



MSME Schemes, Parichay Card, Export Import, Banking

By GJEPC, Mumbai.
Saturday, 25th May 2019
Key Highlights of the Seminar

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 has organized the MSME Seminar on “How to Export and GJEPC’s MSME initiatives” on **Saturday 25th May 2019** from **11:00am** onwards at **24 Carat Family Restaurant**.

The Gem & Jewellery Export Promotion Council jointly organized this Seminar with **Saraf Association Aurangabad**.

Focus of the seminar was to strengthen the MSME Sector of the Indian Gem and Jewellery Industry to create awareness about the MSME & NSIC schemes, Export Import/banking procedures and documentation, Cluster development program, Common facility centre, Lean manufacturing competitiveness scheme, GJEPC’s health insurance, Parichay card and other GJEPC initiatives like Mobile Apps, IIJS Exhibition Call centre and membership benefits.

Number of attendees for the seminar were around 40.

Speakers and topics of the Seminar:

- 1. Universal Connections, Shri. Ajit Shah: Export Import procedures and documentation, bank loans and government subsidies which can be availed.**
- 2. GJEPC- Shri. Mithilesh Pandey, Director, Head Membership, GJEPC: Membership and MSME benefits, Parichay Card and Health Insurance.**
- 3. GIA, Mr. Amrit Patel, Business development team: Services of GIA**

Universal Connections. Mr. Ajit Shah: Export Import procedures and documentation, banks loans and government subsidies which can be availed.

- Mr. Ajit Shah, Universal Connections briefed the attendees that export should be the priority for the gem and jewellery sector as government is encouraging exports by giving several export incentives like duty drawback, advance authorisation, MEIS, EPCG etc.

- He briefed the attendees about the various benefits availed under MAI scheme (Market Access Initiative Scheme) and exporters can receive financial assistances under such schemes.
- He further apprised the members that by exporting goods, we not only earn profit but we also earn foreign exchange for our country. He briefed the attendees about the various important documents needed for exports.
- Attendees were explained that documentation is very important in exports/ imports. As an exporter is required to submit the documents through the bank, banks play an important role in export import and they offer special facilities to exporters.
- Some of the important means to get export orders are having a good and effective communication with foreign buyers through email, phone, SMS, using latest technology and approaching the friends and family abroad.

Topics discussed by Shri. Ajit Shah of Universal Connections

- **Advantages of exporting:**

Shri. Ajit Shah apprised the attendees about the importance of exports and how exports can help them to grow and compete in global market.

He gave several examples of companies which flourished by starting as small time exporters became big entrepreneurs.

He urged the audience to start exporting as there is lot of scope for Indian products in global market and emphasized how forex earnings are increasing and Indian exporters are getting benefited from it.

He also briefed the audience about the MAI (Market Access Initiative Scheme) under which exporters were earlier receiving Rs. 50 lakhs from government and added that now from 17th January 2019 onwards the amount has been increased to Rs. 5 Crores. Exporter can avail this benefit by exporting their products.

- **How to export:**

Shri. Ajit Shah informed the audience that the most successful people are the ones who are well informed and urged the audience to research before they decide to export.

He pointed out that for us to export following points are important like procedure, documentation, knowledge, delivery and compliance.

He apprised the audience that before they export they should decide the type of company they should form like Proprietorship / Partnership / Private Ltd / LLP etc.

He further stated that each type of this company has its own benefits and limitations and they should choose the one which most suits their product.

He pointed out that to export they will need IEC Code (Importer Exporter Code) for which there is an online application on DGFT website.

Also type of product selection they choose to export is important like diamonds, gold, colored gem stones, silver or imitation jewelry.

He apprised the attendees that marketing and finding the buyer for their product is very important for which he shared below mentioned options which exporter can choose:

- a. Friends & Relatives
- b. Email / Internet
- c. Travel abroad to meet prospective buyers
- d. Agents assistance
- e. Exhibition Participation
- f. Buyer seller meets

- **Export documentation and finance:**

He apprised the attendees that banks needs clean and clear paper work and bank accounts without any discrepancies.

He informed the attendees that when exporter gets an export order he should make a proper project report to present the same to the bankers to request for finance/loan/credit.

He further stated that one should always be confident while presenting the loan request to banker and should share at least past 2 years balance sheets, IT returns and Collateral security to assure the bank that they are genuine exporter and will repay the loan.

Once the exporter receives the loan CHA processes the export documents and exporter can export their product.

He also pointed out that as per the Circular No 37 within 9 months exporter will have to get the payment from foreign buyer to complete his export obligation to avail any export facilities.

- **ECGC (Export Credit Guarantee Corporation) :**

He further informed the attendees that in case if the exporter is not able to get the payment from foreign buyer then there is a option for him to get insurance through ECGC (Export Credit Guarantee Corporation).

ECGC was set up by the government to promote the exports by offering credit risk insurance covers to the Indian exporters against the loss with respect to the export of their goods and services.

- **GST (Goods and Service Tax):**

He apprised the attendees that GST (Goods and Service Tax) is an indirect tax imposed in India on the supply of goods and services.

He further stated that GST is a zero rated supply with no exemption. When one exports then he should have LUT to export without GST.

Also attendees were informed about the GST registration and that GST payment can be refunded.

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

It was observed that apart from the IIJS exhibition not many of the Aurangabad Seminar attendees were aware of the GJEPC initiatives and other MSME activities.

He urged the attendees to upgrade their knowledge and update themselves with new technology to be at par with global competition.

