

Post Seminar Activity Report

Two MSME Seminars for awareness on MSME schemes and CFC/Cluster Development

Venue: Hotel Samdareeya, Jabalpur

Date: Tuesday, 15th October 2019

Time: 10:30am to 12:30pm (Jewellers)

1:30pm to 2:30pm (Karigars)

Key Highlights of the MSME Seminar on Tuesday, 15th October 2019

The Gem and Jewellery Export Promotion Council (GJEPC) in its endeavor to promote the MSME sector of the Indian Gem & Jewellery Industry has been regularly organizing the MSME seminars, workshops and camps across the Country.

Recently GJEPC had organized **two MSME Seminars** and IMC Cluster on “MSME Schemes and CFC/Cluster Development” on Tuesday, 15th October 2019, from 10:30am to 12:30pm for Jewellers and 1:30pm to 2:30pm for Karigars at Hotel Samdareeya, Jabalpur.

The Gem & Jewellery Export Promotion Council jointly organized this Seminar in association with MSME-DI, Indore, Ministry of MSME, Government of India supported by Mahakaushal Chamber of Commerce and Sarafa Association Jabalpur.

Focus of the seminar was to strengthen the MSME Sector of the Indian Gem and Jewellery Industry to create awareness about MSME schemes, banking procedures and documentation, various GJEPC's initiatives like health insurance, parichay card and membership benefits among the Karigars and MSME entrepreneurs.

Number of attendees for the seminar were more than 250.

The event was commenced by the welcome speech of Shri. Raja Saraf , Secretary, Sarafa Association Jabalpur who was the moderator for the event.

It was followed by speech of Shri. Anand Mohan Pathak, President Sarafa Association Jabalpur. He apprised the attendees that the purpose of the seminar is to create awareness among Jewellers and Karigars about the government's financial assistance through various MSME schemes, GJEPC's Health Insurance -Swasthya Kosh for Karigars, bank loan schemes and DIC schemes like CFC & Cluster Development. Shri.Ravi Gupta, President of Mahakaushal Chamber of Commerce was invited as Chief Guest of the event. He expressed his pleasure over the awareness which could

be created about various government schemes through this kind of seminars in Jewellery sector of Jabalpur and pointed out that such events should be organized more often. He thanked all the officials of GJEPC, MSME-DI, Indore, DIC and SBI for making the event successful and bringing value to it.

Speakers of the Seminar and the topics on which they spoke:

1. MSME DI, Indore, Shri. Nilesh Trivedi, Assistant Director: Various MSME schemes and Udyog Aadhar registration.
2. GJEPC- Shri. Mithilesh Pandey, Director, Head Membership, GJEPC: Membership and MSME benefits, Parichay Card and Health Insurance.
3. DIC, Shri.Devvrat Mishra, GM: Various DIC schemes, CFC and Cluster development.
4. SBI, Shri. Naveen Bhaskar, Manager: Banking, procedures and documentation.
5. Hallmarking, Ms. Rashmi Gupta: Hallmarking procedures, documentation and benefits.
6. Godrej representative, Mr. Amol. B. Gudadhe: Spoke on various types services and devices they can provide for safety and security of the jewellery.

Shri. Nilesh Trivedi, Assistant Director, MSME DI, Indore: Various MSME schemes and Udyog Aadhar registration

- Shri. Nilesh Trivedi, Assistant Director, MSME DI, Indore, briefed the attendees about various MSME schemes related to loans and CFC/Cluster development schemes.
- He urged all that export facilitation centres, EPC's, DGFT, Customs, MOC & F should integrate together join hands and work for increasing exports and upliftment of the Gem & Jewellery industry.
- He explained the various benefits for participating in Domestic and International exhibitions MSME's can avail, importance of IPR (Intellectual Property Rights) and reimbursements on branding and trademark IPR, Design registration patenting and Trademark.
- Marketing the product in effective manner by creating attractive websites with product description.
- Attendees were explained the various loan and machinery related subsidies like Interest subvention and schemes for women entrepreneur's (SC/ST schemes) where subsidies can be availed on buying any machinery.
- Attendees were also apprised about cluster schemes where there is a financial assistance of 15Cr to 20 Cr from government. 70% is from Central government, 10 to 15% from State government and 10% from units participating.
- Attendees were briefed about the design clinics and delayed payment reimbursement which could be done by filing once grievance on Samadhan Portal for MSME's who have not received the payment within 45 days. Also there is a penalty of 3 times on the rate of interest for the party who has not made payment on time.

