



Union Minister of MSME, Shri Jitan Ram Manjhi, briefed the media on 100 days' achievements of the Government in MSME sector

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The achievements are reflective of the Government of India's commitment to ensuring the sustainable growth of the MSME sector, fostering innovation, and enhancing job creation

Posted On: 17 SEP 2024 5:53PM by PIB Delhi

Union Minister for Micro Small and Medium Enterprises, Shri Jitan Ram Manjhi, today, briefed the media organizations about the **“100 days’ achievements of the Government in MSME sector”**, in a press conference held at Udyog Bhawan, New Delhi. Secretary, MSME, Shri S.C.L. Das and senior officers of the Ministry were also present during the briefing.



Union minister of Micro, Small & Medium Enterprises, Shri Jitan Ram Manjhi, briefed the media on "100 days achievements of the Ministry" in a Press Conference held at Udyog Bhawan, New Delhi. Secretary Shri S.C.L. DAS and other Senior officers were also present. pic.twitter.com/OBKXzBbKb7

— PIBIndiaMSME (@PIBIndiaMSME) September 17, 2024

The Minister informed the media that the MSME sector has continued to play a pivotal role in driving economic growth, employment, and entrepreneurship across the nation. During his address to the nation on the occasion of the 78th Independence Day on 15.08.2024, the Prime Minister emphasized the Government's focus on and commitment towards promoting sustainability, innovation, and ease of doing business for MSME, aligning with the larger national vision of making India a global leader and highlighted the importance of MSME.

Over the last 100 days, the Government of India has accelerated implementation of development programmes and rolled out numerous initiatives to empower MSME and ensure their sustainable development in line with the nation's broader objectives. The various initiatives launched over the past 100 days are aimed at promoting growth, **boosting entrepreneurship, creating employment opportunities**, and ensuring that our MSME are better equipped to face the challenges of a dynamic global economy.

Some of the key achievements over the last 100 days, covering various schemes and initiatives of the Ministry of MSME, aimed at bolstering the MSME sector, are as follows:

Formalization Drive of MSME

MoUs signed with States of Maharashtra and Andhra Pradesh on 27th June 2024. Formalization drives, including mass awareness camps were conducted across the country in collaboration with State Governments and MSME associations to onboard MSME onto the Udyam Registration Platform and the Udyam Assist Platform (UAP). This initiative aims to integrate informal MSME into the formal economy. In this accelerated drive, the total number of MSME registered on Udyam/UAP has crossed 5 crore. In comparison to a total of 1.06 crore MSME registrations in 2023, the number has now increased to 5.07 crore in 2024. With the increase in MSME registrations, this is expected to benefit approximate 21 crore persons in terms of generation of employment opportunities.

Under Prime Minister's Employment Generation Programme (PMEGP), employment has been provided to more than 55 lakh people in the last 10 years. Under this scheme, many new micro enterprises have been established, and it aims to increase employment opportunities in rural and urban areas.

Setting Up Micro Enterprises Through PMEGP

Under **PMEGP (Prime Minister's Employment Generation Programme)**, approvals have been accorded (9th June onwards) during the past 100 days, whereby **26,426 new micro enterprises** have been established with loan disbursements of **₹3,148 crore**. This initiative is expected to benefit approximate **2.11 lakh people** in terms of generation of employment opportunities.



Textile unit assisted under PMEGP



Food Processing unit assisted under PMEGP

Promotion and Development of MSME in the North-Eastern Region

Ministry of MSME has accorded approval to **12 projects** for infrastructure development, including establishment of new Technology Centres and re-development of industrial estates in the North-Eastern region, including Sikkim on 26th June, 2024. The projects aim to generate employment and boost economic growth by providing technology support and business services. **2,290 unemployed youth** will benefit, with employment opportunities generated for the local economy in the North-Eastern region, including Sikkim.

Yashasvini Campaign for Women Entrepreneurs

The Ministry of MSME, launched the **Yashasvini Campaign** on **27th June 2024**, on the Udyami Bharat Day, coinciding with **International MSME Day**, aimed at promoting women-led development through entrepreneurship. The initiative adopts a **whole-of-government approach**, with support from various Ministries, such as, **Rural Development, Tribal Affairs, Women and Child Development, and Skill Development**, as well as **State Governments** in collaboration with the Women Entrepreneurship Platform (WEP) of NITI Aayog.

A notable aspect of **Yashasvini** is the **public-private partnership** fostered through Women Entrepreneurship Platform (WEP), which ensures industry-level competence and focus. A series of events will be conducted in **campaign mode** to raise awareness of government schemes and promote formalization, registration, and capacity-building for women entrepreneurs. The initiative provides **support in six key areas**: access to finance, training, market linkages, mentorship, compliance, and legal/business support services.

The **first campaign**, held in **Jaipur on 19th July 2024**, saw the participation of around **650 women entrepreneurs**, leading to over **4,000 Udyam and UAP registrations**. A **second campaign**, held as part of the **PM Vishwakarma Conclave in Ranchi on 11th September 2024**, witnessed participation from **200 women entrepreneurs and SHGs**.



