12,18,635 3 100</td>
</tr>
</tbody>
</table>

| 1218635+2503300 |

| = 32% |

**भिंत्री आपूर्तिकर्ताओं के नाम व पते**

1. **भिंत्री रिकॉल्स मोराजी कं. लि., महात्मा गांधी रोड, अम्बर नगर, जिला धनबाद।**
2. **भिंत्री एप्स्क्स कं. लि., यमुना मिल रोड, विष्णु इंडस्ट्रीज़, प्रताप नगर (बलौदा)।**
3. **भिंत्री रिकॉल्स इंडिया लिमिटेड (बहादुर गढ़) हरियाणा।**
4. **भिंत्री एप्स्क्स रिसर्च एंड इंजीनियरिंग लिमिटेड, सांगली, महाराष्ट्र।**

**कल्चर माल आपूर्तिकर्ताओं के नाम व पते**

1. **भिंत्री रिकॉल्स मोराजी कं. लि., महात्मा गांधी रोड, अम्बर नाथ, जिला धनबाद।**
2. **भिंत्री एप्स्क्स कं. लि., यमुना मिल रोड, विष्णु इंडस्ट्रीज़, प्रताप नगर (बलौदा)।**
3. **भिंत्री एप्स्क्स कं. लि., तित्तर मार्केट, सदर बाजार, नई दिल्ली।**
4. **भिंत्री एप्स्क्स मिनरल्स कं. लि., महात्मा गांधी रोड, अम्बर नाथ, जिला धनबाद।**
5. **भिंत्री एप्स्क्स मिनरल्स एंड स्टेडियम, 8 एस, देवली स्ट्रीट, मुंबई।**

**बोराक्स**

1. **भिंत्री बोराक्स मोराजी कं. लि., महात्मा गांधी रोड, अम्बर नाथ, जिला धनबाद।**

**सोडा एस**

1. **भिंत्री सोडा कं. लि., मिश्रु, गुजरात।**
2. **भिंत्री सोडा कं. लि., शाहू, मार्बल सर, वाराणसी।**

**रिफरेंस टीज़ आपूर्तिकर्ताओं के नाम व पते**

1. **भिंत्री बेंज पहाड़ी रिफरेंस टीज़ लिमिटेड, 40, जीरो रोड, कोलकाता।**
2. **भिंत्री कांवार्य मशीन विक्रेता समस्या लिमिटेड, 12/11, नार्थीनी रोड, महाराष्ट्र।**
3. **भिंत्री उड़ीसा इंडस्ट्रीज़ लिमिटेड, पी. नारंग, जिला-कटक (उड़ीसा)।**
4. **भिंत्री कुमारधाती पा. फायर ब्लेक एप्स्क्स सिलिका कं. कं. लि., पी. कुमारधाती, धनबाद।**

**सितम्बर, 2010**
कड़ी-16 : कैसे लगायें अपना उद्योग?

याद रखने योग्य बातें

यह अथाय आपको उत्पादकता बढ़ाने के लिए व्यवस्थित उत्पादन के महत्व को समझने में मदद करेगा।

परिचय

प्रत्येक विनिमय इकाई का उद्देश्य उत्पादकता बढ़ाना होता है जिसका अर्थ है कि उत्पादन के लिए हम जो कुछ भी खर्च कर रहे हैं वह न्यूनतम होना चाहिए और विक्रेता से अधिकतम राजस्व प्राप्त हो, अन्य शाखाओं में इनपुट और आउटपुट अनुपात उच्च होना चाहिए। यह केवल तभी संभव है जब उत्पादन लागतें में कमी लाई जाए। व्यवस्थित उत्पादन, उत्पादन लागतें में कमी लाने का एक प्रमुख चक्कर होता है।

आप उत्पादन लागत को किस प्रकार कम रख सकते हैं?