- Also attendees were briefed about the governments E-market place and Bharat portal website where MSME's can receive orders and businesses by registering themselves.
- He explained the importance of Udyog Aadhar registration to avail the MSME scheme benefits and encouraged attendees to do Hallmarking as purity is important for sales and exports.
- Mr. Trivedi urged that at least 8 to 10 people from the attendees should take an initiative and should start exporting post seminar as our products are cheap and designs are unique so right promotion and marketing of these products can create excellent environment to export and increase business.

GJEPC - Shri. Mithilesh Pandey, Director Head, GJEPC : Membership and MSME benefits, Udyog Aadhar registration, Parichay card and Health Insurance(Swasthya Ratna and Swasthya Kosh)

- Shri. Mithilesh Pandey briefed the attendees about GJEPC's Parichay Card, Health Insurance, Membership and MSME benefits, Udyog Aadhar registration and how to avail them and whom to approach for the same.
- He apprised the attendees about the Parichay Card which GJEPC is issuing to Karigars and non-members to map their skills so that the Council can have a database of their skills which could be useful for the jewellers and karigars as per the employment opportunities based on the skills of karigars.
- Also the attendees were briefed about the benefit's of GJEPC's Health Insurance Swasthya Ratna and Swasthya Kosh and the eligibility for the same.
- He also briefed the attendees about the details of GJEPC's new membership and various other GJEPC initiatives like visa recommendation, IIJS exhibition & buyer seller meets participation, call centre, mobile app, Jewellery park, CFC and Cluster Development.

DIC, Shri.Devvrat Mishra, GM: Various DIC schemes, CFC and Cluster development

- Shri.Devvrat Mishra, GM, DIC explained the attendees about DIC's various self-employment schemes from 10lacs, 25lacs to 2 Crores. He explained Mukyamantri Swarojgar yojna with eligibility for 18 to 45 yrs with 15 to 30 % subsidy and rate of interest of 5 - 6%.
- He urged the Jabalpur jewellers and karigars to come together for Gems and Jewellery cluster for which they will receive full support from DIC. Attendees were also asked to identify adequate land for the cluster and start the process of CFC/Cluster development.

SBI-Shri. Naveen Bhaskar, Manager: Bank procedures and documentation, bank loans and government subsidies which can be availed.

- SBI, Manager briefed the attendees about the importance of documentation in banking and benefits of being more organized.

- He explained the various bank loan related schemes for machinery and raw material for MSME's.
- Attendees were briefed about the SBI's gold loan for raw material with 120% security, 10kg gold loan limit with repayment within 180 days.
- He emphasized that in order to avail the benefits of the government's bank schemes, it is very important to keep the books of accounts in order, one should be able to provide the IT returns on request, balance sheet needs to be flawless.
- He briefed the attendees that how in order to avail the bank loans, it is very important to develop a positive image of the organization and build the confidence of the bankers.

