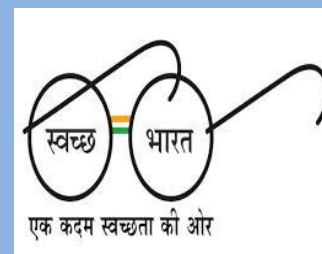




**E - News Letter
MSME-Development Institute,
Cuttack**



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April- June 2020

Atmanirbhar Bharat Abhiyan/ Self- Reliant India Movement:

The COVID-19 pandemic has affected the entire world and India is also bearing its brunt. It has impacted more than 200 countries and territories around the world. To contain the outspread of the novel corona virus, many countries instituted lockdowns and social distancing. India also implemented a nationwide lockdown. Consequently, the working segment, which had been steadily growing at a rapid pace in the last few years, has been badly impacted. The covid pandemic has critically dislocated skilled and unskilled migrant population as millions of migrants were forced to return to their native places. The shutdown also threatened the existence of millions of MSME units who are finding it difficult to even sustain themselves. In this context, the Hon'ble PM gave a clarion call for "Atmanirbhar Bharat" or "Self-Reliant India Movement" on 12th May, 2020 for providing a special package to all the sectors for addressing this unprecedented covid situation.

Objectives:

- Five Pillars of Atmanirbhar Bharat – Economy, Infrastructure, System, Vibrant Demography and Demand.
- Special economic and comprehensive package of Rs. 20.00 lakh crores - equivalent to 10% of India's GDP.
- Package to cater to various sections including cottage industry, MSMEs, labourers, middle class, industries, among others.
- Bold reforms across sectors will drive the country's push towards self-reliance.
- Vocal for our local products and to make them global.

Key Announcements for Businesses Including MSMEs:

- Rs 3 lakh crore Collateral free Automatic Loans for Business, including MSME.
- Rs 20,000 crore Subordinate Debt for MSMEs.
- Rs 50,000 crore equity infusion through MSME Fund of Funds.
- New definition of MSMEs.
- Global tender to be disallowed upto Rs 200 crore.
- E-market linkage for MSMEs to be promoted to act as a replacement for trade fairs and exhibitions.
- Fintech will be used to enhance transaction based lending using the data generated by the e-marketplace.
- Government has been continuously monitoring settlement of dues to MSME vendors from Government and Central Public Sector Undertakings.

Programmes on Self- Reliant India Movement:

- Director In-charge attended a VC on role of DIs in handling the challenges and opportunities of MSMEs on post-economic stimulation package on 28-05-2020 taken by Shri Pratap Chandra Sarangi, Hon'ble Minister of State for Micro, Small & Medium Enterprises and Fisheries, Animal Husbandry & Dairying, Government of India.
- Director In-charge attended a meeting at Secretariat, Bhubaneswar on 18-05-2020 with regard to stimulus package of Government of India for MSMEs and its smooth implementation along with Sri B.K. Moharana, AD (E.I.)/DDO and Sri Diwakar, AD.

A series of programmes on Self- Reliant India Movement were organized by Directorate of Industries, Govt. of Odisha and GM, RICs/DICs of the state during May & June, 2020. Officers from MSME-DI, Cuttack attended these programmes and made presentations. The highlights of some of the programmes are as follows:



GM, DIC, Cuttack organized a programme on Atmanirbhar Bharat Abhiyan at Govt. ITI, Khapuria, Cuttack on 27.05.2020. Dr.S.K Sahoo, Director In-charge, MSME-DI, Cuttack made a presentation on the topic and urged the entrepreneurs to take advantage of the schemes announced under the Atmanirbhar Bharat stimulus package for MSMEs. Other Dignitaries present in the programme included (i) Shri Udaya Narayan Das, Additional Secretary, MSME Dept., Govt. of Odisha; (ii) Shri Reghu G, Director of Industries, Govt. of Odisha; (iii) Shri S.K. Hota, Addl. Director of Industries, Govt. of Odisha & (iv) LDM, Cuttack.