उत्पादन लागत को कम रखने के निम्न उपाय हैं:

- उत्पादन के तरीकों को अध्ययन किया जाए और मानवीयता वाले。
- जहां वहीं भी संभव हो इंसान जिम्मेदारी कर लें।

व्यवस्थित उत्पादन और फिकस्चल लागू किए जाएं।

- सभी कारों के लिए समय मानक निर्धारित किए जाएं।
- पूर्व के रिकार्ड के आधार पर कच्चा माल, औजार आदि प्राप्त करने के लिए लोड टाइम तय किया जाए।
- आपात संदर्भ के लिए स्टॉरेज बिन पर नम्बर डालने जाने आठाँए।
- प्रोफेस लेखाउट का अध्ययन करना चाहिए। अपने यहां नियुक्त व्यक्तियों की इंस्टूशन और जिम्मेदारी निर्धारित की जानी चाहिए।
- कई बार प्राथमिक की यहां व्यक्तिगत तौर पर जाने और उनकी शिकायतें दूर करने से व्यवस्थित उत्पादन में मदद मिलती है।
- प्रतिभागी उद्योगी उत्पादकों के साथ अपने उद्योगों को समय-समय पर उनके डिजाइन, फिनिश, मूल्य, विश्वसनीयता और प्रदर्शन की लक्जरी तुलना की जानी चाहिए ताकि आप अपने उद्योग में समय रहते जरूरी बदलाव कर सकें।

लघु उद्योग समाचार
प्रमुख बातें

उत्पादन के तरीके : वह तरीके जिसके द्वारा उत्पाद का निर्माण होता है। इन शब्दों का प्रयोग विनिर्माण इकाइयों में किया जाता है।

मानक समय : किसी भी प्राकार/प्रोसेस के लिए न्यूनतम और अधिकतम समय नोट करना चाहिए, और इसके बाद प्रोसेस हेतु समय का मानकीकरण किया जाए।

लीड टाइम : आईयर देने और सामान प्राप्ति के बीच का समय।

अभ्यास

व्यवस्थित उत्पादन

1. आप उत्पादकता के बारे में क्या जानते हैं?
2. आपको अपने प्रतियोगी के उत्पादों से अपने उत्पाद की तुलना कैसे करनी चाहिए?
3. कृपया बताएं कि निम्नलिखित बातें सत्य हैं या असत्य हैं?
   (क) सभी कार्यों के लिए समय मानक निर्धारित किया जाना चाहिए।
   
   (ख) इनपुट-आउटपुट अनुपात कम होना चाहिए।
   
   (ग) कर्मचारियों की इयूटिण्डिट्स नहीं की जानी चाहिए।
   
   (घ) लीड टाइम विनिर्दिष्ट नहीं किया जाना चाहिए।

उत्तर

1. अभ्यास देखें।
2. अभ्यास देखें।
3. (क) सत्य
   (ख) असत्य
   (ग) असत्य
   (घ) असत्य

सितंबर, 2010
खरीदारी और स्टोर प्रबन्धन

उपन्यास का यथास्थिति बताएँ

इस अध्याय का पढ़ने के उपरांत आप निम्न बताएँ जान पाएँगे:

- खरीदारी की भूमिका और महत्त्व को समझना।
- विविध प्रकार की खरीदारी के बीच भेद करना।
- अपने उद्यम में स्टॉक नियंत्रण को समझना और लागू करना।
- अपने सामान के श्रेणीकरण के लिए क.ख.ग. विश्लेषण का प्रयोग करना।

परिचय

यह बात चौंकाने वाली है कि कोई भी विनियमण कंपनी, चाहे छोटी, मध्यम सीमा या बड़ी कोई भी हो, आंशिक या आपसी 50 प्रतिशत बिक्री को आय को मैट्रिक्यल की खरीद पर खरीद करती है। 'बचावा गया रुपया, अर्जित रुपया होता है'। यह सब समझता है आपूर्तिकर्ता, जिससे आप व्यवहार रखते हैं अपने को अदनि न रखता है। अन्य आपूर्तिकर्ताओं के साथ संपर्क रखें। खरीदारी को आम बात न बनाएं।

खरीदारी

इसका अर्थ है ऐसी मात्रा, ऐसी गुणवत्ता, ऐसी समय पर और ऐसी स्रोत से मैट्रिक्यल की खरीद। इस निम्न प्रकार से हासिल कर सकते हैं:

(i) विविध प्रकार की खरीदारी में भेद करना। खरीद का समुच्चय में विभाजित करना:

