

Fortnightly Report

SIDBI – PMU Uttar Pradesh

**Period – 1st – 15th April 2023**

**Project Progress Report – Fortnightly**

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| **SIDBI UP state PMU for MSME** | |
| **Location: Lucknow**  **Month & Year: April 2023**  **Fortnight Ending: April 15, 2023** | **Report Summary**  This report includes the activities carried out by SIDBI - PMU for the  facilitation of MSME ecosystem in the State of Uttar Pradesh. |

**Team Deployment Status**

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| **Team** | | | |
| **SN** | **Designation** | **Name of Resource** | **Deployment Date** |
| 1 | PMU Manager | Jitendra Kumar | 6th Oct 2020 |
| 2 | Business Analyst | Amar Chandra Jyoti | 28th Feb 2023 |

**Details of State Nodal Connect - Name – Ms. Ayushi Baranwal, Assistant Commissioner UP MSME, Mobile: 7800836855. Email:** [**odopcell@gmail.com**](mailto:odopcell@gmail.com)

**Activities performed by PMU during fortnight.**

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| **Activity** | **Details of activities carried out** |
| 1. **National Climate Change Conclave 2023 –**  * PMU, in association with ROLK, participated in the National Climate Change Conclave, 2023, on April 11th, 2023, organized at Lucknow. * PMU team explained SIDBI's offerings on (1) green financing projects such as water management efficiency, wastewater treatment, carbon capture and storage, environment protection, and green building; (2) End to end Energy Efficiency Scheme (4E Scheme) such as the solar rooftop project; and (3) Partial Risk Sharing Facility (PRSF) project with various investors and exhibitors. * The Honorable Chief Minister of Uttar Pradesh, Shri Yogi Adityanath, the Honorable Union Cabinet Minister for Environment, Forest & Climate Change, Shri Bhupendra Yadav and the Honorable Union Minister of State for the Ministry of Environment, Forest and Climate Change, Shri Ashwini Kumar Choubey, visited the SIDBI stall and were briefed about SIDBI's offerings. | |
| 1. **Credit Delivery Arrangement (CDA) with NBFCs--**  * PMU team reached out to 7 NBFCs viz Tata Capital Financial Service Ltd., Magma Fincorp Ltd, Aditya Birla Finance Ltd, Bajaj Finance Ltd, Lending Kart Finance Ltd, Fullerton India Credit Company Ltd and Epimoney Private Limited (FlexiLoans.com) under the SIDBI direct lending model of Credit Delivery Arrangement (CDA) to spread the outreach of SIDBI to the MSME sector. * After the first round of discussion, three of the NBFCs i.e., MAS Financial Services, Fullerton India and Bajaj Finance Ltd shown the interest with SIDBI. All the interested NBFCs are shared with guidelines of the CDA. | |
| 1. **General agreement with RRBs**  * The final decision on the MoU with Aryavart bank is still pending as we are clarification is awaited on the raised concern from the Aryavart Bank on the General Agreement from the central team of SIDBI. | |
| 1. **Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE)**  * PMU team followed up with Additional Chief Secretary, MSME, on April 4th, 2023 and requested for setting up a corpus fund for CGTMSE so that MSME can avail collateral-free loans. | |
| 1. **Trade Receivable e-Discounting System (TReDS)**  * PMU team followed up with Additional Chief Secretary, MSME, on April 4th, 2023, for the issuance of guidelines for state PSUs on the TReDs platform onboarding. | |
| 1. **Swavalamban Mela-**  * Initial planning and finalization of location is done for the Swavalamban Mela. PMU is proposing to conduct the Swavalamban mela in Gorakhpur for the first quarter of FY 2023–24. | |
| 1. **Udhyam Sangyan Programme**  * PMU team did the secondary research of the large industries based out in Noida location for scheduling the Udhyam Sangyan Programme. First round of discussion with the finalized industries is planned in the next week. List of shortlisted Industries of Noida are attached in the annexure 2. | |
| 1. **Setting up of Incubation Center in Uttar Pradesh**  * PMU team did the secondary research for identification of the Government/ Private Management and technical Universities of Uttar Pradesh. We have shortlisted around 15 government/ private universities that can be considered for the setting up of incubation center. * PMU team will be reaching out to the selected institutions for the proposed incubation center at their premises. | |
| 1. **SCDF update**  * PMU team coordinated with MSME and the Finance Department for nominations for SCDF workshop nomination at Goa on April 15, 2023. * Secretary, MSME Department and Special Secretary, Finance Department have attended the SCDF workshop at Goa and were briefed on the key features of SCDF as well as its importance in making future ready sustainable infrastructure. | |
| 1. **Geographical Indications (GI) Tag of products from Uttar Praesh**  * PMU team in consultation with ROLK, connected with Dr. Rajnikant from Human Welfare Association agency. This agency works in supporting the products to get geographical indication importance. * Human Welfare Association will be reaching out with the list of products and proposal in the coming week for initiating the process of geographical indication of those products. | |
| 1. **Sourcing of Green Finance Proposal for Lucknow Solar City**  * PMU team-initiated first round of communication with RMI India for proposals on solar project for Lucknow. Highlights of proposal and PMU suggestions are attached with the report in annexure. Discussion to be taken forward in the coming weeks on the proposal shared by RMI India with SIDBI. | |

