

**Government of India**  
**Ministry of Micro, Small and Medium Enterprises**  
**Office of the Development Commissioner (MSME)**  
**7th Floor, Nirman Bhavan, New Delhi-110108**

**SCHEME FOR NATIONAL AWARD - 2010**  
**QUALITY IN SELECTED PRODUCTS IN**  
**MICRO & SMALL ENTERPRISES (MSEs)**

## 1. OBJECTIVE

The Micro and Small Enterprises(MSEs) in India have undergone a vast development in the last five decades. The MSEs have registered tremendous growth as also the progress in terms of quality production, exports, innovation, product development and import substitution, very much beyond the expected objectives of setting up MSEs by the planners of industrial production base in the country. Entrepreneurial efforts have made it possible to produce number of items, which hitherto were imported. In quite a few cases new variants so produced are having additional attributes than their original versions and are capable of solving a multitude of user problems.

This all has become possible owing to the ambitious and visionary spirit entrepreneurs of MSEs.

Government of India, Ministry of Micro, Small & Medium Enterprises (MSME) has decided to encourage such entrepreneurs by giving National Awards for selected products in MSEs with the following objectives :

- (i) To encourage MSE to produce quality products conforming to national and international standards.
- (ii) To propagate and merit a culture of quality consciousness amongst a vast section of MSE.
- (iii) To instill a sense of confidence in MSE's products with the domestic consumers and to enhance the image of Indian Products in export market.
- (iv) To motivate MSEs to achieve higher levels of competitive advantage by quality production.

## 2. AWARDS

The Awards will be given once in a calendar year for the selected Product Groups. One Award will be given for each Product Group covered in the list of Select Product Groups for the year of Award.

<b>Trades</b>	<b>Products selected for National Award- Quality Products-2010</b>
<b>Leather</b>	(1) Leather Garments
<b>Chemical</b>	(2) Pharmaceutical Formulations (3) Bio Fertilizers/Bio-Pesticides

<b>Glass and Ceramics</b>	(4)	HT/LT Porcelain Insulators
<b>Food</b>	(5)	Ready to Eat / Instant Mix Food Products
<b>Mechanical</b>	(6)	Submersible Pumps
	(7)	LPG Operated Stoves/Appliances
<b>Electrical</b>	(8)	Circuit Breakers (All types)
<b>Electronics</b>	(9)	LED/LED Lighting Products
<b>Textile / Hosiery</b>	(10)	Ladies Blouse/Top, Skirt and Jeans

**1. National award in each selected products in Micro & Small Enterprises:**

Rs. 1,00,000/- Cash prize, a Certificate and a Trophy.

**2. Special Recognition Awards**

MSEs scoring marks above 80 percent and (50 percent in case of North Eastern Region including Sikkim) will be given Cash prize of Rs. 20,000/- each, a Certificate and a Trophy.

**3. PERIODICITY & ELIGIBILITY**

The Awards will be given for every calendar year to deserving entrepreneurs managing Micro& Small Enterprises having permanent SSI registration/have filed Entrepreneurs Memorandum Part-II with the authorities notified by respective State Governments/UT Administration in accordance with the provisions contained in the Micro, Small and Medium Enterprises Development (MSMED) Act. 2006, which has since come into force from 2 October, 2006. The MSEs should have been in continuous production during last three years i.e. 2007-08, 2008-09 & 2009-10.

**4. CRITERIA**

The evaluation for Award is to be done on the basis of and on the Criteria & Proforma for Evaluation and Awarding Marks (Form Y) specifically designed for the purpose. The critical areas include:

1. Inspection/testing of raw materials
2. Energy Conservation
3. Manufacturing practices & in-house testing/ on-line inspection
4. Quality control standards
5. Customer Services
6. Manpower Development for Quality Assurance

7. Exports
8. Pollution control measures
9. Employee Welfare measures
10. Packaging standards
11. Details of Investment/Employment/production/profitability
12. Use of Technology.
13. Leadership Abilities
14. Strategic Initiatives

## **5. COMPOSITION OF STATE/UT LEVEL SELECTION COMMITTEE ( SLSC)**

The SLSC will consist of following members.

