

**MSME**

# INSIDER

**HIGHLIGHTS**

National Coir Conclave 2022

Enterprise India Mega Job Fair

National Conference of MSME

# COIR CONCLAVE 2022



# INSIDER MSME



## HIGHLIGHTS

- National Coir Conclave 2022
- Enterprise India Mega Job Fair
- National Conference of MSME

NATIONAL

# COIR CONCLAVE



**COIR** is a good example of “WASTE TO WEALTH”, which provides a sustainable solution, as it is eco-friendly and helps in conservation of water and soil.

*- Shri. Narayan Rane, Union Minister for Micro, Small and Medium Enterprises*

# TABLE OF

# CONTENT

I.	<b>National COIR Conclave</b>	<b>04</b>
II.	<b>About the Ministry</b>	<b>09</b>
III.	<b>Progress Update</b>	<b>13</b>
IV.	<b>Events</b>	<b>16</b>
V.	<b>Success Stories</b>	<b>20</b>
VI.	<b>Social Media</b>	<b>22</b>



# COIR

## *The Golden Fibre: Ensuring Sustainable Rural Livelihoods*

Coir comes from coconuts. It's the fibrous husks of the inner shell of the coconut and is used for all variety of products, including rugs, ropes, brushes, and even upholstery stuffing. The first recorded history of golden fibre in the country dates back to Ramayana period. In the Valmiki's Ramayana there



are references of coconut in the Kishkindha Kanda and Aranya Kanda. Ropes and cordage, made out of coconut fibre have been in use from ancient times. Indian navigators, who sailed the seas to Malaya, Java, China and to the Gulf of Arabia centuries ago, had been using Coir as their ship's cables. The Coir manufacturing

industry producing Coir mats, matting and other floor coverings started in India on a factory basis, over a hundred years ago when the first factory was set up in Alleppey in 1859 by the Late Mr. James Darragh, an adventurous Irish born American national. Enterprising Indians followed the trail blazed by this foreigner.

**Alleppey** (Alappuzha in Malayalam) is the nerve centre of **Kerala's famous Coir industry**. Here, one can see coconut husks being beaten into fibre for making beautiful mats and other Coir products. **Both men and women** are actively involved in the production of Coir. Coir Industry enjoys the status of largest Cottage Industry in the State of Kerala, **giving employment to over a million people**.

The absence of awareness about the upsides of Coir and its by-products, hesitance of artisans to utilize them, non-accessibility of a critical mass of these items in the market are major hurdles on their approach to getting potential consumers.

**Coir Board** was set up under the **Coir Industry Act, 1953** by the

Government of India for Creating awareness and the overall sustainable development of the Coir industry in the Country. The Board functions under the **Ministry of Micro, Small and Medium Enterprises**.

The functions of the Board as laid down under the Act; includes undertaking, assisting, and encouraging scientific, technological, and economic research, modernization, quality improvement, human resource development, market promotion, and welfare of all those who are engaged in this industry. For the last more than 60 years Coir Board is steering the industry and the industry today plays a vital role in the economic development of rural areas of the country. The Coir industry sustains predominantly women, in different states of the country. It is estimated that around **80% of the workforce in the industry are women** and it plays a vital role in rural women's empowerment in many coastal districts of the country. Under PMEGP (Prime Minister's Employment Generation Programme), Coir Units have been started in different states of the country.

*While many industries recorded a dip in the export of their products after COVID-19, the Coir and Coir products from India registered an all-time-high record of around 11.63 lakh metric tonne, worth Rs 3,700 crore, during the pandemic period of 2020-21.*

Coir is a material which is widely used to overcome the problem of erosion. When woven into geotextiles and placed on areas in need of erosion control it promotes new vegetation by absorbing water and preventing top soil from drying out.

The Coir Board's Research Institutes are undertaking new R&D projects in Coir with various CSIR units and Universities. New end-use applications of Coir like the use of **Coir Geotextiles** for preventing soil erosion, conversion of Coir Pith into valuable bio-fertilizer and soil conditioner, and Coir Garden articles have gained popularity in India and abroad.

The growing affinity towards environment-friendly products has helped Coir and Coir products in domestic as well as foreign markets. Coir Geo Textile is naturally **resistant to rot, molds and moisture**, and free from any microbial attack hence it needs no chemical treatment. **Coir Geotextiles are also used for construction of rural roads under Pradhan Mantri Gram Sadak Yojana.**

Hon'ble Union Minister for MSME, **Shri. Narayan Rane** and Hon'ble Minister of State for MSME, **Shri Bhanu Pratap Singh Verma** along with other State Ministers and senior officials inaugurated the 'Enterprise India National Coir Conclave 2022'. Speaking on the occasion **Shri. Narayan Rane** emphasized on the development of new products and new applications of coir through product development, product

diversification & adoption of new technologies.