(क) इंजीनियरिंग के लिए बेसिक मैट्रिक्यल (मैटल शीट), प्लास्टिक हेतु पाइपिंग और कारप्याती हेतु लकड़ी आदि।
(ख) विविधित भाग (फिटिंग्स, उपकरण, हिस्से पुक आदि)।

(ग) स्टॉक के प्रयोग हेतु उपकरण (टूल्स आदि)।

- बेसिक मैट्रिक्यल के लिए, आप अपने सपाटर के साथ ‘कॉल आफ’ समझौता रख सकते हैं जो कि आपकी आवश्यकतानुसार मैट्रिक्यल डिलीवर करता है। अपने स्टोर से आउटडेटट वस्तुओं को हटा दें।
- विविधित हिस्से यदि बड़ी मात्रा में खरीदे जाए तो ये सस्ते हो सकते हैं।

टूल्स और उपकरण जब भी आवश्यकता पड़े उपलब्ध होने चाहिए।

नए मैट्रिक्यल और मशीनों का लगातार उपयोग हो रहा है। इससे आप जान पाएँगे कि बाजार में कम चल रहा है। यदि आप सही एवं को वस्तु का प्रयोग करे तो इससे लागत में कमी आ सकती है।

(ii) समुच्चित स्टॉक कंट्रोल रखें, विश्लेषणों, उपयोग दर, आपूर्ति की सफलता, क्रय मूल्य और पुन:--आर्डर मात्रा का रिकार्ड रखें।

(iii) निर्मित आपूर्ति सुनिश्चित करने और आर्डर्स में संशोधन करने हेतु, यदि आवश्यकता पड़े, अच्छे सपाटर से संबंध विकसित करें।

(iv) स्टॉक आउट से बचने के लिए सपाटर के वेकल्युक्ष क्षीति तत्त्वों।

स्टॉक कंट्रोल

स्टॉक कंट्रोल से यह सुनिश्चित हो सकता है कि बिज्री हेतु समान और मैट्रिक्यल सही मात्रा में उपलब्ध है।

(क) अपने स्टॉक की नियमित जांच करनी चाहिए:

आप अपने स्टॉक की जांच महीने में एक बार, सप्ताह में

लट्छश्चोम समाचार
एक बार या यहां तक कि दिन में एक बार कर सकते हैं
जो कि आप अपने व्यवसाय और आपके स्टॉक में कितना अधिक मात्रा आता-जाता है इस वात को ध्यान में रखकर
tय कर सकते हैं।

स्टॉक की जांच में समय और प्रयास की आवश्यकता
होती है लेकिन इससे आपके काफी घन की बचत हो
sकती है।

यदि आपके पास स्टॉक कम पड़े तो आपसे ग्राहक छोटे
जाएंगे और वे कहीं और चले जाएंगे जो कभी लैटकर

वो नहीं आए।

यदि आप भवित अधिक स्टॉक रखते हैं तो इससे आपका घन
बल्कि हो जाएगा जिसे आप कहीं दूसरे मद में ख़री

cन कर सकते हैं।

स्टॉक में सामान इस प्रकार रखा जाना चाहिए कि वह

कीलों, रूपये, नर्सेस जैसे वस्तुओं को आकार के

मुताबिक छोटे-छोटे बक्सों में रखें।

यह जानने के लिए कि स्टॉक में जब आप रिकार्ड करे

कितनी, कौनसी आइटमों रहनी चाहिएः

- आपको यह जानकारी होनी चाहिए कि प्रत्येक में से

कितनी आपको हर सप्ताह या हर माह बेचनी चाहिए।

- आपको इस वात की जानकारी होनी चाहिए कि प्रत्येक

आइटम की डिलीवरी प्राप्त करने में कितना वक्र

लगेगा।

उदाहरणः आपका स्टॉक रिकार्ड दर्शाता है कि आप प्रति

सप्ताह 40 बेटरिया बेचते हैं। आपके द्वारा आड़र दिया जाने के

उपरात आपका सप्ताह आपको बेटरिया की आपूर्ति कर सकता

है। आपको आड़र उस समय करना चाहिए जब आपका स्टॉक

100 हो।

आप अपने स्टॉक का रिकार्ड एक साधारण नोटबुक में नीचे दर्शाएँ अनुसार रख सकते हैंः

<table>
<thead>
<tr>
<th>आइटम नं.</th>
<th>प्रकार</th>
<th>मात्रा</th>
<th>रिकार्डर पाउंटर</th>
<th>मूल्य (रुपए)</th>
</tr>
</thead>
</table>