- |   |   |                 |
|---|---|-----------------|
| (i) Secretary (Industries) of the State/UT  | - | Chairman        |
| (ii) Director of Industries of the State/UT   | - | Member          |
| (iii) Representative of the Bureau of Indian Standards (BIS) in the State   | - | Member          |
| (iv) A representative from one of the National Level Council of Scientific & Industrial Research (CSIR) Labs to be nominated by the chairman, | - | Member          |
| (v) Director, MSME Testing Center of the region   | - | Member          |
| (vi) President of the State Level Apex Association or his nominee   | - | Member          |
| (vii) Two or three representatives from State Level Industry Associations (to be nominated by the Chairman)                                   | - | Member          |
| (viii) Representative of Consumer Association (if any, to be nominated by the Chairman)   | - | Member          |
| (ix) Director, MSME-DI  | - | Member Convener |

5.1 State Level Selection Committee after proper screening is to select eligible MSMEs in order of merit including at least one each from SC/ST and a woman entrepreneur for the consideration of the National Level Selection Committee. Recommendations made by the State/UT Level Selection Committee that do not conform to the above stipulation will not be considered. MSMEs should be assessed based on the data/information submitted by the entrepreneur after verification.

5.2 For the purpose of evaluation by the State/UT Level Selection Committee, the Evaluation Criteria for awarding marks (Form Y) is enclosed. The recommendations of the State/UT Level Selection Committee should also accompany the break-up of marks on Form Y (duly completed).

5.3 Minimum qualifying marks as per criteria for consideration by the National Level Selection Committee for any type of Award will be 60 percent and 50 percent in case of enterprise from SC/ST and NER including Sikkim.

**5.4 State/UT Level Selection Committee while recommending the names for National Awards would institute such inquiries as may be necessary to satisfy themselves that the entrepreneur has been abiding by all statutory requirements in vogue, is maintaining the proper documentation and is also not involved in any economic/other offence for which enquiry/legal action is pending. The MSE status of the enterprise for the Award year be specifically verified and certified keeping in view the investment limit permissible in plant & Machinery as also other norms in vogue and in accordance with the provisions contained in the Micro, Small and Medium Enterprises Development (MSMED) Act. 2006, which has since come into force from 2 October, 2006.**

5.5 A Committee consisting of the Representative(s) of Director, MSME-DI and a Representative (s) of Directorate of Industries of the State/UT (on behalf of the State/UT Selection Committee) may visit the MSE to verify the information furnished in the application form including details on technology, performance, quality, Enterprises status, growth rate etc. and prepare a report for consideration of State Level Selection Committee while finalizing its recommendations.

5.6 The State Level Selection Committee may send its recommendations along with the applications to the Office of the Development Commissioner (MSME), Ministry of MSME, Govt. of India, 7th Floor, 'A' Wing, Nirman Bhawan, New Delhi-110108 latest by **2<sup>nd</sup> June, 2011**.

## **6. COMPOSITION OF NATIONAL LEVEL SELECTION COMMITTEE (NLSC)**

NLSC will consist of following member

(i) Additional Secretary & Development Commissioner (MSME)	Chairman
(ii) Secretary Industries Govt. of four States (representing each region by rotation)	Member
(iii) Chairman, National Small Industries Corporation (NSIC)	Member
(iv) Director General, National Productivity Council (NPC) or his nominee	Member
(v) Director General , Council of Scientific & Industrial Research (CSIR) or his nominee	Member
(vi) Director General , Bureau of Indian Standards (BIS) or his nominee	Member
(vii) Managing Director, Small Industries Development Bank of India (SIDBI) or his nominee	Member
(viii) President, Federation of Associations of Small Industries of India (FASII)	Member
(ix) President, Federation of Indian Micro & Small & Medium Enterprises (FISME)	Member
(x) President, Laghu Udyog Bharti	Member
(xi) Additional Development Commissioner o/o DC (MSME)	Member Convener

## **7. METHODOLOGY**

For purposes of selecting enterprises for consideration for awards, the following procedure will be observed :-

- (i) The eligible Enterprises will send their nominations in the prescribed proforma in duplicate (with original/ downloaded only on the prescribed form) to Director, MSME-DI of the State where their MSEs is registered/ have filed Entrepreneurs Memorandum (EM).

- (ii) State Level Selection Committee will select MSE for each of the Product Groups selected for the Award-2010 and award marks on the Criteria proforma (**Form Y**) enclosed.
- (iii) The recommendations of the State Level Selection Committee(SLSC) received without break-up of marks on Form Y and those on Application form will not be considered by the National Level Selection Committee (NLSC).
- (iv) The applications will further be scrutinized by the technical group of the office of DC(MSME) for evaluating the mark for submitting before National Level Selection Committee for selecting the awardees.
- (v) Qualifying marks as per criteria for consideration by the National Level Selection Committee will be 60% and (50% in case of NER including Sikkim). There will be no bar for an earlier awardees to be nominated again for same or different product included in the list of Product Groups selected for the year of Award.

