MSME1 Jharkhand

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### **Jharkhand MSME 1-Connect**

**Jharkhand MSME 1-Connect – A Unified Platform for All MSME Needs**

**Jharkhand MSME 1-Connect Portal** is a comprehensive digital platform designed to support Micro, Small, and Medium Enterprises (MSMEs) in the state of Jharkhand by streamlining access to government schemes and facilitating efficient performance monitoring. This unified portal enhances transparency, accelerates service delivery, and strengthens the overall ecosystem supporting MSMEs, including those under the RAMP (Raising and Accelerating MSME Performance) Programme.

By offering a centralized, bird’s-eye view of all MSME-related schemes, the portal enables authorities to monitor and evaluate data across various initiatives, ensuring more effective implementation and better outcomes for stakeholders.

#### **Key Functionalities of the Jharkhand MSME 1-Connect Portal:**

* Comprehensive user and enterprise management
* Real-time performance monitoring with analytics dashboards
* Compliance tracking and regulatory oversight
* Automated notifications to keep stakeholders informed

### **How It Works**

The Jharkhand MSME 1-Connect platform simplifies the journey for MSMEs by centralizing access to vital schemes, grants, and resources. It reduces the time and effort required to locate relevant programs, allowing entrepreneurs to focus on growing their businesses.

Transparent application and approval processes foster trust and confidence in government support systems. This transparency ensures that MSMEs make informed choices backed by step-by-step guidance and real-time updates on their application status.

### **Objectives of the Jharkhand MSME 1-Connect Portal**

#### **1. Centralized Schemes Access**

A single-window access point where MSMEs can find comprehensive information on all state and central government schemes, grants, and incentives – removing the need to navigate multiple channels.

#### **2. Enhancing Transparency**

Ensures transparent processes in scheme applications and approvals, with detailed guides and real-time status tracking, helping MSMEs confidently access the support they need.

#### **3. Simplifying Compliance**

Offers clear regulatory guidance, automated compliance checks, and timely reminders to reduce the compliance burden on MSMEs, enabling them to focus on business operations.

#### **4. Improving Monitoring and Reporting**

Powerful analytics and reporting tools track key performance indicators, helping both MSMEs and government authorities evaluate impact, identify gaps, and drive continuous improvement.

#### **5. Ensuring Data Security**

Implements strong data protection protocols to secure sensitive business and personal information, ensuring privacy and adherence to data protection regulations.

#### **6. Streamlining Communication**

Facilitates direct and efficient communication between MSMEs and government bodies through integrated feedback systems and responsive support channels, leading to quicker issue resolution

**About JHARKHAND:   
 + A map of Jharkhand where the state name appears when the cursor hovers over it**

* Total Area: 79,714 km²
* Total Population (2011): 3,29,66,238
* Population Density (Per/km²): 414
* Compound Growth Rate of MSMEs: ~12% (as per recent reports from MSME ministry and state data)

**High-Priority Sectors(focus sectors in Jharkhand) A PIE CHART**

* **Textiles and Apparels**: Leveraging Jharkhand's rich tradition in sericulture, especially tasar silk production, the state aims to become a textile hub by modernizing facilities and establishing textile parks. [Telegraph India](https://www.telegraphindia.com/jharkhand/focus-on-15-specific-priority-sectors-in-jharkhand-policy/cid/1821881?utm_source=chatgpt.com" \t "_blank)
* **Automobile, Auto Components, and Electric Vehicles (EVs)**: Building on existing infrastructure, the state promotes the manufacturing of automobiles and EVs, encouraging ancillary industries to set up operations. [ETAuto.com](https://auto.economictimes.indiatimes.com/news/industry/jharkhand-cabinet-gives-nod-to-new-industrial-policy-with-focus-on-20-key-sectors-including-automobile-auto-components-and-evs/84213912?utm_source=chatgpt.com" \t "_blank)
* **Agro-Food Processing and Meat Processing**: With a focus on value addition, Jharkhand supports the establishment of processing units to enhance the agricultural value chain. [Telegraph India](https://www.telegraphindia.com/jharkhand/focus-on-15-specific-priority-sectors-in-jharkhand-policy/cid/1821881?utm_source=chatgpt.com" \t "_blank)
* **Pharmaceuticals**: The state encourages pharmaceutical manufacturing, aiming to attract investments and create employment opportunities in this sector.
* **Electronics System Design and Manufacturing (ESDM)**: Jharkhand seeks to develop capabilities in electronics design and manufacturing, fostering innovation and technological advancement.
* **Plastic Industries**: The policy promotes the growth of plastic manufacturing units, supporting both large-scale and MSME players.

**About RAMP:  
  
Overview: RAMP Programme in Jharkhand**

The **Raising and Accelerating MSME Performance (RAMP)** programme, supported by the World Bank, aims to enhance the competitiveness and performance of Micro, Small, and Medium Enterprises (MSMEs) across India. In Jharkhand, the programme focuses on:

* Improving market access and competitiveness
* Strengthening institutional frameworks and governance
* Facilitating access to credit and technology
* Promoting environmental sustainability and gender inclusion
* Reducing payment delays and enhancing dispute resolution mechanisms

The **Jharkhand Industrial Infrastructure Development Corporation (JIIDCO)** has initiated steps to establish a State Programme Implementation Unit (SPIU) to oversee the RAMP programme in the state.

