

Promotion of Information & Communication Technology (ICT) in Indian MSME Sector

The Programme:

The manufacturing industry is witnessing an increasing turbulent, dynamic and complex business scenario. The lowest entry barriers across countries, complex cost structures and relentless pursuit of customer satisfaction in response to rising expectations and adoption of Information and Communication Technology (ICT) compared to other nation and this has resulted in loss of global competitive advantage.

Objective:

The objective of this programme envisages that some of those clusters of MSMEs, which has quality production and export potential, shall be identified & encouraged and assisted in adopting ICT application to achieve competitiveness in National & International markets. The total GOI contribution during 11th Plan is stipulated as Rs 160 crore (approximately) for the scheme.

Activities:

The broad activities planned under the scheme include, identifying target cluster for ICT intervention, setting up of E-readiness infrastructure, developing web portals for clusters, skill development of MSME staff in ICT application, preparation of local software solution for MSMEs to enhance their competitiveness, construction of e-catalogue, e-commerce etc. and networking MSME cluster portal on to National level Portal in order to outreach MSMEs into global markets.

Deliverables:

- » 200 potential cluster across the country will reap the benefit from the scheme.
- » Forward and back ward integration.
- » Reduction in inventory level
- » Increased value addition in the product.
- » Increased in indirect labour productivity
- » Improved Competitiveness.
- » Enhanced market share in domestic & export market.

Present Status:

The Detailed Project Report (DPR) is under preparation. Detailed discussion are underway to finalize the operational model of the scheme with stakeholders. The scheme is under submission for the approval.