On this occasion, Coir industry awards were distributed to 44 Coir & Coir products manufacturing /exporting units.

Coir Board also introduced new Coir products like Coir composite fruit bowl, geo-textile shadow lamp, Coir buttons, auto mirror covers made of Coir, flat rectangular tray, certificate holder as well as released Manual of Technologies for Coir, Books on Coir pith, geo-textiles and Coir floor furnishing.

**The major objective of the Conclave was to create an effective platform for discussion and interaction between the Central and State/UT functionaries concerned with the Coir industry. The Conclave deliberated on the issues, challenges and opportunities in the coir sector in each State/UT and in the country as a whole.**





**A** 'Run for Coir' was also organized on 6th May, 2022 to promote the use of Coir, as a natural, degradable, eco-friendly product. More than thousand people, including dignitaries, college students and the general public participated in the run. Coir products are environmentally benign and have received **"Eco Mark" certification from the Ministry of**

## Environment and Forests of the Government of India.

### Initiatives to promote the Coir industry

**Coir Udyami Yojana** is a credit-linked subsidy scheme for setting up Coir units with project cost up to Rs. 10 lakhs plus one cycle of working capital, which shall not exceed 25% of the project cost. The scheme is being implemented by the Coir Board.

The **Coir Vikas Yojana scheme** facilitates the development of domestic and export markets, skill development and training, empowerment of women, employment/entrepreneurship creation and development, enhanced raw material utilization, trade-related services, and welfare activities for the Coir workers, etc.



### *Important Schemes related to Coir Sector:*

1. Skill Upgradation and Mahila Coir Yojana
2. Export Market Promotion (EMP)
3. Development of Production Infrastructure (DPI)
4. Domestic Market Promotion (DMP)
5. Trade and Industry Related Functional Support Services (TIRFSS)
6. Welfare Measure (Group Personal Accident Insurance Scheme)





The Coir has got immense potential and can play an instrumental role in enhancing exports and adding to MSME's share in the GDP of the country. Coir industry is opening up new avenues in the application of its products and is moving to Pan India with the popularisation of the schemes and services available, thereby providing employment opportunities and also the products and their applications. Research and development efforts are continuing to focus on the use of coir in geotextiles and other new applications as the market shows promising prospects.



# About the Ministry

## 01. Shri Narayan Rane, Hon'ble Union Minister, MSME Invites UAE to invest in India, calls for working together to enable MSMEs to explore new opportunities

A delegation from UAE, led by H.E. Ahmed Belhoul Al Falasi, UAE Minister of State for Entrepreneurship and SMEs called upon Shri. Narayan Rane, Hon'ble Union Minister of MSME, GOI and his team on May 12<sup>th</sup>, 2022 in Udyog Bhawan, New Delhi. During the meeting, discussion was held on potential areas of bilateral collaboration under the framework of specific chapter on SMEs included in the India-UAE Comprehensive Economic Partnership Agreement (CEPA).



## 02. Hon'ble Union Minister of State (MoS) for MSME, Shri. Bhanu Pratap Singh Verma, inaugurated new office building of MSME- Development Institute at Patna (Bihar) on 19th May, 2022.

Hon'ble Union Minister of State (MoS) for MSME, Shri. Bhanu Pratap Singh Verma inaugurated new office building of MSME- Development Institute at Patna (Bihar) on 19th May, 2022 and announced the establishment of New Testing Centres at Ahmedabad (Gujarat), Patna (Bihar) and Dimapur (Nagaland).



## 03. 3<sup>rd</sup> Meeting of the Asia-Pacific Policymakers Network

Ms. Mercy Epao, Joint Secretary (SME), Ministry of Micro, Small & Medium Enterprises (MSME) represented the Ministry in third session of **“Asia-Pacific MSME Policymakers Network (the Network)”** organised by United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) and held virtually on **May 18<sup>th</sup>, 2022.**

## 04. NSIC, in association with Industrial Technology Research Institute (ITRI) of Taiwan organized focused “Virtual B2B Meetings”

NSIC, in association with Industrial Technology Research Institute (ITRI) of Taiwan organized focused “Virtual B2B Meetings” between 11<sup>th</sup> May- 25<sup>th</sup> May 2022 amongst MSMEs of India and those of Taiwan engaged in Healthcare sector under the action plan decided during the 1st Taiwan-India SME JWG (Joint Working Group) Meeting co-hosted by Ministry of Micro, Small & Medium Enterprises (MSME), India and Small and Medium Enterprise Administration (SMEA), Ministry of Economic Affairs (MOEA), Taiwan. These virtual B2B meetings provided a platform to the enterprises from both sides to explore possibilities of import/export, joint venture/ technology collaboration in the Healthcare and Medical devices sector.