आपसी से दिखाई दें और उसकी गिनती की जा सके।
बर आपका स्टॉक कम हो तो मिनट में इसका पता चल
जाना चाहिए और तब आपको और खोज करनी चाहिए।
यदि आप विभिन्न वर्ष की मदाय की बिक्री करते हैं।
(जैसे कि साइकन के उसहरे-पुरे या विभिन्न फ्राक्शन के

जूट आदि) तो आपको लिखित स्टॉक रिकार्ड की

आवश्यकता होगी।

(ख) लिखित स्टॉक रिकार्ड रखेंः

स्टॉक के प्रत्येक विभिन्न आइटम को लिखकर रखें,
आइटमों की संख्या (पीस, बॉक्स, केस आदि) और
अलग-अलग समूह में प्रत्येक आइटम को सही प्रकार
सेट करें।

शूट और रेडीमेड ड्रेसों के लिए समान तरह के स्टाइल्स
और आकार के मुताबिक एक साथ स्टोर करके रखें।

आसानी से हटाई कर और उसकी गिनती की जा सके।
जब आपका स्टॉक कम हो तो मिनट में इसका पता
चल जाना चाहिए और तब आपको और खोज करनी
चाहिए।
यदि आप विभिन्न वर्ष की मदाय की बिक्री करते हैं।
(जैसे कि साइकन के उसहरे-पुरे या विभिन्न फ्राक्शन के

जूट आदि) तो आपको लिखित स्टॉक रिकार्ड की

आवश्यकता होगी।

इससे आपके पास आपूर्ति में सतह की देरी होने पर भी 40
बेटरिया मौजूद रहेंगी और यदि वे समय पर नहीं आते हैं तो 60
और होंगे तथा समान रात से भी अधिक ग्राहक अगले हफ्ते खरीद
कर सकते हैं।

आप स्टॉक के लिए एक "विन कार्ड" का प्रयोग कर सकते
हैं जो कि आपसी से नहीं दिखाई देता या गिनती में नहीं रहता।
नीचे ए.बी.सी. विश्लेषण के तहत नमूने के तौर पर विन कार्ड
दर्शाया गया है।

ए.बी.सी. विश्लेषण

आप इस तकनीक का इस्तेमाल यह पता लगाने के लिए
कर सकते हैं कि कोन सी बस्तु का मूल्य कुल स्टॉक में सबसे
अधिक होता है। सामान्यतः एक छोटी सी प्रतिशतता, करीब 20
प्रतिशत, पूंजी के बढ़ते हिस्से के रूप में होती है (70 प्रतिशत से
80 प्रतिशत)। इन आइटमों को "ए. श्रेणी की आइटम" कहा

सितम्बर, 2010
ए.बी.सी. विश्लेषण संबंधी कदम

(i) विनिर्देश में प्रयुक्त सभी आइटमों की सूची बनाएं।
(ii) प्रत्येक आइटम से संबंधित कुल कीमत की गणना करें।
(iii) कुल स्टॉक में प्रत्येक आइटम का पता लगाएं।
(iv) आइटमों को आरोही क्रम में लगाएं।

अभ्यास

1. कृपया सही उत्तर को इंगित करें।

खरीददार का अर्थ है निम्नानुसार मैट्रिक्स को खरीद करना:

<table>
<thead>
<tr>
<th>सं. 88</th>
<th>विन कार्ड</th>
</tr>
</thead>
<tbody>
<tr>
<td>नाम : मैट्रिक्स पाइन</td>
<td>नाम : पौष</td>
</tr>
<tr>
<td>यूनिट : पौष</td>
<td>रिकार्डर पिं 2000 पीसस</td>
</tr>
<tr>
<td>तिथि</td>
<td>इन</td>
</tr>
<tr>
<td>15-2-2009</td>
<td>1000</td>
</tr>
<tr>
<td>16-2-2009</td>
<td>700</td>
</tr>
<tr>
<td>20-2-2009</td>
<td>700</td>
</tr>
<tr>
<td>23-2-2009</td>
<td>5000</td>
</tr>
</tbody>
</table>