## **8. PRIVILEGES**

The Award winners are given second AC sleeper Class, Railway fare for to and fro journeys performed by them by the shortest route from the location of the unit and daily allowance as per govt. rules to attend the Award Function. The winners of the Award shall have the privilege of using the symbol of the Award in their letter heads and their employees can wear labels, pins, ties or other distinctive badges with Award symbol indicating the year of the Award. The amount of Cash Prize received by the Winners of the National Award is exempted under Section 10(17) of Income Tax Act 1961.

## **9. TO WHOM TO APPLY**

The eligible Enterprises will send their nominations in the prescribed proforma in duplicate to Director, MSME-DI of the State where their MSME is registered/ have filed Entrepreneurs Memorandum. The application could also be routed to Director, MSME-DI through Director of Industries of State/General Manager, District Industries Centre but it should reach the Director MSME-DI by the last date of submission of application **ie 2nd May, 2011.** (Visit Website: [www.dcmsme.gov.in](http://www.dcmsme.gov.in)).



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**Last date - 2nd May, 2011**  
**N.B. Original/downloaded Application**  
**Form should only be used**  
**(Website: [www.dcmsme.gov.in](http://www.dcmsme.gov.in))**

**NATIONAL AWARDS - 2010**  
**QUALITY PRODUCTS IN MICRO & SMALL ENTERPRISES (MSEs)**  
**(Application Form to be submitted in duplicate)**

## **IMPORTANT**

1. Please carefully read instructions sheet attached at the end of the application form, before fillings up the same. Application is liable to be rejected if deviation from instructions are noticed.
2. The completed application form in original or downloaded on same colour paper in duplicate alongwith Annexures etc. be submitted to Director, MSME-DI (formerly SISI) located in the State.
3. All the claims should be supported with documents/reports/ certificates/notifications/Photos etc.







3. Details of Demand Draft enclosed :
  - (a) No. & date
  - (b) Name & address of issuing authority
  - (c) Amount

Note: Write on the back of Demand Draft Enterprise name, address & the Scheme of National Award for which the draft is submitted. Please also enclose photocopy of Demand Draft.

4. Type of Enterprise as on (please ✓ mark)
  - (i) Micro Enterprise engaged in manufacturing
  - (ii) Small Enterprise engaged in manufacturing

5. Date of birth of Entrepreneur

d	d	m	m	y	y		Age (in years)		

6. Whether the Entrepreneur belongs to SC/ST?  
If Yes, attach certificate

**YES / NO**

7. Educational/Professional Qualification :

**Enclose as Annexure-1**

8. Permanent SSI Registration No. & Date (Enclose copy of Certificate)

**Enclose as Annexure-2**

(a) Number																				
Date																				

- (b) Entrepreneurial Memorandum Part-II No. & Date (Enclose Certificate) **Enclose as Annexure-2a**

Number																				
Date																				

- (c) Date of Commencement of production/Services. 

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- (d) Also enclose photo of Front view of Building of Enterprise showing name Board etc. **Enclose as Annexure-2b**

9. Product (s) manufactured.

**Enclose photos/leaflets as Annexure-3**


10. Details of the investment, employment, production & profit of the enterprise (for the three years) :

Details of Investment, Employment, Production & Profitability	2007-08	2008-2009	2009-2010
Original investment in Plant & Machinery (Rs. in Lakh) value cummulative upto 31 <sup>st</sup> March			
No. of Employees as on 31st March			
Value of Annual Sales of Products/ Job Work (Rs. in Lakh)*			
Net Profit after taxes (Rs. in Lakh)*			
Export - Direct (Rs. in Lakh)			

\* Enclose Audited Balance Sheet for each year

**Enclose as Annexure-4**

11. Have you ever been awarded Quality Award earlier by this Ministry, Yes/No

if yes, please give the type and year of award.

**Enclose copy of certificate as Annexure-5**

Please give an affidavit on non-judicial stamp paper duly attested by  
Notary that you have cleared your Income Tax dues

**Enclose as Annexure-6**

Please give affidavit on non-judicial stamp paper duly attested by  
Notary that you are not involved in any economic or other offences  
for which enquiry/legal action is pending.

**Enclose as Annexure-7**

Note: Please enclose all the documents Valid for the period from 1 April  
2007 to 31 March 2010 (2007-08, 2008-09 & 2009-10).

All the claims should be supported with documents/reports/notifications/certificates/photos etc.