**Key Interventions under RAMP in Jharkhand : (Each of the 6 points will have a read more section redirecting to the main RAMP section explaining the program)  
(THESE ARE THE MAIN PROJECTS UNDER RAMP IN JHARKHAND)**

1. **zed-certification**

· **Quality & Sustainability Focus**: ZED promotes defect-free manufacturing with minimal environmental impact, encouraging MSMEs to adopt best practices in quality, safety, and eco-friendliness.

· **Three-Level Certification**: The scheme offers Bronze, Silver, and Gold certifications to recognize progressive improvements in manufacturing excellence, operational efficiency, and sustainability.

· **Capacity Building & Guidance**: Enterprises receive expert counselling and structured support to understand standards, improve processes, and move up certification levels.

· **Business Benefits**: MSMEs gain improved product quality, higher productivity, reduced rejection rates, enhanced profitability, and better market credibility.

· **Strategic Impact**: ZED aligns with national goals like Atmanirbhar Bharat by preparing MSMEs to compete globally while ensuring responsible growth and environmental consciousness.

2. **Capacity Building**

· **Objective & Focus**: Aims to strengthen government officials' capabilities in supporting MSME growth through training on Industry 4.0, IoT, financial management, sustainable practices, and inclusive entrepreneurship.

· **Training Delivery**: Conducted by IIM Lucknow, combining expert lectures, real-world case studies, field visits, and interactive sessions for a hands-on, practical learning experience.

· **Key Topics**: Covers leadership, strategic planning, MSME policy implementation, financial analysis, and leveraging emerging technologies to improve operational excellence.

· **Benefits to Governance**: Enhances government scheme delivery, inter-departmental synergy, and service efficiency, while fostering innovation and responsiveness within departments.

· **Long-Term Impact**: Creates a future-ready, well-informed workforce that boosts MSME competitiveness, drives sustainable and inclusive growth, and contributes to regional economic development.

**3.ESG Awareness**

· **Objective**: Enhance safety standards and integrate Environmental, Social, and Governance (ESG) practices in MSMEs to promote responsible, sustainable, and ethical business operations.

· **Training Delivery**: IIT Kanpur leads ESG training with OSHA-aligned modules that combine theoretical knowledge, real-world case studies, and practical implementation strategies tailored to MSME needs.

· **Key Focus Areas**: Emphasizes workplace safety, environmental sustainability, inclusive social practices, and transparent governance — fostering a holistic approach to MSME development.

· **Benefits**: Improves employee safety and morale, enhances operational efficiency, builds stakeholder trust, and increases market access through responsible and compliant business practices.

· **Impact**: Creates a culture of safety and sustainability, strengthens MSME capacity to independently uphold ESG standards, and boosts competitiveness in local and global markets.

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**4. PLEDGE Support**

· **Objective:** Promote private MSME industrial parks in Jharkhand to boost economic growth, create jobs, and support regional development, especially in aspirational districts.

· **Financial Support:** Offers up to 50% interest subsidy on loans, concessional 1% interest rate, land at reduced cost, and grants up to ₹4 crore.

· **Simplified Process:** 5-step approval process including DPR submission and evaluation by a dedicated PLEDGE Cell, ensuring ease of implementation.

· **Eligibility:** Requires at least 10 acres of encumbrance-free land and submission of detailed documents including project reports and land records.

· **Impact:** Targets creation of 64,000 jobs across 16 parks, fosters MSME growth, skill development, and sustainable industrialization.

**5. Technical Upgradation support**

* **Objective:** Boost MSME competitiveness in Jharkhand by enabling adoption of modern machinery and advanced technology to enhance productivity, quality, and efficiency.
* **Financial Support:** Offers up to 50% capital subsidy (up to ₹5 lakh), interest subsidies (₹1 lakh/year for 5 years), ERP implementation support, consultancy aid, branding assistance, and IP registration reimbursements.
* **Eligibility:** Micro and Small Enterprises operational for at least 3 years; excludes those who’ve already availed similar benefits under other schemes. Micro units can receive up to ₹7.5 lakh, small units up to ₹15 lakh.
* **Implementation:** Applications are submitted online via DIEPC, reviewed at district and state levels, with funding disbursed post-approval. A 5-year lock-in period ensures sustainability.
* **Impact & Add-ons:** Enhances MSME capabilities, promotes green tech through extra RAMP subsidies (+15%), supports women-led enterprises, and fosters sustainable, inclusive industrial growth in Jharkhand.

**6. Enhancement of Exports**

* **Direct Market Access via RBSMs:**  
  Reverse Buyer-Seller Meets (RBSMs) bring international buyers to Jharkhand, enabling local MSMEs to showcase products without the cost of overseas travel, fostering real-time export opportunities and long-term partnerships.
* **Capacity Building & Export Readiness:**  
  Regular workshops and training sessions help MSMEs understand global standards, export documentation, logistics, and compliance (like ISO/CE), preparing them to compete in international markets.
* **Government-Funded Participation:**  
  MSMEs participate in RBSMs and related events free of cost, with the government covering logistics, which removes financial barriers and encourages broader participation.
* **Expanded Export Base & Job Creation:**  
  The initiative boosts exports from previously untapped sectors and districts, particularly in handloom, agro-processing, and light engineering, generating employment and income in rural and semi-urban areas.
* **Promotion of Inclusive & Sustainable Trade:**  
  Special focus is given to women-led and green enterprises, aligning with broader missions like “Make in India” and “AatmaNirbhar Bharat”, and enhancing Jharkhand’s global industrial image.