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| **Actionable and Support required** |
| * MSME department to send formal communication for financing PLEDGE scheme. * State Government to on-board TReDS platform- RXIL |
| **Activities Way forward** |
| * Partnership with NBFCs on Credit Delivery Arrangements. * Engagement on Lucknow Solar City proposal for developing new initiative for Lucknow. * Udyam Sangyan and Swavalamban Mela. * MoU with UPNEDA. |

**Annexure 1**

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| **Checklist of Swavalamban Mela** | | |
| **S.No** | **Activities** | **Sub-Activities** |
| 1 | Define the objectives of the Swavalamban Mela: | Determine the specific objectives of the mela, keeping in mind SIDBI's focus on promoting self-reliance, entrepreneurship, skill development, and livelihood opportunities for MSMEs (Micro, Small, and Medium Enterprises). |
| 2 | Identification and selection of a suitable venue | Choose a venue that is suitable in terms of accessibility, capacity, and facilities for the planned activities and participants. Consider factors such as parking, electricity, water supply, and other amenities. |
| 3 | Finalization of Schedule of Swavalamban Mela | Fix a date and time for the mela, considering factors such as local events, holidays, and availability of participants and visitors. |
| 4 | Approval of the Venue | Approval for the venue from the approving authority for conducting the Swavalamban mela. |
| 5 | Identification of Event Management Agency and Planning out the event layout | 1. Finalizing the event management agency. 2. Plan the layout of the mela, including designated areas for stalls, exhibitions, workshops, demonstrations, and other activities. Ensure proper signage, directions, and facilities for participants and visitors. 3. Arrange for necessary infrastructure such as tents, stalls, seating arrangements, lighting, sound systems, and other requirements as per the planned activities. |
| 6 | Invitation to the delegates for the inauguration of Swavalamban Mela | 1. Invitation to the delegates such as CM, Minister, MP, MLA in the inauguration ceremony of the mela. 2. Media coverage for maximum footfall on the |
| 7 | Coordinate with participants | Coordinate with participants regarding their stall setups, requirements, and any specific guidelines or rules they need to follow. Provide necessary support and assistance to participants/vendors during the event |
| 8 | Arrange for security and safety measures | Ensure appropriate security measures such as security personnel, CCTV cameras, and first aid facilities are in place to ensure the safety and well-being of participants and visitors. |
| 9 | Plan for logistics and transportation: | Arrange for logistics and transportation requirements, such as parking facilities, transportation for participants and visitors, and any other necessary arrangements for smooth movement of people and goods. |
| 10 | Promote the mela | Create a promotional plan to attract participants and visitors to the mela, including advertising, social media promotion, posters, banners, and other marketing activities. Utilize SIDBI's communication channels and networks to reach out to MSMEs and other stakeholders. |
| 11 | Coordinate event activities | Coordinate and manage the various activities during the mela, such as exhibitions, demonstrations, workshops, skill development programs, and other events as per the objectives of the mela, aligning with SIDBI's focus on MSME development. |
| 12 | Monitor and manage the event | Monitor and manage the mela during the event, addressing any issues, managing emergencies, and ensuring smooth operations. Provide necessary support to participants/vendors and visitors throughout the event. |
| 13 | Clean-up and post-event activities | Plan for clean-up activities after the event, including waste management and restoration of the venue to its original state. Evaluate the success of the mela and gather feedback from participants and visitors for future improvements, taking into consideration SIDBI's feedback collection processes. |
| 14 | Follow-up and post-event engagement | Follow up with participants/vendors after the mela, providing necessary support and guidance on SIDBI's offerings and services for MSMEs. Maintain engagement with stakeholders and continue to promote SIDBI's initiatives for MSME development. |