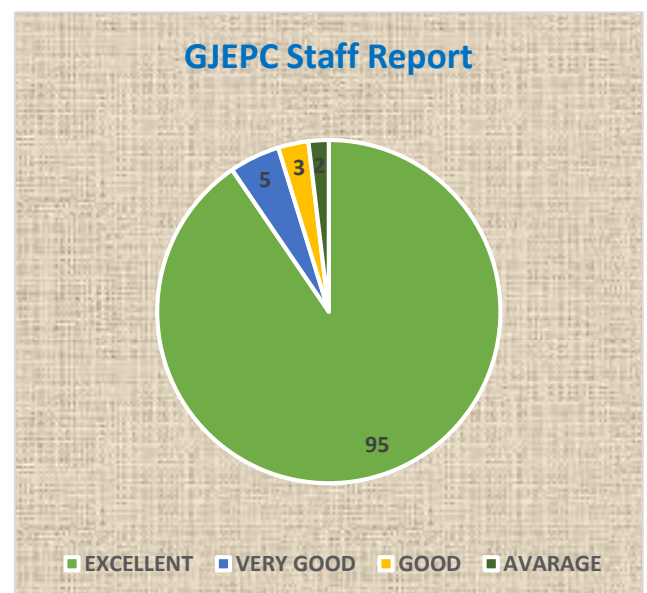
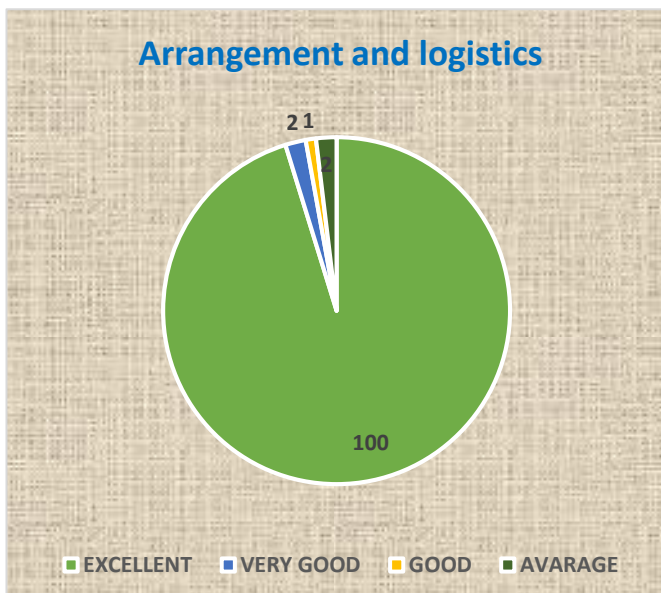
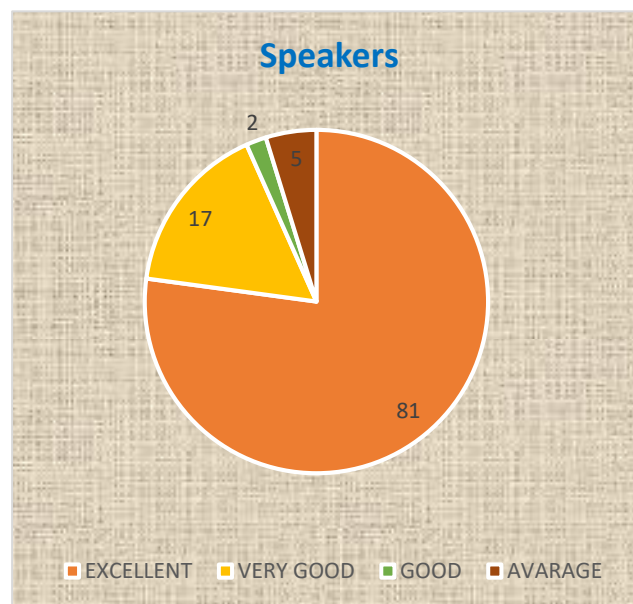
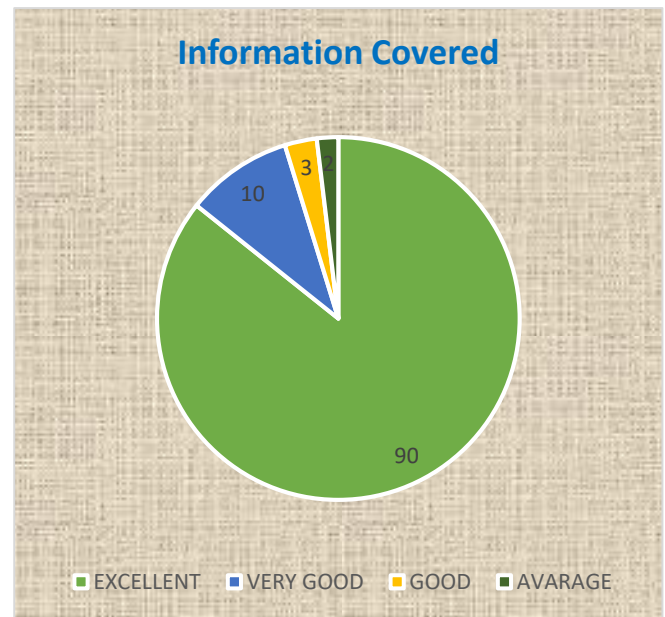
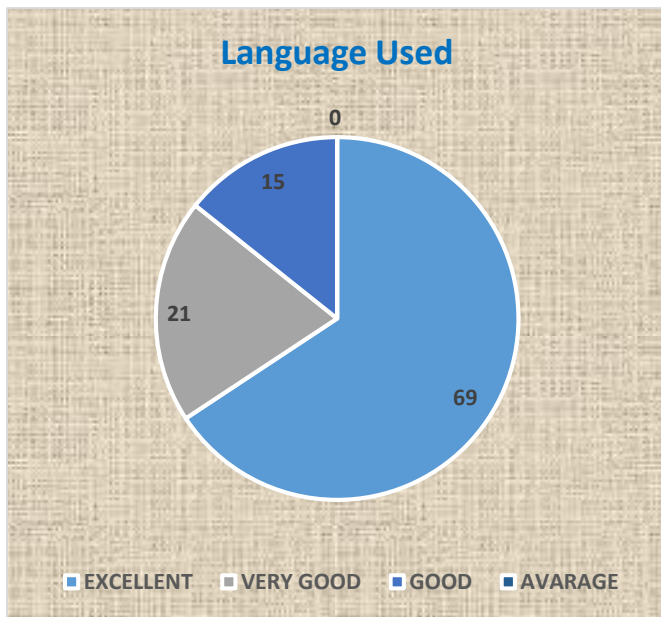
Hallmarking, Ms. Rashmi Gupta: Hallmarking procedures, documentation and benefits