## MoUs & Partnerships

### 01. NSIC signed MOU with M/s Ambuja Cement Limited

NSIC signed MOU with M/s Ambuja Cement Limited on 20.05.2022 under the NSIC Raw Material Distribution scheme for supply of Cement in Northern India market. The MoU will facilitate MSME in getting quality Cement material at competitive prices

### 02. NSIC signed MoU with IDBI Bank

NSIC signed MoU with IDBI Bank on 12.05.2022 at New Delhi for establishing a strategic partnership to support MSMEs with their credit requirements under its Bank Credit Facilitation Scheme.

**03. NI-MSME entered two Memorandum of Understandings with Chandradeep Solar Research Institute for conducting - 3rd International Conference on e-Governance on promotion of Farm and non-Farm enterprises**

NI-MSME entered two Memorandum of Understandings with Chandradeep Solar Research Institute for conducting - 3rd International Conference on e-Governance on promotion of Farm and non-Farm enterprises to achieve Livelihood sustainability (CONFEM - 2022) held on 25-26 June 2022.



## Research & Development

**01.** Central Tool Room & Training Centre (CTTC), Kolkata has designed and manufactured Liner Mould for Liner component for M/s AIL Plastics Pvt. Ltd., Kolkata which is used in Indian Railways.

**02.** MSME TC Bhopal supported M/s Clean Electric, a startup promoted by 4 IIT graduates for development of battery manufacturing.



# Progress Update

## MSME SAMBANDH – Public Procurement Policy:

- Implementation of Public Procurement Policy for Micro and Small enterprises is monitored through 'MSME SAMBANDH' portal. Upto 31.05.2022, the procurement details of Central Public Sector Enterprises (CPSEs) during FY 2020-21, FY 2021-22 & FY 2022-23 are as follows-

Year	CPSEs reported (Nos.)	Total Procurement (Rs. in crore)	Procurement from MSEs (including MSEs owned by SC/STs) (Rs. in crore)	Procurement from MSEs owned by SC/STs (Rs. in crore)	Procurement from MSEs owned by Women (Rs. in crore)
2020-21	156	1,45,805.42	40,720.93 (27.93%) (1,76,772 MSEs benefitted)	760.04 (0.52%) (6,845 MSEs benefitted)	732.46 (0.50%) (5,010 MSEs benefitted)
2021-22 (As on 29.04.2022)	127	1,39,233.44	49,325.18 (35.43%) (2,08,504 MSEs benefitted)	1,133.79 (0.81%) (9,456 MSEs benefitted)	1,482.85 (1.07%) (9,684 MSEs benefitted)
2022-23 (As on 31.05.2022)	35	2,914.39	976.07 (33.49%) (2,400 MSEs benefitted)	10.01 (0.34%) (66 MSEs benefitted)	15.32 (0.53%) (140 MSEs benefitted)

## Credit Guarantee Scheme for Subordinate Debt (CGSSD) :

- It is operationalized through a special window created for this purpose under Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE).
- As reported by Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), under the Credit Guarantee Scheme – Subordinate Debt (CGSSD) for stressed MSMEs during the

month of May, 2022 (upto 24.05.2022), 2 guarantees have been approved involving an amount of Rs. 0.27 crore.

- During the current FY 2022-23 (from 01.04.2022 to 24.05.2022), 8 guarantees involving an amount of Rs. 2.51 crore have been approved.

### **Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) :**

- During the month of May, 2022 (upto 25.05.2022), as per the data provided by CGTMSE, 61,188 guarantees have been approved involving an amount of Rs. 4,169 crores.
- During the current FY 2022-23 (from 01.04.2022 to 25.05.2022), 1,19,789 guarantees involving an amount of Rs. 9,538 crores have been approved.

### **Prime Minister Employment Generation Programme (PMEGP):**

- Margin Money Subsidy of Rs. 367.48 Cr was disbursed by banks upto 31.05.2022, under the 'Prime Minister's Employment Generation Programme' (PMEGP) Scheme which will create estimated employment of around 103064 persons.

