

Two Month Progress Report

SIDBI PMU Delhi

Period: November - December 2022

Major work done by PMU team

- **Policy & Advocacy**

- DSIIDC has sought policy advocacy support for developing activity and intervention plan for **enhancing exports from Delhi, growth of service industry in Delhi, enhancement of production of MSMEs by utilisation of the available resources, identification of new areas of development, R&D activities, system improvement**. The PMU team already submitted activity plan for enhancing exports from Delhi in October 2022. In continuation, PMU team submitted draft activity plan for growth of service industry in Delhi to OSD in October 2022.
- Now, as per the instruction of OSD, DSIIDC, PMU team approached 6 services sector industry association (FAIITA, AITWA, IATO, FHWP, HRANI, AHPI) office bearers/ executives and appraised them about service sector initiatives of DSIIDC and sought their time to discuss in brief and to have their feedback on the draft activity plan. The purpose was to get industry inputs on the concept note and activity plan document.
- Discussion held with Mr. Rajiv Mehra, President, Indian Association of Tour operators and Mr. Pronab Sarkar, Immediate Past President of IATO. PMU team briefed the draft activity plan prepared for travel and hospitality sector which is a part of concept note on growth of service sectors in NCT Delhi. IATO has shared its suggestions and inputs to PMU team.
- PMU team met Mr. Puneet Singhal, President, Computer Media Dealers Association; Mr. Hemant Grover, Vice President, CMDA; Manoj Khanna, Secretary, CMDA; Mr. Rajesh Matto, Joint Secretary, CMDA. The team briefed the draft activity plan prepared for IT & ITeS sector which is a part of concept note on growth of service sectors in NCT Delhi and discussion held on credit demand of the enterprises. CMDA is state representative of Federation of All India IT Association. It shared suggestions with PMU team. CMDA also sought a session on financial products of SIDBI/ other banks or government schemes on market assistance, interest subsidy, standardisation of quality etc. It was decided that PMU team would arrange a meeting with SIDBI for a group of members of FAIITA/CMDA after consultation with SIDBI regional office.
- Discussion held with Mr. Jai Prakash Singla, CEO, All India Transporters Welfare Association (AITWA). This discussion was held to get association inputs on challenges faced by the service enterprises (transporters & logistics owner) and suggestions/ solutions for the State government to support this service sector entrepreneurs to be incorporated in the draft activity plan.
- Foundation for Healthcare and Promotion (FHWP) is a service sector association in Delhi. It has member units operating in medical value travel sector and hospitals. PMU team has met Mr. Dalip Kumar Chopra and discussed the activity plan drafted for medical value travel service sector. Mr. Dalip Chopra briefed the operation of medical value travel sector in Delhi and gave his feedback on the activity plan.
- Finalised the concept note and activity plan for growth of service sector in Delhi by revising and incorporating the industry feedback and submitted to Chief Manager, DSIIDC.
- PMU team also developed and submitted a concept note and activity plan to Chief Manager, DSIIDC on new areas of development for MSMEs in NCT Delhi. The concept note encompassed areas such as defense supply chain and sector, energy conservation and management sector, telecommunication and networking sector, electric vehicle sector & its batteries, green economy, national hydrogen mission, solid waste management, sunrise sectors. It also identified scope for MSMEs in NCT Delhi in the mentioned areas, thematic areas for intervention, and brief about intervention strategy and implementation process.

- **Enhance Credit Flow to MSME Sector**

- PMU team has a discussion with Mr. Pronab Sarkar, Immediate President, IATO on credit connect of tour operators in Delhi. In this regard PMU team apprised him on SIDBI direct financing products for term loan. Mr. Sarkar sought some more information and after

discussion PMU team shared SIDBI link (<https://sidbi.in/en/products>) and a PPT on sidbi schemes with him.