- Ms. Rashmi Gupta from Hallmarking briefed the attendees about the importance of Hallmarking and various documentation and procedures involved in the same.

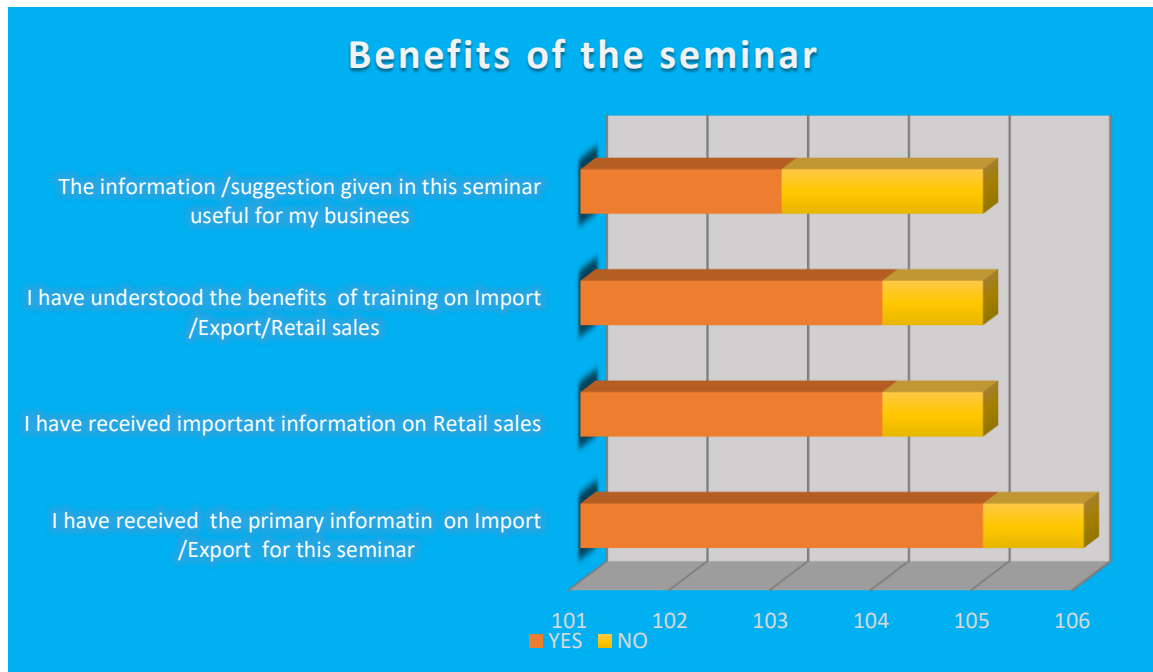
Godrej representative- Mr. Amol B. Gudadhe:

- Godrej representative, Mr. Amol B. Gudadhe, spoke on Godrej's various services/devices/ Safes/lockers for the safety and security of the jewellery.
- The session was very interactive and many questions were asked by the audience at Q&A Session regarding CFC/Cluster Development, Banking loans, Membership, Parichay Card and GJEPC's Health Insurance Swastya Kosh.
- Shri. Raja Saraf of Sarafa Association Jabalpur concluded the seminar and thanked GJEPC and all the stake holders for their efforts and making the seminar possible.

• Feedback Analysis



Benefits of seminar



Picture Gallery:







