

1) - MSME SUSTAINABLE (ZED) CERTIFICATION



Objective:

The ZED Certification envisages promotion of Zero Defect Zero Effect (ZED) practices amongst MSMEs so as to:

- Encourage and enable MSMEs for manufacturing of quality products using latest technology, tools & to constantly upgrade their processes for achievement of high quality and high productivity with the least effect on the environment.
- Develop an Ecosystem for ZED Manufacturing in MSMEs, for enhancing competitiveness and enabling exports.
- Promote adoption of ZED practices and recognising the efforts of successful MSMEs.
- Encourage MSMEs to achieve higher ZED Certification levels through graded incentives.
- Increase public awareness on demanding Zero Defect and Zero Effect products through the MSME Sustainable (ZED) Certification.
- Identify areas to improve upon, thereby assisting the Government in policy decisions and investment prioritization.



Key Benefits:

- **Cost of Certification**
 - Certification Level 1: BRONZE: Rs. 10,000/-
 - Certification Level 2: SILVER: Rs. 40,000/-
 - Certification Level 3: GOLD: Rs. 90,000/-
- **Subsidy on cost of ZED certification:**
 - Joining Reward of Rs. 10,000/- (Bronze will become free if availed)
 - 80-60-50% for Micro, Small & Medium Enterprises

- **Additional subsidy:**
 - 10% for Women/SC/ST owned MSMEs OR MSMEs in NER/Himalayan/LWE/Island territories/aspirational districts.
 - 5% for MSMEs which are also a part of the SFURTI OR Micro & Small Enterprises – Cluster Development Programme (MSE–CDP) of the Ministry.
- **Financial Assistance in Testing/Quality/Product Certification:**
 - Up to 75% of the total cost of Testing/Certification, with the maximum ceiling of subsidy being Rs. 50,000/-.
- **Handholding Support :**
 - Up-to Rs.2 lakhs for consultancy for all ZED certified MSMEs.
- **Support in Technology Upgradation for Zero Effect Solutions:**
 - Up-to Rs. 3 lakhs for all ZED certified MSMEs.
- **MSME KAWACH (Knowledge Acquisition through WASH for an Accelerated COVID-19 Handling) Certification:** After taking ZED Pledge, MSMEs can avail support for their preparedness to mitigate COVID 19 risks after obtaining Certification based on WASH Standard.
- **Graded incentives:** MSMEs can avail graded incentives as prescribed for the three ZED Certification Levels. Wherever possible, the incentives provided by States will be linked through API integration with the ZED portal to ensure interoperability.



Scheme applicable for:

- All MSMEs registered with the UDYAM registration portal (of the MoMSME) will be eligible to participate in MSME Sustainable (ZED) Certification and avail related benefits/incentives.



Detailed Information:

- MSME Sustainable (ZED) Certification is an extensive drive to create awareness amongst MSMEs about Zero Defect Zero Effect (ZED) practices and motivate and incentivize them for ZED Certification while also encouraging them to become MSME Champions. Through the journey of ZED Certification, MSMEs can reduce wastages substantially, increase productivity, enhance environmental consciousness, save energy, optimally use natural resources, expand their markets, etc. MSMEs will also be motivated to adopt best practices in work culture, standardization of products, processes and systems etc. in order to enhance their global competitiveness and sustainability. The ZED Certification aims at enhancing the competitiveness of an MSME by assessment, modification through guidance, handholding, managerial and technological intervention – not just certification.



How to apply:

- Eligible MSMEs shall apply through online portal www.zed.msme.gov.in