Hence Shri. Mithilesh Pandey, apprised the attendees of the Aurangabad seminar about the following MSME activities and GJEPC initiatives as mentioned below:

Topics discussed by Shri. Mithilesh Pandey:

- **MSME definition / Schemes (Interest Subvention, other finance related schemes) and Udyog Aadhar Registration/ CFC (Common Facility Centre) / Lean Manufacturing Competitiveness scheme :**

Shri. Mithilesh Pandey briefed the attendees about MSME benefits, Udyog Aadhar registration and how to avail them and whom to approach for the same. He informed the attendees about the definition of MSME and how they are categorized. Also the process for online registration of Udyog Aadhar was explained.

He also apprised the attendees about the benefits of various MSME schemes like Interest Subvention, Cluster development scheme, Common facility centre, Technology upgradation scheme for Machinery where exporter can receive a loan of upto 1 Cr with a subsidy of 15%.

He briefed the attendees about the CFC facility which is going to be set up at jewellery park and the same can be done at Dhule as well. He apprised the attendees about the importance of CFC facility where machines with the advanced technology can be set up by cluster of MSME's which they cannot afford individually. He briefed the attendees about the subsidies provided by the government to establish the same.

He briefed the attendees about the Lean Manufacturing competitiveness scheme where 6 to 10 units can come together to form mini cluster. An empanelled lean consultant will be coming and monitoring the units for 18 months and will share the complete report on the same. Units will be apprised of shortcomings in working process and they will be apprised on how they can be improved. Checks

will be done on energy consumption which can save a lot of money. Production quality will be increased by adopting new working models.

- **Parichay Card and Swasthya Kosh-Health Insurance:**

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 Kosh) and the eligibility for the same. They were further briefed that Swasthya Kosh will be linked to Parichay card. Swasthya Kosh will have a cover of Rs. 1 lakh with a individual premium of Rs. 1350/- where 75% (Rs. 1000) will be taken care by GJEPC and 25% will be the responsibility of the individual. For group insurance the premium is Rs. 2200/- (75%) will be taken care of by GJEPC which will cover family including self, spouse and 2 kids and rest 25% will be covered by individual himself. He informed the attendees that there is a facility of 2 way SMS facility linked to Parichay card. GJEPC has empanelled the Edelweiss team to process the Parichay card requests.

- **IIJS Exhibition participation and benefits:**

He also briefed the attendees about the benefits of IIJS exhibition participation for MSME's and informed them that GJEPC has increased the space and have added new stalls looking into the demand from MSME's. He further added that GJEPC is planning to make special reservations for MSME's of our industry for IIJS by giving first preference to ordinary members who have been with GJEPC and have been exporting for more than 3 years. Second preference is given to MSME's with Udyog Aadhar registration and third preference will be for MSME's in general. He further briefed the attendees about the IIJS exhibition registration norms where old system is scrapped and new registration procedures for next 3 years have been set up. He emphasized that GJEPC reaches 1200 villages for the promotion of IIJS exhibition.

- **GJEPCs Institutes:**

He briefed the attendees about GJEPC's various institutes like IIGJ, GIA etc where they can sharpen their skills by enrolling for various courses.

- **Drishtikon:**

He apprised the attendees about the GJEPC's Hindi magazine Drishtikone which has the brief of all the GJEPC's activities done on monthly basis.

- **Jewellery Park:**

He also briefed about the Jewellery Park which is going to be established in Mahape where GJEPC is giving special preference to MSME's. He urged the attendees that they can reserve their plots from 150 sq. ft, 200 sq. ft to 1 lakh sq.

ft at Jewellery Park . He apprised the attendees about the single window clearance to clear all the documents.

- **Mobile Apps/ Call Centre/ Help desk facility:**

He also apprised about the mobile app and help desk facility the member can avail through GJEPC. To approach the Call centre there is a toll free number where members can approach with their queries. Also there is a missed call alert facility which gives the caller an advantage of reaching the Call centre even after working hours. The member will receive a call from our Call centre executive once they give a missed call. Call centre will help the caller and if cannot the query will be forwarded to the concerned department of GJEPC. He also informed the attendees about the new help desk facility to address their problems, hurdles and queries. He urged the attendees to download GJEPC's new Mobile App which can be used to receive latest notifications regarding various new initiatives from Government and GJEPC.

- **Membership benefits:**

He briefed the attendees about the Membership benefits , RCMC benefits of zero percent duty on Machinery import and IEC registration of online process on DGFT website.

- **Rough Diamond Supply and establishment of IDTC (India Diamond Trading Centre):**

He further briefed the attendees about the establishment of IDTC (India Diamond Trading Centre) for rough diamond supply. He informed the attendees that mining companies across the world like Alrosa , Dee beers, Rio Tinto etc come and display their products at IDTC. And invite the members from BDB and GJEPC to buy their products. Now new action plan for MSME's has been drafted where 40% of the products will be reserved for only MSME's in order to save their travel expenses to various countries to procure the rough supply.

GIA, Mr. Amrit Patel, Business development team: Services of GIA

Topics discussed by Mr. Amrit Patel of GIA

- Mr. Amrit Patel of GIA, briefed the attendees about the various GIA Laboratory services like testing, analysis, treatment of coloured stones and colourless stones, Diamond grading report, Diamond Dossier, Diamond eReport, Diamond Focus, Sealing and Melee Analysis Service and various gem testing devices.
- He further briefed the attendees about the research done and instruments developed by GIA and how it determines the value of the diamond through 4C's (Colour, Clarity, Cut and Carat weight)
- He also briefed that GIA also issues diamonds and gem stone reports.
- Attendees were briefed about the various educational courses like Diploma courses, Professional Development, Design Courses and Lab classes.

- He apprised the attendees about various trade initiatives of GIA which are free like Trade education seminars, retail sales associate training programmes, Consumer education services.
- The seminar was concluded with vote of thanks by Shri Mithilesh Pandey, Director, Membership, GJEPC.