**12. Incoming Stores**

Do you have any arrangement to check/test the quality of your incoming stores vis-a-vis any  
National/International/Institutional/Buyers Standard in case of

(a) Raw materials  
If Yes, give details

Yes / No/Not applicable

**Enclose as Annexure-8**

(b) Components/Sub assemblies?  
If Yes, give details

Yes / No/Not applicable

**Enclose as Annexure-9**

### 13. Manufacturing

- (a) Do you own the requisite plant and machinery, tooling, on line inspection aids, testing instruments/equipment? Yes / No  
If Yes, give details/photos. **Enclose as Annexure-10**
- (b) Have you adopted Energy Conservation Measures in your enterprise? Yes / No  
If Yes, give details like energy audit reports/photos etc. **Enclose as Annexure-11**
- (c) Have you taken measures to improve upon the manufacturing and quality assurance technology applicable in your case? Yes / No  
If Yes, give details. **Enclose as Annexure-12**
- (d) Do you have separate staff for maintenance of plant & machinery? Yes/No  
If Yes, give details. **Enclose as Annexure-13**

### 14. Quality Control

- (a) Are you accredited with ISO 9000/ISO 14000/18000/22000/HACCP/GMP/FPO/Ag-mark equivalent certificate. If Yes, give documentary proof indicating date of issue (for the period 2007-08, 2008-09 & 2009-10). Yes / No  
**Enclose as Annexure-14**
- (b) Have you got a BIS Mark/International Standard or equivalent? Yes / No  
If Yes, please specify the standard followed and give details (for the period 2007-08, 2008-09 & 2009-10). **Enclose as Annexure-15**
- (c) Whether your products conform to IS or any other National standard or user's standard or enterprise's standards/specifications Yes / No  
If Yes, please give details with documentary proof. **Enclose as Annexure-16**
- (d) Do you practice stage inspection procedures during the production process? Yes / No  
If Yes, give details. **Enclose as Annexure-17**
- (e) Do you get your instruments/tested calibrated on regular intervals? If Yes, give details Yes / No  
(attach certificate for the period 2007-08, 2008-09 & 2009-10) **Enclose as Annexure-18**
- (f) Do you have a scheme to reward your employees for suggesting improvements leading to betterment of quality/productivity? Yes / No  
If Yes, give details **Enclose as Annexure-19**

### 15. Customer Services

- (a) Do you provide operating instructions/literature/manual for proper use of your products? Yes / No  
If Yes, please give details **Enclose as Annexure 20**

- (b) Do you provide after sales service during and after guarantee period? Yes / No  
If Yes, give details **Enclose as Annexure 21**
- (c) Do you maintain good public relations with your customers and have customers satisfaction and feed back report? Yes / No  
If Yes, give details **Enclose as Annexure 22**
- (d) Whether there has been consumer complaints? How did you redress these? Yes / No  
Any other Services. give details. **Enclose as Annexure 23**
- 16. Man Power**
- (a) Do you provide opportunities/training for the upgradation of skills & knowledge of your manufacturing/quality assurance staff and workers? Yes / No  
If Yes, give details (for the period 2007-08, 2008-09 & 2009-10) **Enclose as Annexure 24**
- (b) Do you have separate staff for quality control. Yes / No  
If Yes, give details like names, qualifications, experience etc. **Enclose as Annexure 25**
- 17. Exports**
- (a) Have you exported your product directly? Yes / No  
If Yes, give details of exports, year & country to which exported and value of exports with appropriate documentary proof. **Enclose as Annexure 26**  
(for the period 2007-08, 2008-09 & 2009-10).
- 18. Pollution Control : Have you taken measures for control of :**
- (a) Air Pollution? Yes / No/Not applicable
- (b) Water Pollution? Yes / No/Not applicable
- (c) Noise Pollution? Yes / No/Not applicable
- If the reply to any of the above is Yes, give details. If the Measures are not applicable enclose copy of NOC from the Competent Authority/ any notification issued by Competent Authority (valid for the period 2007-08, 2008-09 & 2009-10) **Enclose as Annexure 27**
- 19. Welfare Measures**
- Describe in brief welfare measures taken by you for the betterment of your staff, CPF, ESI, Bonus, etc. Plese attach documentary proof. **Enclose as Annexure 28**
- 20. Packaging**
- Do you adopt standard packaging practices? Yes / No  
If Yes, give details of the packaging standards/material adopted by you. **Enclose as Annexure 29**
- 21. Do you have inventory control system/Techniques?** Yes / No  
If Yes, give details with documentary proof. **Enclose as Annexure 30**

**22. Use & choice of Technology**

(a) Whether the technology employed is developed with own R & D?

If Yes, give details and how it is superior to conventional technology

**Enclose as Annexure 31**

(b) Technology obtained from NRDC/CSIR and other institutions,

If Yes, give details.

**Enclose as Annexure 32**

(c) Technology obtained from foreign country/agencies

If Yes, give details.

**Enclose as Annexure 33**

(d) Conventional/any other, give details.

**Enclose as Annexure 34**

**23. Leadership Abilities**

(i) Do you have any plan/vision to emerge the enterprise as a leader in the product segment/cluster and action taken in this regard. if yes, give details.