- PMU team approached Dr. Abhay Sinha, DG, SEPC and discussion held on credit demand of service sector export enterprises and credit connect through SIDBI/ other banks as a part of enhancing credit flow to MSMEs. DG, SEPC was interested for institutional partnership and a note proposing institutional partnership between SIDBI and SEPC was prepared in consultation with DG, SEPC.
- During interaction with AITWA, FHWP the team perceived need of the members for credit connect and introduced SIDBI direct financing products to these associations. Both the association were agreed to organise sessions/ interactive meetings with SIDBI. A brief note about the associations and their activities were prepared for sharing with SIDBI RO.
- The team approached SIDBI RO with a proposal to organise interactive sessions with AITWA, SEPC and FHWP members on SIDBI direct financing products. SIDBI green financing products may also be discussed in the sessions.
- **Cluster Development through Convergence – Twinning with GOI schemes of MSME**
 - Introduced GOI schemes for MSMEs to Chief Manager and mobilized him for leveraging market assistance scheme benefits. Submitted a note to Chief Manager regarding leveraging marketing assistance scheme of GOI for MSMEs including exporters of NCT Delhi. DSIIDC. The Chief Manager linked Mr. Bharat and Mr. Sunil Arora from DSIIDC with PMU team to discuss and finalise a proposal by end of December 2022. Team provided information to Mr. Bharat and Mr. Sunil. Mr. Sunil will put a note for ED, DSIIDC approval in 1st week of January 2023. Purpose of these activity is to support MSMEs in marketing their products through an exposure to new market/ export market/ buyers.
- **Institutional Strengthening of Stakeholders**
 - PMU team introduced industry academia collaboration as one of the approaches to strengthen the MSMEs in NCT Delhi. Discussion held with Chief Manager, DSIIDC on this topic and appraised him about the Magnet (Israel), Fraunhofer Society (Germany), Industry Research Centre (Taiwan), Globalscot (Scotland) which are some industry academia programme either sponsoring by the Governemnt or operational on PPP mode. The model of industry academia collaboration could be a part of institutional strengthening activity.
 - Discussion held with Chief Manager, DSIIDC on preparation of SOP for preparation of activity plan for MSMEs for FY 2023-24. The SOP was submitted and revised as per inputs received from the Chief Manager. The SOP primarily covers purpose, objective, and overall implementation process.
- **Entrepreneurship Development (Rural & Urban) and Employment Generation**
 - PMU team assisted Ekta Foundation in preparing the proposal and submitted it to SIDBI RO. The proposal was prepared for undertaking a pilot project of women entrepreneurship development in South West Delhi district. The pilot project encompasses training programme on entrepreneurship and culinary skill development followed by setting up of micro enterprises. The project tenure is 4 months, total cost is Rs. 1,57,000 and it involves 50 women from Uttam Nagar and nearby area. The implementing partner of the project is Ekta Foundation. SIDBI RO officer visited Ekta foundation and discussed the proposal in details.
 - PMU team facilitated SIDBI RO in getting required additional documents and information coordinating and guiding Ekta Foundation for screening and reviewing the proposal submitted on 22nd November for skill training followed by micro enterprise set up at South West Delhi.
- **Partnership of State Govts. & Industry Associations with strategic BDS**
 - PMU team provided guidance to Ekta Foundation in creating convergence with the State Government and upscale their ongoing women micro enterprise development activity. The team introduced the TECOS (Technical Education and Community Outreach Programme) of Directorate of Training and Technical Education (DTTE), GNCTD to Ekta foundation.

- Ekta Foundation met Dr. Suman Dhawan, Dy. Director, Skill Development. DTTE has already conducted district wise skill gap analysis in Delhi. There is a scope for organizing skill upgradation/ reskilling programmes followed by setting up of micro enterprises.
- **Others**
 - PMU team facilitated a discussion between SIDBI RO and Prayatna on exploring promotional activity in Chitrakut and Kaushambi. SIDBI RO is interested to implement some promotional activity viz. skill upgradation training, market assistance programme etc in those areas. Discussion held on preparation of concept note to start with to understand the feasibility and sustainability aspects of the proposed intervention in those areas. Mr. Pratik Kumar, Director Prayatna replied to submit concept note by the last week of December 2022.
 - Facilitate Prayatna in developing concept note for Chitrakut and Kaushambi as per discussion held with Sanjay Mishra ji, SIDBI on 15th December 2022. Prayatna submitted the concept note. Review of the concept note held with Sanjay ji and received his inputs on the concept note.
 - PMU team facilitated DSIIDC in mobilizing MSME participants for Delhi Pavilion in IITF, Pragati Maidan by contacting industry associations and individual enterprises.
 - PMU team attended Retail Samvad – 4th Edition: Future of Small Retail: Strengthening & Skilling retailers for India@100, a programme organised by FICCI as suggested by DSIIDC. The key talking points were shared with DSIIDC.
 - Follow up with Gajendra Sharma, SE, DSIIDC for preparation of Ranikhera Technology Park draft DPR.

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