To hold 17 more such campaigns this year. To impact one lakh women. This campaign will further be scaled up in future, so that more women can get benefitted from it.

Special Provision for Women under CGTMSE to Enhance Access to Collateral-free Credit

The **CGTMSE Scheme** (Approved by CGTMSE Board on 9th September, 2024) will now include enhanced credit guarantees for women-owned MSME, with a guarantee coverage of **90%**. The scheme also includes the provision for reducing the annual guarantee fee, making credit more accessible for women entrepreneurs. This is a significant step towards improving access of women entrepreneurs to collateral-free credit from banks. **27 lakh women-led MSME** are expected to benefit from this initiative.

Launch of TEAM (Trade Enablement and Marketing) Scheme for Marketing Support

TEAM is a new scheme launched by Ministry of MSME on 27th June, 2024, under the RAMP Programme to facilitate e-commerce engagement for MSME. The initiative supports MSME in entering digital platforms through knowledge sharing and capacity building, with **150 workshops** planned to promote digital marketing. So far, two such workshops have already been conducted at Pune and Ranchi with around 150 participants in each workshop. Digital enablement for MSME, benefiting **5 lakh MSME** of which 50% will be women-owned enterprises.



Establishment of 14 New State-of-the-Art Technology Centres

Ministry of MSME is in process of establishment of 14 new Technology Centres(TCs) at Sindhudurg (Maharashtra), Nagpur (Maharashtra), Pune (Maharashtra), Jhansi (Uttar Pradesh), Ambala (Haryana), Samba (Jammu & Kashmir), Bokaro (Jharkhand), Coimbatore (Tamil Nadu), Jabalpur (Madhya Pradesh), Bilaspur (Chhattisgarh), Rourkela (Odisha), Thiruvananthapuram (Kerala), Rajkot (Gujarat), Koppaerthy (Andhra Pradesh), with an investment of ₹2,800 crore (approved on 12th August, 2024). These centres will be set up in the Public-Private Partnership (PPP) mode and will provide local MSME access to advanced manufacturing technologies, skill development, and business advisory services. **1,00,000 MSME to benefit from technology access, and 3,00,000 youth to be trained in the next 5 years.**

ZED 2.0 Certification Scheme for Quality Improvement

ZED 2.0 launched by Ministry of MSME on 11th September, 2024, promotes **Zero Defect, Zero Effect** manufacturing practices. Under this scheme, **5 lakh MSME** will receive support, with a budget of **₹500 crore** allocated to aid migration to higher levels of ZED certification at reduced cost of certification. **5 lakh MSME** registered, with enhanced quality standards and sustainability practices.

MSME Hackathon 4.0 for Innovation

The **MSME Hackathon 4.0 (launched on 11th September, 2024)** promotes innovation and technological adoption among MSME, particularly for young entrepreneurs from 18 years to 35 years of age. The scheme provides financial assistance of up to **₹15 lakh** per idea, focusing on traditional trades covered under PM Vishwakarma scheme, green energy, frontier technologies, and export enhancement. **500 innovators** are expected to benefit, promoting startup incubation and innovation.



Poster campaign for MSME IDEA Hackathon 4.0

Laying of Foundation Stone for Modern Technology Centre at Bokaro, Jharkhand

The foundation stone for a **Technology Centre** at Bokaro was laid, on 11th September, 2024 at Ranchi), with an investment of **₹198 crore**. The centre will provide technological support, skill development, and business advisory services to **8,000 MSME** in and around Bokaro. **22,000 youth** to be trained, enhancing employability in the next 5 years.



Laying foundation stone for Technology Centre at Bokaro on 11th September 2024

Inauguration of Centre for Rural Enterprise Acceleration through Technology (CREATE) at Leh

The **CREATE Centre**, operationalized at Leh will focus on providing support to the **Pashmina Wool Processing** sector and extraction of essential oils from local produce, with facilities for training and product development. The centre aims to enhance local productivity and empower artisans, especially women, in an environment friendly and sustainable manner. Expected outcomes are enhanced employment opportunities and remuneration for local artisans, particularly in pashmina wool processing and bio-processing.



Pashmina Wool Processing Centre at CREATE at Leh

MoU of Cooperation and Collaboration Between Ministry of MSME and US-Small Business Association (US-SBA)

A **Memorandum of Understanding (MoU)** was signed on 13th August, 2024, between the **Ministry of MSME**, Government of India and the **United States Small Business Administration (US-SBA)** which aims at mutual cooperation to promote MSME from both countries. The agreement places particular focus on transiting MSME in to green technology and women entrepreneurs. Sharing best practices and digitisation of MSME are also part of the agenda. **Dialogue is in progress to conduct first virtual webinar for women entrepreneurs, their capacity building, and mentorship.** Bilateral cooperation and collaboration on MSME initiatives, promoting global competitiveness and capacity building of women entrepreneurs are the expected outcomes.



Signing of MoU between Ministry of MSME, Government of India and US-SBA on 13th August 2024

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(Release ID: 2055680) Visitor Counter : 1616

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