**Enclose as Annexure-35**

**24. Strategic Initiatives**

(i) Whether any initiatives have been taken to transform the enterprise to meet the change in business environment in next 5 year, if yes, give details.

**Enclose as Annexure-36**

**25. Please give a write up not more than 300 words about yourself, your unit and the product(s) manufactured/service(s) rendered by you indicating your specific achievement to justify your claim for being considered for the award**

**Enclose as Annexure-37**

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

SIGNATURE OF THE ENTREPRENEUR  
SEAL OF THE ENTERPRISE

Place :

Date :

## RECOMMENDATIONS OF THE STATE/UT LEVEL SELECTION COMMITTEE

### Product Group :

Marks Awarded out of 100	
Position in order of merit in case more than one enterprise is being recommended from the State/UT	

The duly verified form(s) must be sent along with criteria for Awarding Marks (duly filled in the prescribed format) and a covering letter giving the names of the entrepreneurs/enterprise in order of merit.

### Recommendation :-

Certified that M/s.....is an MSE as per the declared limits for investment in plant & machinery and other norms (\*) and is located at ..... We have gone through the submission made by the entrepreneur and after thorough scrutiny have found that he is not involved in any economic/other offence for which enquiry/legal action is pending, and recommend it to be fit case for consideration by the National Level Selection Committee for National Award - 2010 under the Product Group.....

Name of the Chairman and Members	Designation	Recommended	Signature
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

(+) Recommendations sent without break-up total marks awarded as per details required at Proforma Y will not be considered by the National Level Selection Committee.

- 1 Status of MSMEs will be considered in accordance with the provisions contained in the Micro, Small and Medium Enterprises Development (MSMED) Act. 2006, which has since come into force from 2 October 2006.

## Instructions for filling up the Application form

Dear Entrepreneur,

Kindly ensure that while filling the form you will strictly adhere to the given set of instructions.

1. Type/print legibly in capital letters your name both in Hindi (Devnagari) and English (Roman). Give one name only.
2. Type/print in capital letters, the name both in Hindi (Devnagari) and English (Roman) and address of the enterprise set up by you against which the award is being claimed. Give all the details of District/Taluka, State, Pin Code etc.
3. Please write on the reverse of the Demand Draft enterprise's name, state and scheme of Award under which Award is claimed. Enclose a copy of Demand Draft.
4. Please enclose necessary documentary proof in support of claims made by you while answering different points in the application form. Answer all the queries with clear and specific details. Do not furnish vague/evasive answer.
5. Write on the back of two extra photographs your name in capital letters.
6. Write Product Group against which the Award is to be claimed at the specific place.
7. In case, you belong to SC/ST category, please ensure to attach documentary proof, duly attested, failing which the benefits on that account will not be available.
8. Enclose attested photo copy of the permanent SSI registration/Entrepreneurial Memorandum (EM) part-II issued by District Industries centre/competent Authority.
9. Please type/print the required figures for production, profits, etc. in rupees lakhs only. Ensure to provide original investment in rupees lakhs in plant and machinery. (Do not take depreciated value). In case, decimal points are to be used they should be clearly visible.
10. Name important raw materials/components/sub-assemblies/assemblies with specifications, source of supply and how are they tested for quality assurance. Also provide details of the instruments/testing, jigs, equipments, machines etc. that you have for the purpose of quality assurance.
11.
  - (a) Give details of manufacturing machines, inspection instruments, their make etc. Enclose a Plant layout and flow chart of your process.
  - (b) Describe the energy conservation measures taken by you explicitly mentioning savings made during the last three years.
  - (c) Provide details as to how has the application of improved manufacturing/quality assurance technology has improved the performance of your unit.