(क) संचार, उपकरण और मशीनरी
(ख) हिस्से पुर्ज, संचालक और स्पल्लर्स
(ग) वेस्टर्न मैट्रिक्स, विनिर्देश भाग और अपने प्रयोग के लिए उपकरण
(घ) परिचार, ग्रेटर और आफिस स्पल्लर्स
(ड) अलग सभी

3. कृपया बताएं कि निम्न बारे में सच है या असच।

(क) स्टॉक नियंत्रण का अर्थ है आपने बाले मैट्रिक्स की जांच रखना।
(ख) यदि आपका स्टॉक खत्म हो जाता है तो आकर ग्राहक आपके पास लौट आएंगे।
(घ) एक समय में कई तरह का स्टॉक रखना बुद्धिमानी का कदम है।

लघु उद्देश्य समाचार
(c) आपको अपने स्टॉक से आउटडेरिटेड आइटमों को हटा देना चाहिए।

(2) विन कार्ड स्टॉक का लिखित रिकार्ड रखने का एक प्रणाली है।

आपकी एक खुदरा दुकान है जिसमें आप शॉपिंग बैंग बेचते हैं। आप इन बैंगों के लिए 'विन कार्ड' का रखरखाव करते हैं।

निम्न सूचना का प्रयोग करके अपना विन कार्ड भरें।

1 जनवरी, 2005 के लिए 85 बैंग
1-15 जनवरी, 2005 के लिए 28 बैंग बेचे गए।

गुणवत्ता नियंत्रण

सीखने योग्य बातें

इस अध्याय को पढ़ने के बाद आप जान पाएँगे:

- गुणवत्ता नियंत्रण का महत्व समझना।
- उत्पादक की गुणवत्ता को प्रभावित करने वाले कारक।
- गुणवत्ता विपणन योजना को समझना।

परिचय

गुणवत्ता प्राप्त के समक्ष किए गए आपके देखने अनुसार आपके उत्पाद का प्रदर्शन है। हम सब ने अपने द्वारा खरीदते जाने वाले उत्पादक की गुणवत्ता की कमी के कारण होने वाली परेशानियों का समन्वय किया है। उदाहरण के लिए, किसी शर्ट का रंग उसके खरीदक के कुछ दिन बाद ही खासी हो सकता है। बिजली का वलं खरीद के कुछ घंटे बाद ही जलना बंद हो सकता है। दूसरे शर्टों में दोषपूर्ण उत्पाद हमेशा परेशान हो करते हैं।

गुणवत्ता को साधारणतः प्रमोग हेतु फिटनेस के रूप में परिभाषित किया जा सकता है।

आपको गुणवत्ता की आवश्यकता है:

- अपनी मार्केट को प्राप्त करना और विधारण करना।
- अपनी प्रतिवाद तथा साख को सुधारने के लिए।
- अपने उत्पादों की सुरक्षा उचित बनाने हेतु।

16-31 जनवरी, 2005 के लिए 23 बैंग बेचे गए।
15 जनवरी आप 100 बैंगों का आईडर जारी करते हैं।
2 फरवरी आप 100 बैंगों का आईडर प्राप्त करते हैं।

गुणवत्ता नियंत्रण को प्रभावित करने वाले कारण

यह सुनिश्चित करें कि आपके ग्राहकों को भेजे जाने वाले सामान की गुणवत्ता की आप जांच करें। कुछ जांच खुद करें।

यह सुनिश्चित करें कि सारा क्षेत्र माल और उपकरण अच्छी गुणवत्ता वाले हैं।

उत्पाद गुणवत्ता से परिपूर्ण है। इसकी अर्थ है उत्पाद के निर्माण से जुड़ी सभी इनपुट यानि उत्पादकों की गुणवत्ता, दस्तकारी और पैकेजिंग की गुणवत्ता बहुत महत्वपूर्ण हैं। जांच पहले करनी चाहिए न कि वस्तु तेजी होने के बाद आप इसकी गुणवत्ता देखें। इस प्रकार किसी भी चरण में उत्पाद की कमियों को दूर
करना सही है बजाय इसके कि आप जांच के लिए तैयार उपाय का इंतजार करें।