**Annexure 2**

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| **S.No** | **Name of Firms** | **Location** | **Product** | **Email ID** |
| 12 | Calcom Vision Ltd | Noida | Lighting Electronics and developed an all-inclusive range of LED products | corp.compliance@calcomindia.com |
| 13 | Dharampal Satyapal Sons Pvt Ltd | Noida | FMCG | ds@dsgroup.com |
| 14 | Honda Siel Power Products Ltd. | Noida | Power Pumps | customer.support@hspp.com |
| 15 | Indo Asian Fusegear Ltd | Noida | Switches and electric circuit appliances | customer.care@indoasian.com |
| 16 | Maral Overseas Ltd | Noida | Yarn/fabric/ Garment |  |
| 17 | Sara International Ltd | Noida | Textile | info@sara-intl.com |
| 18 | Surya Herbal Ltd | Noida | Herbal product manufacturer | exports@suryaherbal.com isetia@suryaherbal.com |
| 19 | Triveni Engineering & Industries Ltd | Noida | Sugar/Alcohol/ Water Sol/Defence | info@trivenigroup.com |
| 20 | Uniproducts India Ltd. | Noida | Automotive products | departmentfarhan@unitexindia.com queriesuniproducts@unitexindia.com |
| 21 | National Fertilizers Limited | Noida | Fertilizers - Urea and Ammonia |  |
| 22 | Havells India Ltd. | Noida | Electic products | marketing@havells.com |
| 23 | HEG Ltd. | Noida | Bhilwara Group- Graphite Electrodes/Carbon sheets/ Power |  |
| 24 | Lava International Ltd. | Noida | Mobiles | enterprisesales@lavainternational.in |
| 25 | Minda Corporation Ltd. | Noida | Security service division/Aftermarket division/ silica |  |
| 26 | Polyplex corporation ltd | Noida | Plastic film manufacturers | sales@polyplex.com, technicalservices@polyplex.com, investorrelations@polyplex.com |
| 27 | Uflex Ltd. | Noida | Packaging films | [enquiry@uflexltd.com](mailto:enquiry@uflexltd.com) |
| 28 | UKB Electronics Pvt. Ltd | Noida | Wires and electric devices (remotes, power cord, etc) | info@ukbindia.com |

**Annexure 3**

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| **Tentative List for Incubation Centre** | | | |
| **S.No** | **Name of the Institution** | **Type of Institution** | **Location** |
| 1 | Indian Institute of Management Lucknow | Government | Lucknow |
| 3 | Banaras Hindu University | Government | Varanasi |
| 4 | Aligarh Muslim University | Government | Aligarh |
| 5 | Babasaheb Bhimrao Ambedkar University | Government | Lucknow |
| 6 | Motilal Nehru National Institute of Technology Allahabad | Government | Prayagraj |
| 7 | Madan Mohan Malviya University | Government | Gorakhpur |
| 8 | Jaipuria Institute of Management | Private | Lucknow |
| 9 | School Of Management Science | Private | Varanasi/ Lucknow |
| 10 | BBD University | Private | Lucknow |

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**Small Industries Development Bank of India (SIDBI),** established under an Act of Parliament in 1990, acts as the Principal Financial Institution for Promotion, Financing and Development of the Micro, Small and Medium Enterprise (MSME) sector as well as for co-ordination of functions of institutions engaged in similar activities. In the context of the changing MSME lending landscape, the role of SIDBI has been realigned through adoption of SIDBI Vision 2.0 which envisages an integrated credit and development support role of the Bank by being a thought leader, adopting a credit-plus approach, creating a multiplier effect and serving as an aggregator in MSME space.





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