12. (a) Attach a attested copy of the certificate in respect of quality standards held by you indicating the date of issue.
- (b) Equivalent standards to BIS for this purpose could be registration with DGQA, RDSO, GMP from the Controller of Drugs etc. Attach documentary proof of your attaining the mentioned standard(s).
- (c) Please specify the standards to which your product conforms and state how do you claim the same.
- (d) Explain your inspection procedure in detail including stage inspection to finished product stage.
- (e) Specify the interval of calibration. Also mention the agency through which you get your instrument calibrated. Attach copies of the calibration reports.
- (f) Describe whether you have in-house testing facilities or you get it from external agencies. In case of former give a detailed account of how do you test and attach a specimen copy of your test report. In case of later mention the name of the external agency/agencies which are providing such services to you along with the copies of the test certificates.
- (g) Describe your documentation/reporting procedure and attach some specimen Copies.
13. Specify your efforts to maintain good public relations and system of improving upon your quality.
14. (a) Describe training schedules of the concerned people detailing as to how they were/are trained.
- (b) Give details of staff earmarked for after sales service and the staff for maintenance of plant and machinery as percentage of the total employment.
15. Give an account of the suggestion(s)/contributions made by employees implemented by you for betterment of quality and how are the employee(s) rewarded.
16. Give details of the positive efforts made by you along with certificate from the National/State Level Pollution Control Board. In case the provisions are not applicable please enclose a copy of NOC from the competent Authority.
17. Application forms are provided free of cost. However, while submitting the Application, applicant must ensure that they enclose a demand draft of Rs.250/- and Rs.125/- (for SC/ST) payable at New Delhi in favour of "Pay & Accounts Officer (MSME)".
18. The application should be accompanied with the printed brochures, technical literature of the product and a write-up of the product and the enterprise and appropriate documentary evidences in support of the claims made against different queries of application form.
19. The above instructions be related to relevant point in the application form.
20. Each and every document should be properly **taged** and given Page number.



**List of Product Groups selected for  
National Award - 2010 for Quality Products in Micro & Small Enterprises**

<b>Trades</b>	<b>Products selected for National Award- Quality Products-2010</b>
<b>Leather</b>	(1) Leather Garments
<b>Chemical</b>	(2) Pharmaceutical Formulations (3) Bio Fertilizers/Bio-Pesticides
<b>Glass and Ceramics</b>	(4) HT/LT Porcelain Insulators
<b>Food</b>	(5) Ready to Eat / Instant Mix Food Products
<b>Mechanical</b>	(6) Submersible Pumps
	(7) LPG Operated Stoves/Appliances
<b>Electrical</b>	(8) Circuit Breakers (All types)
<b>Electronics</b>	(9) LED/LED Lighting Products
<b>Textile / Hosiery</b>	(10) Ladies Blouse/Top, Skirt and Jeans

**Addresses of MSME-DIs (Earlier S.I.S.I ) where Application Forms of National award to be submitted.**

<b>S.No</b>	<b>Enterprises located at States/UTs</b>	<b>Addresses of MSME-DIs ( Application Forms of National award to be submitted)</b>	<b>Tel No.</b>
1	Andhra Pradesh	Director MSME-DI Narasapur Cross Rd., Bala Nagar <b>Hyderabad-500037 (Andhra Pradesh)</b>	040- 23078857 23078131/32/33
2	Assam/ Meghalaya/ Arunachal	Director MSME-DI Industrial Estate, Bamunimaidan <b>Guwahati-781021 (Assam)</b>	0361- 2654042 2655542 2550298
3	Bihar	Director MSME-DI Patliputra Indl. Estate, <b>Patna-800013 (Bihar)</b>	0612- 2262186 2262719 2262211
		Director MSME-DI Goshala Road, Ramna <b>Muzaffarpur-842002 (Bihar)</b>	0621- 2282486 2284425
4	Chhattisgarh	Director MSME-DI Opp. Chhattishgarh Club Civil Line <b>Raipur-492001 (Chhattishgarh)</b>	0771- 2422312 2427719
5	Delhi	Director MSME-DI Opp. Okhla Indl. Estate, <b>New Delhi-110020</b>	011- 26847223 26838118
6	Goa	Director MSME-DI P.O. Box No.334, Opp. Konkan Railway Station <b>Margao-403601 (Goa)</b>	0832- 2705092 2710525 2705093/94
7	Gujarat / Dadar Nagar Haveli / Daman &Diu	Director MSME-DI Harsiddh Chambers, 4 <sup>th</sup> Floor Ashram Road, <b>Ahmedabad-380014 (Gujarat)</b>	079- 27540619 27544248 27543147
8	Haryana	Director MSME-DI 11-A, Indl. Development Colony, Near ITI Campus, Kunjpura Road., <b>Karnal-132001 (Haryana)</b>	0184- 2230910 2231862
9	Himachal Pradesh	Director MSME-DI Electronics Complex, Chambaghat, <b>Solan-173213 (H.P)</b>	01792- 230766 230265