उपयोग में खराबी या तो ऑपरेटर की तालाबाही की बजह से अथवा उद्योग की बजह से होती है। ऑपरेटर को यह समझना चाहिए कि एक काम में हुई जुड़ियों का असर बाद के कार्यों एवं गुणवत्ता पर पड़ेगा। कई दफा गुणवत्ता उद्योग की लापरवाही से हेंडलिंग और स्टोरेज की बजह से नुकसान हो जाता है।

ऑपरेटर की बजह से खराबी या तो एक (क) उनमें जान और कौशल का अभाव होता है और (ख) वे लापरवाही होते हैं या (ग) ध्यानपूर्वक कार्य नहीं करते।

इन सभी तीनों स्थितियों से प्रशिक्षण और प्रेरणा के जरिए निष्पादन जा सकता है। अपने ऑपरेटर को यह महत्वपूर्ण कारण का प्रशिक्षण, और जानकारी, ध्यान और उद्योग की लापरवाही से उल्लब्ध कराना इन जुड़ियों से बच सकते हैं। इन सबसे आप को लाभ में कमी तथा नेटवर्क पर समय की बहसी में कमी लाने में सफलता मिलेगी।

गुणवत्ता विपणन रूपक

इस रूपक की मुख्य बातें हैं:

- लघु उद्योगों में गुणवत्ता जागरूकता पेश करना।
- लघु उद्योगों द्वारा उपलब्धि बदलते हुए और उनकी परीक्षण प्रक्रियाओं के मानक तय करना।
- भारतीय मानक संगठन, आपूर्ति एवं नियन्त्रण महानिदेशालय और नियोजित संबंधित परिषद के बीच समन्वय रखना।
- गुणवत्ता के समान के नियमक लेख हेतु तकनीकी साहाय्य प्रदान करना।
- कच्चे माल और उपकरणों हेतु परीक्षण सुविधाएं, उपलब्ध कराना।
- लघु उद्योग क्षेत्र द्वारा विनिमय में गुणवत्ता के समान का निरीक्षण करना और प्रमाणित करना।
- स्थानीय उद्योगों को सरकारी नीतियों संबंधी उपलब्धि उपलब्ध कराना।

यह स्कीम स्कैथिक आधार पर चलाई जाती है। उद्योग गुणवत्ता विपणन केंद्रों से अपने उद्योग की अनुमोदन दर्ज करने (देश के विभिन्न राज्यों में स्थित) और गुणवत्ता चिन्ह बाली सूची, जिसे कंट्रा द्वारा उपलब्ध कराया जाता है, के दुरुपयोग के विनिमय स्कीम फीस का भुगतान करके और एक ब्रांड पर हस्ताक्षर करके इसका सदर्म वन सकते हैं।

इसे सभी उद्योगों जो ऐसा समान का उपाय करने के बजाय अग्ले हैं जो क्षेत्र द्वारा परीक्षण की अनुमति मानकों के अनुरूप हो तथा जो कंट्रा ने नियमों और विनियमों का पालन करते हैं, सदर्म वन सकते हैं। उनकी पास अपेक्षित विनियमण और परीक्षण सुविधाएं होनी चाहिए। और विवरण के लिए, आपको अपने क्षेत्र में ध्यान निकटतम गुणवत्ता मार्केट फीसद द्वारा संपर्क करना चाहिए।

आईआईएस66 के प्रमाणित और स्कीम

आईआईएस66 के प्रमाणित और स्कीम के लिए अधिनियम 1952, जो कि 1961 में संशोधित किया गया था, के तहत भारतीय मानक संस्थान को यह अधिकार प्राप्त है कि वह मैन्यूफॉक्सर्स के उद्योग द्वारा आईआईएस66 के प्रकाशित भारतीय मानकों के अनुरूप उपलब्ध उद्योगों या प्रोसेस्ड वस्तुओं के संबंध में आईआईएस66 प्रमाण प्राप्त कर लाइसेंस जारी करे।