### **Capacity Building and Augmentation:**

#### **Training & Placement:**

- 14,975 persons have been imparted skill training through various organizations under the Ministry, i.e., Tool Rooms & Technical Institutions, New Technology Centre's established under TCSP, National Small Industries Corporation (NSIC) Ltd., Khadi and Village Industries Commission (KVIC), Coir Board etc. during the month of May, 2022.
- 200 trainees trained by MSME Tool Rooms & Technical Institutions viz., CTTC Bhubaneswar, IDTR Jamshedpur and its extension Centre, Tool Room & Training Centre (TRTC), Patna have been placed in various enterprises.
- NI-MSME has conducted valedictory Programme for capacity building Programmes sponsored under National SC/ST Hub Scheme, Ministry of MSME on 6th May 2022 at NI-MSME campus. A total of 480 students were trained for 45 days in various capacity building Programmes such as Business Development Executive, Communication & Soft Skills, Accounts Executive & Sales Manager
- Tool Room & Training Centre (TRTC), Guwahati has undertaken following major activities during the month of May, 2022 :-
  - Trained 461 candidates in various NCVT/SCVT Certificate and Diploma courses such as Machinist, Turner, Welder, Computer Hardware & Network Management, Steel Fabrication, Plumber, CNC Machining, CAD/CAM, PLC, Auto CAD & Catia etc.

- Rendered services to 59 units including MSMEs by manufacturing of tools & components.
- 56 trainees have been placed in different industries of Assam.

### **Assistance and Handholding:**

- During the month of May, 2022, 18 Tool Rooms & Technical Institutions under the Office of Development Commissioner (MSME) assisted 2,545 units for various job works, testing & calibration, consultancy services such as designing and manufacturing of dyes and tools, moulds, jigs and fixtures, CAD/CAM, etc

### **Extension Centers (EC):**

- 35 locations for ECs have been approved, out of which, Detailed Project Reports (DPRs) of 26 ECs have been approved. These Extension Centres are in the process of establishment.
- 17 ECs have started training / assisting MSMEs. In the month of May 2022, 15 ECs have trained 1,198 trainees and assisted 30 MSMEs.

### **COIR Board :**

- 21 firms were newly registered as Coir Exporters and issued Registration-cum-Membership Certificates in May, 2022.

### **MSME Champions Scheme:**

- Under MSME-Sustainable (ZED) component of 'MSME Champions' Scheme, Rs. 1.31 crore has been released to MSME-Development Institutes for conducting 240 Awareness Programmes.
- During the month of May 2022, 7,045 MSMEs have been registered for ZED registration on ZED Portal, out of which 50 MSMEs have been "Bronze" certified.



# Events



## 01. National conference of MSME- Development Institutes, Testing Centres and Technology Centres

Ministry of MSME organized National conference of MSME-Development Institutes, Testing Centres and Technology Centres on 10<sup>th</sup> May 2022 at New Delhi. The aim of organizing this conference was to interact with field officials of the Development Commissioner (MSME), and the Ministry of MSME to make future plans for better implementation and monitoring of MSME schemes and coordination with State Governments and other stakeholders for the benefit of the MSMEs.

During the conference, Hon'ble Union Minister of MSME, Shri. Narayan Rane launched the second phase of **"MSME Rupay Credit Card"** on 10th May, 2022 with National Payments Corporation of India (NPCI) and four banks, viz., Kotak Mahindra Bank, Bank of Baroda, State Bank of Mauritius (India) and HDFC Bank.



## 02. ENTERPRISE INDIA 'MEGA JOB FAIR'

Shri. B.B. Swain, Secretary (MSME) inaugurated the 'ENTERPRISE INDIA MEGA JOB FAIR' at NTSC, Okhla on 13.05.2022 in the presence of Shri. Shailesh Kumar Singh, AS&DC(MSME), Smt. Alka Arora Nangia, CMD, NSIC, Shri. P. Udayakumar, Director (P&M), NSIC and Shri. Gaurang Dixit, Director (Finance). The major objective of Mega Job Fair was to provide employment opportunities to the students who are passing out from different courses being conducted in the Centre. More than 30 companies including renowned companies like LG Electronics, Munjal Showa (Hero Honda Group), JBM Group, Maxop, SPM Auto Comp, were present with various job offers. Addressing the event, Shri. B.B. Swain, Secretary (MSME) appreciated the efforts of NSIC in organizing the 'ENTERPRISE INDIA MEGA JOB FAIR' after pandemic period to facilitate the trainees of the Centre for their employment. The NSIC Technical Center aims to offer demand driven training to the youth and make them market ready for the future opportunities.



## 03. Khadi Events

- (i) Hon'ble Home Minister of India, Shri. Amit Shah launched the Khadi Products (through CPC) for sales in 107 CAPF Canteens of Paramilitary Forces at Guwahati, Assam on 09.05.2022.