10	Jammu & Kashmir	Director MSME-DI Digiana Indl. Estate, <b>Jammu-Tawi-180010 (J &amp; K)</b>	0191-2431077 2455529 2450035
11	Jharkhand	Director MSME-DI Industrial Estate, <b>Kokar Ranchi-834001</b>	0651- 2544743 2544161
12	Karnataka	Director MSME-DI Rajaji Nagar, Industrial Estate, <b>Bangalore-560044(Karnataka)</b>	080- 23151540 23151581
		Director MSME-DI P.Box No.1016, Indl. Estate Gokul Road, <b>Hubli-580030 (Karnataka)</b>	0836- 2332334 2335634
13	Kerala / Lakhsadweep	Director MSME-DI Kanjani Road, Ayyanthole, <b>Thrissur-680003 (Kerala)</b>	0487- 2360216 2360686
14	Madhya Pradesh	Director MSME-DI 10, Indl. Estate, Pologround, <b>Indore-452015 (M.P)</b>	0731- 2420723 2421048
15	Maharashtra	Director MSME-DI Kulra Andheri Road Saki-Naka, <b>Mumbai-400072 (Maharashtra)</b>	022- 2633048 2485430
		Director MSME-DI CGO Complex, Seminary Hills, <b>Nagpur-440006 (Maharashtra)</b>	0712- 2511985 2510352
16	Manipur/ Nagaland	Director MSME-DI, Takyelpat-Industrial Estate, <b>Imphal-795001 (Manipur)</b>	0385- 2220584 2223096
17	Orissa	Director MSME-DI Vikas Sadan, College Square, <b>Cuttack-753003 (Orissa)</b>	0671- 2332307
18	Punjab / Chandigarh	Director MSME-DI Industrial Area B, <b>Ludhiana-141003 (Punjab)</b>	0161- 2533225 2531733
19	Rajasthan	Director MSME-DI 22, Godown, Indl. Estate, <b>Jaipur-302006 (Rajasthan)</b>	0141- 2210553 2213099

20	Sikkim	Director MSME-DI Tadong, <b>Gangtok-737102 (Sikkim)</b>	03592- 231262 231880
21	Tamil Nadu / Puducherry	Director MSME-DI 65/1, GST Road, Guindy, <b>Chennai-600032 (T.N)</b>	044- 22501011 22501014
22	Tripura/ Mizoram	Director MSME-DI Advisor Chowmuhani, Krishna nagar Road <b>Agartala-799 001 (Tripura)</b>	0381- 2322640 2326570
23	Uttar Pradesh	Director MSME-DI 107, Indl. Estate, Kalpi Road, Fazalganj, <b>Kanpur-208012 (U.P)</b>	0512- 2220831 2295070/73
		Director MSME-DI 34,Industrial Estate, Nunhai, <b>Agra- 282006 (U.P)</b>	0562- 2280879 2280882
		Director MSME-DI E-17/18, Industrial Estate,Naini, <b>Allahabad-211009 (U.P)</b>	0532- 2697468 2695156
24	Uttarakhand	Director MSME-DI Kham Bangla, Kaladungi Road <b>Haldwani-263139 (Uttarakhand)</b>	05946- 228353 221053
25	West Bengal/ Andaman & Nicobar	Director MSME-DI 111-112, B.T.Road <b>Kolkata-7000108 (W.B)</b>	033- 25775531 25770595/98

**GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES  
OFFICE OF THE DEVELOPMENT COMMISSIONER (MSME)**

**7th Floor, Nirman Bhavan, New Delhi-110108**

**NATIONAL AWARD - 2010  
FOR QUALITY PRODUCTS IN MSEs**

1. For use by SLSC/  
NLSC only

**Form 1 Criteria & Proforma for Evaluation and Awarding Marks**

**Note: For Evaluation and awarding marks, achievements for the period from 1 April 2007 to 31 March, 2010 ie 2007-08, 2008-09 & 2009-10 or as specified in the application form for all points should only be considered. Marks should be awarded on the basis of documentary evidence.**

- A. NAME OF THE ENTERPRISE** \_\_\_\_\_  
**B. TRADE & PRODUCTS** \_\_\_\_\_  
**C. TYPE OF ENTERPRISE** \_\_\_\_\_  
**D. STATE** \_\_\_\_\_

S.No.	Criteria Parameters for Awarding Marks	Maximum Marks	Marks allotted by State Level Selection Committee	Marks suggested by Technical Division	Brief comments
1.	Testing/quality of Raw material used (Ref. Annex-8)	5			
	or				
	Testing/Quality of Components/sub assemblies (Ref. Annex-9)				
2.	Has the enterprise requisite Testing equipment/ instrument (Ref. Annex-10)	3			
3.	Energy conservation measures (Ref. Annex-11)	3			