आईआईएस66 प्रमाणित और स्कीम आपकी समानता है: इस विधान को पुनर्निर्देश करें।

यदि आप लाइसेंस प्राप्त करना चाहते हैं तो आपको आयुवाद आरूढ़ के साथ निर्धारित वस्त्र में दो प्रतियों में आयुवाद करना चाहिए। आईआईएस66 के निरीक्षण द्वारा प्रारंभ में आपकी समानता के बारे में अपनी जांच की जाएगी। इससे लिए आईआईएस66 महामूली सी फीस लेना।

आयामी कुछ बारों में सभी तरह के व्ययों में गुणवत्ता नियंत्रण का 'स्कैथिक बुद्धि' बन जाएगा। आपको गुणवत्ता नियंत्रण को स्कैथिक एक जांच कार्य के रूप में नहीं बल्कि अपनी फॉर्म की रणनीति के महत्वपूर्ण भाग के रूप में लेना चाहिए। गुणवत्ता सुदृढ़ के लिए आपको और आपके कर्मचारियों को संपूर्ण और ब्यापक को सहभागिता जरूरी है।

लघु उद्योग समाचार
प्रमुख बातें

गुणवत्ता:

क्या उत्पाद का प्रदर्शन उत्पादक द्वारा ग्राहक के समझ किए गए दावों के अनुरूप है?

गुणवत्ता नियंत्रण:

निरीक्षणों के जरिए यह सुनिश्चित करने की एक नियमित प्रक्रिया कि उत्पाद की गुणवत्ता प्रदर्शन के निर्धारित मानदंडों के अनुरूप है या नहीं।

अभ्यास

गुणवत्ता नियंत्रण

प्र.1 कृपया उल्लेख करें कि निम्नलिखित सूचनाएं सत्य हैं या असत्य।

(क) दोषपूर्ण उत्पाद हमेशा समस्याएं पैदा नहीं करते।

(ख) किसी उत्पाद की गुणवत्ता का संबंध केवल इसकी तकनीकी विशेषताओं से होता है।

(ग) गुणवत्ता नियंत्रण उत्पाद को तैयार हो जाने के बाद ही किया जाना चाहिए।

(घ) अच्छी गुणवत्ता से आप अपने बाजार में टिके रह सकते हैं और इसका विस्तार कर सकते हैं।

(ड) उत्पाद में दोष कामगारों या उद्यमी या दोनों की कमियों के कारण होता है।

प्र.2 ऐसे कम से कम 8 कारणों का उल्लेख करें जो आपके उत्पाद की गुणवत्ता को प्रभावित कर सकते हैं:

(i) ......................................................

(ii) ......................................................

उत्तर

1. (क) असत्य

(ख) असत्य

(ग) असत्य

(घ) सत्य

(ड) सत्य

2. (i) कच्चा माल

(ii) उपकरण

(iii) कार्यग्राहकी

(iv) पेक्षांजå

(v) स्टोरिंग

(vi) टूटस

(vii) डिजाइन और ड्राइंग

(viii) निरीक्षण और परीक्षण सुविधाएं

(ix) कामगारों को प्रशिक्षण आदि

क्रमशः अगले अंक में.....
सोलन में अभिप्रेषणा शिविर

एमएसएमई–विकास संस्थान, सूरत, लघु एवं मध्यम उद्यम मंत्रालय, भारत सरकार, चम्बावाद, सोलन ने दिनांक 17 अगस्त, 2010 को औद्योगिक प्रशिक्षण संस्थान, सोलन में अंतिम वर्ष के छात्रों के लिए एकदिवसीय औद्योगिक अभिप्रेषणा शिविर का आयोजन किया।