Dr.Shibananda Nayak, Asst. Director, MSME-DI, Cuttack attended a Sensitization Workshop on “Atmanirbhar Bharat Special Package for MSME” at Sanskruti Bhawan, Bhadrak on 29.05.2020. The programme was organized by DIC, Bhadrak. He made a presentation on the Rs. 3 Lakh crore package announced under Atmanirbhar Bharat Abhiyan by Govt. of India for MSMEs. Dr. Gyan Das, Collector & District Magistrate, Bhadrak presided over the programme and raised his concern for migrant workers. Various MSME entrepreneurs, Govt. officials attended the programme.

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A presentation on Atmanirbhar Bharat was made by Sri D.C.Mishra, Asst. Director, MSME-DI, Cuttack on 30.05.2020 at Collector's conference Hall, Nayagarh regarding various packages announced by Hon'ble Prime Minister of India for MSMEs. Dr. Poma Tudu, Collector & District Magistrate, Nayagarh presided over the programme. About 43 participants including Bankers, MSME entrepreneurs, Govt. officials attended the programme. Collector & DM Ms. Poma Tudu instructed Lead District Manager, Nayagarh to send pre-approved proposals to various banks for finance under ECLGS. She also instructed GM, DIC to expedite the matter and extend assistance to MSME entrepreneurs during the Covid-19 pandemic situation.



Sri B.K Moharana, Asst. Director, MSME-DI, Cuttack attended a Sensitization Workshop on "Atmanirbhar Bharat Special Package for MSME". The programme was organized at DIC, Puri on 30.05.2020. He made a presentation on various packages announced under Atmanirbhar Bharat Abhiyan by Govt. of India for MSMEs. Shri Pradip Kumar Sahoo, Additional District Magistrate, Puri presided over the programme. GM, DIC, Puri & LDM, Puri and a significant number of MSME entrepreneurs also attended the programme.



Shri N.K.Ratnam, Asst. Director, Branch MSME-DI, Rayagada attended a Sensitization Programme on Atmanirbhar Bharat Programme organized by DIC, Nabarangpur on 03.06.2020. He discussed the package announced by Government of India for the benefit of MSMEs. Collector & DM, Nabarangpur; Local body authorities, Bank officials, Entrepreneurs, DIC officials etc. attended the programme.

Webinar on "Self Reliant India Movement - Stimulus Package for MSMEs":



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A webinar was organized by MSME-DI, Cuttack in association with CTTC, Bhubaneswar on “Self-Reliant India Movement- Stimulus Package for MSMEs” on 11.06.2020 (4.00 PM to 05.30 PM). During the programme, Dr. S.K Sahoo, Director (I/C), MSME-DI, Cuttack urged the MSME entrepreneurs to take advantage of the package announced by Government for the MSME sector during this unprecedented Covid-19 pandemic. Dr. S.K Kar, Head (Marketing & Consultancy), CTTC Bhubaneswar & Mr. Taufique Alam, DGM, Oriental Bank of Commerce, Bhubaneswar joined the webinar and addressed the entrepreneurs. This was followed by a Q & A Session. More than 100 participants joined the webinar.

Assistance provided to entrepreneurs during Lockdown period:

April, 2020

Sl. No.	Category wise assistance	Number
1.	GeM Registration (consultation provided)	38
2.	GST Registration (consultation provided)	5
3.	UAM Registration	24
4.	Passes Related Support	21
5.	Technical Support	53
6.	Identification as Medical Auxiliary items supplier	67
7.	Miscellaneous Support	138
Total		346

CHAMPIONS Portal:

Ministry of MSME, Govt. of India launched CHAMPIONS portal 'www.champions.gov.in' on 12.05.2020. This is a Technology driven Control Room-Cum-Management Information System. The system utilizing modern ICT tools is aimed at assisting Indian MSMEs march into big league as National and Global Champions. CHAMPIONS stand for **Creation and Harmonious Application of Modern Processes for Increasing the Output and National Strength**. Accordingly, the name of the system is CHAMPIONS. As the name suggests, the portal is basically for making the smaller units big by solving their grievances, encouraging, supporting, helping and handholding them.