4.	<b>Improvement in the Manufacturing and Quality Assurance Techniques (Anex-12)</b>	3			
5.	<b>Obtaining ISO-9000 Series/14000/22000 / HACCP/GMP/equivalent certification ñ (Marks any one of may be given. 3years ie. 2007-08, 2008-09 &amp; 2009-10) (Ref. Annex-14)</b>	6			
	(i) 3years and above- 6 Marks				
	(ii) less than 3years – 4 marks				
6.	<b>Standardization NB: higher of the either (i),(ii)or (iii) may be awarded as applicable (Ref. Annex-15&amp;16)</b>	6			
	(i) Obtained BIS Mark/ International Standard/ equivalent- 6 Marks				
	(ii) Product Conform to IS or any other National – 4 Marks				
	(iii) Product conform to company's/user's specification – 3 Marks				
7.	<b>Stage Inspection Procedure during the production/ process (Ref. Annex-17)</b>	4			
8.	<b>Getting instruments/ Gauges /test rigs Calibrated on regular intervals (Ref. Annex-18)</b>	4			
9.	<b>Any reward scheme introduced for employees for suggesting Improvements Leading to Quality/Productively improvement (Ref. Annex-19)</b>	3			

10.	<b>Providing after sales service during the guarantee period (Ref. Annex-20, 21 &amp; 22)</b>	2			
11.	<b>Redressing system for customers complaints (Ref. Annex-23)</b>	2			
12.	<b>Whether Enterprise provide training to the staff and workers on Quality Assurance (Ref. Annex--24)</b>	4			
13.	<b>Whether Enterprise has separate staff for maintenance of plant/ machinery (Ref. Annex-13)</b>	2			
14.	<b>Export (Direct) (Ref. Annex-26)</b>	6			
	(i) 3 years export - 6 Marks				
	(ii) 2 years export – 4 Marks				
	(iii) 1 years export – 2 Marks				
15.	<b>Pollution Control (Note: Full marks be given if these measures are not applicable to this industry subject to presentation of relevant NOC from the Competent Authority/ exempted by Competent Authority) (Ref. Annex-27)</b>	5			
	(i) Air Pollution – 2 Marks				
	(ii) Water Pollution – 2 Marks				
	(iii) Noise Pollution – 1 Mark				
16.	<b>Welfare Measures (Ref. Annex-28)</b>	3			
	(i) ESI-1 Mark				
	(ii) CPF-1 Mark				
	(iii) Bonus-1 Mark				

<b>17.</b>	<b>Standard of Packaging (Ref. Annex-29)</b>	4			
<b>18.</b>	<b>Investment in Plant/ Machinery</b>	4			
	(i) Rising – 4 Marks				
	(ii) Stable or $\pm 10\%$ of base year— 3 Marks				
	(iii) Erratic— 1 Mark				
	(iv) Falling – 0 Mark				
<b>19.</b>	No. of employees	4			
	(i) Rising – 4 Marks				
	(ii) Stable or $\pm 10\%$ of base year— 3 Marks				
	(iii) Erratic – 1 Mark				
	(iv) Falling – 0 Mark				
<b>20.</b>	Value of Annual Sales	4			
	(i) Rising – 4 Marks				
	(ii.) Stable or $\pm 10\%$ of base year – 3 Marks				
	(iii) Erratic – 1 Mark				
	(iv) Falling – 0 Mark				
<b>21.</b>	Profitability	4			
	(i) Rising – 4 Marks				
	(ii.) Stable or $\pm 10\%$ of base year— 3 Marks				
	(iii) Erratic – 1 Mark				
	(iv) Falling – 0 Mark				
<b>22.</b>	<b>Inventory Control Method (Ref. Annex-30)</b>	4			
<b>23.</b>	<b>Technology (Ref. Annex-31&amp;34)</b>	5			
	(i) Self developed (with own R&D and by using Product/Processes superior to conventional) –5 Marks				



	(ii) Technology from NRDC/ CSIR/Any other R&D Institutions/ Imported – 4 Marks				
	(iii) Conventional –3 Marks				
<b>24.</b>	<b>Leadership Abilities</b> <b>A plan in place to</b> <b>develop the enterprise as</b> <b>a cluster/ regional leader</b> <b>in product</b> <b>(Ref. Annex-35)</b>	<b>5</b>			
	<b>(Mark anyone)</b>				
	(i) Excellent leadership abilities/plan with supporting documents. – 5 marks				
	(ii) Good leadership abilities/plan. – 3 marks				
	(iii) No such initiatives taken – 0 mark				
<b>25.</b>	<b>Strategic Initiatives</b> Strategic initiatives taken to transform the enterprise to meet change in business environment in next five years. <b>(Ref. Annex-36)</b>	<b>5</b>			
	<b>(Mark anyone)</b>				
	(i) Excellent Strategic initiatives with supporting documents. – 5 marks				
	(ii) Good Strategic initiatives ñ 3 marks				
	(iii) No such initiatives taken – 0 mark				
	Total	<b>100</b>			

**Signature of Members of State Level Selection Committee**

Name	Designation	Office	Signature

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**Signature**  
**Name and Designation of**  
**the officer of the DC (MSME)**