इस कार्यक्रम के आरम्भ में श्री श्रीविन्दु दोगर, प्रधानाध्यापक, औद्योगिक प्रशिक्षण संस्थान, सोलन ने सभी का स्वागत किया व उनके संस्थान द्वारा चलाये जा रहे विभिन्न कार्यक्रमों की जानकारी प्रदान की। तत्पश्चात एमएसएमई–विकास संस्थान, सोलन के सहायक निदेशक एवं इस कार्यक्रम के संचालक श्री ओ.पी. पाकुर, सहायक निदेशक (आ.ए.) ने विस्तारपूर्वक इस कार्यक्रम के उद्देश्य के बारे में बताया व प्रतिभागियों को स्वरोजगार अपनाने के लिए प्रेरित किया। उनकी परंपरा जिला उद्योग केंद्र, चम्बावाद से पश्चिम बिहार श्री अनिल पाकुर ने स्वरोजगार में जिला उद्योग केंद्र की भूमिका पर प्रकाश डाला। खादी एवं प्रामोदग्रंथ बोर्ड से आये सहायक विकास अधिकारी, श्री जसवीर सिंह ने प्रदेश में चल रही प.एम.जी.पी. योजना की विस्तार से चर्चा की व प्रतिभागियों से स्वरोजगार के लिए इस योजना का लाभ उठाने का आह्वान किया। तत्पश्चात श्री ओ.पी. पाकुर, वरिष्ठ प्रबंधक, पंजाब नेशनल बैंक ने प्रतिभागियों को स्वरोजगार के लिए रूप का उपयोग के लिए छात्रों द्वारा चलाया जा रही योजनाओं की जानकारी प्रदान की।

अपने अध्यायीय भाषण में श्री आर.पी. वैश्य, निदेशक, एमएसएमई–विकास संस्थान, सोलन ने प्रतिभागियों को स्वरोजगार के लिए प्रदान की जा रही विभिन्न सेवाओं की जानकारी प्रदान की।

परवाणु में अभिप्रेषणा शिविर

एमएसएमई–विकास संस्थान, सोलन ने दिनांक 19 अगस्त, 2010 को रची-न्याथ तैगर मेमोरियल औद्योगिक प्रशिक्षण केंद्र, परवाणु में शिक्षित बेरोजगारों के लिए एकदिवसीय औद्योगिक अभिप्रेषणा शिविर का आयोजन किया।

इस कार्यक्रम का उद्देश्य केंद्र के अंतिम वर्ष के प्रशिक्षणाधिकारियों को स्वरोजगार स्थापित करने हेतु प्रेरित करना था।

श्री ललित कौशल, प्रधानाध्यापक, रची-न्याथ तैगर मेमोरियल औद्योगिक प्रशिक्षण केंद्र, परवाणु ने अपने सम्बोधन में प्रशिक्षणाधिकारियों का आह्वान किया कि वे एमएसएमई–विकास संस्थान, सोलन द्वारा स्वरोजगार की दिशा में दी जाने वाली जानकारियों का भरपूर लाभ उठाये तथा उन्हें एकदिवसीय अभिप्रेषणा शिविर को अपने केंद्र में आयोजित करने पर आभार व्यक्त किया।

अपने सम्बोधन में श्री ए.आर. वर्मा, सदस्य सचिव, सिंगल बिंडो कॉनिएंस एजेंसी, परवाणु ने प्रतिभागियों को प्रधानमंत्री की रोजगार सुध सेवा चाइड़ तथा इकाई के पंजीकरण जापन दर्ज करने के बारे में विस्तृत जानकारी प्रदान की तथा राज्य सरकार द्वारा चलायी जा रही योजनाओं के बारे में जानकारी प्रदान की।

तत्पश्चात श्री बलदेव मेहता, प्रबंधक, पंजाब नेशनल बैंक, परवाणु ने सरकारी योजनाओं के अंततः वित्तीय लाभ लेने की प्रक्रिया के बारे में जानकारी प्रदान की।

अपने अध्यायीय सम्बोधन में श्री आर.पी. वैश्य, निदेशक एमएसएमई–विकास संस्थान, सोलन ने प्रतिभागियों को भारत सरकार द्वारा सुश्रम, लघु एवं मध्यम उद्यमों के विकास के लिए चलायी जा रही योजनाओं की विस्तृत जानकारी प्रदान की तथा प्रतिभागियों को स्वरोजगार के महत्त्व के बारे में बताया।
मार्तिक लघु उद्योग समावेश दिवस 2010

समाजवादी वृद्धिको से है दोस्ती करने विकास अभाष एवं प्रबंध

Published by The Development Commissioner, Micro, Small & Medium Enterprises, Nirman Bhavan, New Delhi-110108
Printed at Tara Art Printers Pvt. Ltd. B-4, Hans Bhavan, B. S. Zafar Marg, New Delhi-110002