It is a real **one-stop-shop solution** of MSME Ministry. In addition to ICT tools including telephone, internet and video conference, the system is enabled by Artificial Intelligence, Data Analytics and Machine Learning. It is also fully integrated on real time basis with GOI's main grievances portal CPGRAMS and MSME Ministry's own other web-based mechanisms.

State Champions Control Room at MSME-DI, Cuttack:

As part of the Champions Portal system, several State Champions Control Rooms have been set up throughout the country. In the state of Odisha, State Champions Control Rooms at MSME-DI, Cuttack, Br. MSME-DI, Rayagada & Br. MSME-DI, Rourkela have been set up to address the grievances of the entrepreneurs. These control rooms are operating everyday from 08 a.m. to 08 p.m. Officers have been deployed to attend & reply to the grievances within stipulated time as mandated by Ministry of MSME.

The following table shows the performance of the State Champions Control Room (SCCR), Cuttack during the months of May and June, 2020.

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May-June, 2020

Sl. No.	Grievance Category	Received	Resolved	Pending
V1	Credit & Credit related issues, Cluster Development	13	13	0
V2	Policy, MSEFC, Delayed Payment issues, Public Procurement Policy	17	17	0
V3	Market Access, Market promotion, Export promotion and other schemes of O/o DC MSME	33	33	0
V4	Coordination and residual issues (Skilling, Startups, National Awards, Quality Testing, Passes and COVID Medical related requirements and Products	4	4	0
V5	Logistics problems, Common facilities and Infrastructure problem	2	2	0
Total		69	69	0

Director In-charge (MSME-DI Cuttack) attended webinars on preliminary discussions and on implementation of Champions Desk taken by Secretary (MSME), Government of India on 07-05-2020 and 09-05-2020 respectively.

Cleanliness Drive and Swachhta Abhiyan:

Cleanliness Drive by MSME-DI, Cuttack:



Cleanliness Drive Activities were undertaken in the Workshop of MSME-DI, Cuttack on 19th June 2020. MSME-DI, Cuttack also carried out Cleanliness Drive under Swachhata Action Plan (SAP) at slum area of Kalyaninagar, Cuttack on 24th June, 2020.

Cleanliness Drive by Br. MSME-DI, Rayagada:



Cleanliness Drive Activities such as Cleaning of Office Premises, Maintaining of Garden under Swacha Bharat Programmewere undertaken in the premises of Br. MSME-DI, Rayagada on 06th June 2020.

Cleanliness Drive by Br. MSME-DI, Rourkela:



Cleanliness Drive for the First Quarter was organized at the premises of Br. MSME-DI, Rourkela on 18th & 19th June 2020. During the Cleanliness Drive, various activities such as Awareness on personal hygiene and ban of single use plastic, Swachhta Pledge, Tree plantation and Cleaning of premises etc. were undertaken.

Cluster Activities:

- Director Incharge attended Video Conference held at MSME-DI, Cuttack with Additional Secretary & Development Commissioner (MSME), New Delhi with regard to 72nd Techno-Economic Appraisal Committee (TEAC) meeting of MSE-CDP on 16-06-2020. During the meeting, the proposal of CFC in Rice Mill (Ethanol) Cluster in Bargarh, Odisha was approved. Under IID component of MSE-CDP, ID Centre at Autonagar, Ganjam, Odisha has been approved for its upgradation.
- Director In-charge attended a VC taken by Chairman, Coir Board, Kochi on 15-05-2020 for setting up of Coir Cluster under MSE-CDP.

Miscellaneous Activities

- A meeting was held with the artists of Odisha, particularly the opera artistes on 26-06-2020 at MSME-DI, Cuttack. Director In-charge chaired the meeting with regard to impact of COVID-19 on this sector and suggested measures for redressal of their grievances. Accordingly, handholding support by means of preparation of project profiles and uploading the same in the PMEGP portal has been done for financial assistance to these entrepreneurs.

Enterprise Development Centre (EDC) Activities (April-June, 2020)

Sl.No	Description of Activity	Nos.
1.	Visitors who visited EDC	602
2.	Visitors visited Export Facilitation Cell	15
3.	Project Profile Prepared on Demand	97
4.	UAM Registration	25
	Total Technical Assistance/ Information Provided	739

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