- (ii) Hon'ble Union Minister (MSME), Shri. Narayan Rane in the august presence of Hon'ble Minister of State for MSME Shri. Bhanu Pratap Singh Verma and Hon'ble Minister of State for textiles, Shri. Darshana Vikram Jardosh inaugurated "Center of Excellence of Khadi" at NIFT, New Delhi on 11.05.2022.



## 04. National COIR Conclave & 'RUN FOR COIR'

The 'Enterprise India National Coir Conclave 2022' was launched by the Ministry of Micro, Small, and Medium Enterprises in Coimbatore, Tamil Nadu.

On May 6, 2022, a 'Run for Coir' was held to promote the usage of Coir as a natural, biodegradable, and environmentally beneficial commodity. More than thousand people, including dignitaries, college students and the general public participated in the run.



---

# Success Stories !

of Entrepreneurs.





**Mrs. Humera Nausheen**  
Doctor Mushroom Centre

## Looking for Financial Support? Get loan under PMEGP Scheme like Humera did!

Her B-Tech degree could have fetched her a life of luxury but she was born to become an entrepreneur. She came in association with Ministry of MSME and got financial support of Rs. 15 lakhs under PMEGP scheme; along with that she also participated in various seminars at NI-MSME that supported her quest to become a successful entrepreneur. Today she is not only the co-founder of Doctor Mushroom but also helping other women to become entrepreneurs.

## Spreading sunshine by introducing the concept of solar and bringing more savings in people's lives

Hailing from Odisha, Shri. Sujit Kumar Parida not just focussed in developing Solar Products as a successful Business Venture but also provided training and employment opportunities to the youth of the area. In this, he was supported by Ministry of MSME's scheme of National SC ST Hub (NSSH) and availed benefits like Single Point Registration Scheme (SPRS), MSME Mart Portal, tender information and tender execution. In his words, Sujit said that "Around Rs. 20 lakh of tender value was received only due to the handholding support of field offices of NSSH and for this I thank whole heartedly to the Ministry of MSME.



**Sh. Sujit Kumar Parida**  
Green Filament (SC Unit)



# Social Media

---

# Social Media

Ministry of MSME has an active social media presence that highlights the Ministry's day to day activities and engages with the public directly. This section highlights the social media buzz and the highest engagement posts for the month



[facebook.com/minmsme](https://facebook.com/minmsme)

Impression : 9,628

Ministry of Micro, Small and Medium Enterprises, Government of India  
Published by Mo Meme · 15 May

#MSME #PMEGP #KVIC #NSIC #COIRBOARD #SCSTHUB

GOVERNMENT OF INDIA  
MINISTRY OF MICRO,  
SMALL & MEDIUM ENTERPRISES

75  
असतो मा सद्गमय

### Prime Minister's Employment Generation Programme (PMEGP) Scheme

**Objective :**

- To create self-employment opportunities and generate employment for rural and unemployed youth.

**Key Benefits :**

- Bank-financed subsidy program for setting up new micro-enterprise in non-farm sector.
- Margin Money subsidy on Bank Loan ranges from 15% to 35% for projects up to Rs. 50 Lakh in manufacturing and Rs. 20 Lakh in the service sector.

**Scheme applicable for :**

- Any individual, above 18 years of age can apply.





# twitter.com/minmsme

Impression : 3499

← Tweet

 **Ministry of MSME**   
@minmsme

#MSME #ESDP #KVIC #NSIC #COIRBOARD  
#SCSTHUB

 **GOVERNMENT OF INDIA**  
MINISTRY OF MICRO,  
SMALL & MEDIUM ENTERPRISES



## Entrepreneurship & Skill Development Programme (ESDP) Scheme

**Objective :**

 • To promote new enterprises, capacity building of existing MSMEs and inculcating entrepreneurial culture in the country.

**Key Benefits :**

 • Widen the base of entrepreneurship by development, achievement, motivation and entrepreneurial skill to the different sections of the society.

**Schemes applicable for:**

 • Aspiring and Existing Entrepreneurs.

**How to apply:**

 Scan QR Code to apply



# About the Ministry

On 9 May 2007, Ministry of Small Scale Industries and the Ministry of Agro and Rural Industries were merged to form the Ministry of Micro, Small and Medium Enterprises (M/o MSME). This Ministry now designs policies and promotes/facilitates programmes, projects and schemes and monitors their implementation with a view to assisting MSMEs and help them to scale up.

The role of the M/o MSME and its organizations is to assist the States in their efforts to encourage entrepreneurship, employment and livelihood opportunities and enhance the competitiveness of MSMEs in the changed economic scenario.

**FOLLOW US @minmsme**

