

# Audio & Web Seminars conducted across craft clusters

## Growing Handicrafts Business through Virtual Platforms

8<sup>th</sup> August 2020; Narsapur

As per the current market situation caused by the pandemic, the Council organised an Audio Seminar on "Growing Handicrafts Business through Virtual Platforms" for member exporters of the Narsapur region. This was attended by 18 member exporters including Mr. K N Tulasi Rao, COA Member and Southern Regional Convenor, EPCH. The guest faculty was, Mr. H K Chari, National Advisor, IL&FS, Hyderabad. He elaborated the following points:

- Adapting a content marketing strategy.
- Selection of relevant platforms.
- Preparation of data based decisions with available softwares.
- Selection of communication tools.
- Strategies to deliver high-quality content.
- Diversifying operations as per market requirements.
- Preparation of targeted websites to Get More Ad Clicks.
- Preparation of Customer Testimonials and Trust Signals. ■



## Various Schemes & Services of National SC/ST Hub under Ministry of MSME for the Handicrafts Sector

20<sup>th</sup> August 2020; Bangalore

This audio seminar was attended by 23 member exporters along with Mr. K N Tulasi Rao, COA Member and Southern Regional Convenor, EPCH; Mr. K.L.Ramesh, former COA member, EPCH; as well as leading exporters from the city. The session was initiated by Mr. Tulasi Rao who informed the attendees about the Council's multifarious activities and also about the recent virtual fairs successfully conducted. The speaker at the seminar, Mrs. A Kokila, Regional Head of the National SC/ST Hub, Ministry of MSME, Bangalore, informed the participants about the various schemes and services of her department. The National SC/ST Hub has been set up to provide professional support to Scheduled Caste and Scheduled Tribe Entrepreneurs to fulfill the obligations under the Central Government Public Procurement Policy for Micro and Small Enterprises Order 2012, adopt applicable business practices and leverage the Stand-Up India initiative. The Hub is being implemented by the Ministry of MSME, Government of India, through National Small Industries Corporation (NSIC), a public sector undertaking under the administrative control of this Ministry. The speaker highlighted some of the main schemes of her department such as:

- Reimbursement of 50% or Rs.20,000/- (excluding GST and other applicable taxes) whichever is less, in a financial year to SC/ST MSEs on annual membership subscription fee/ one time subscription charges/ entry fee charged by various Export Promotion Councils and it applies to EPCH also.
- To encourage SC/ST owned units to achieve their share of at least 4% of total procurement being made by Central/ State Governments, CPSEs and other government agencies.
- To prepare strategy for intervention through industry associations to sensitize, encourage and enable the SC/ST owned units for participation in Public Procurement Process.
- Collection, collation and dissemination of information regarding SC/ST enterprises and entrepreneurs.
- Facilitating SC/ST Entrepreneurs to be part of vendor development programs and mentoring support by specific CPSE matching the products/services of such entrepreneurs.
- Facilitating SC/ST Entrepreneurs' participation in Public Procurement through the e-platform of DGS&D and monitoring the progress. ■

# Schemes of MSME, emphasising on National SC-ST Hub, Financial Assistance for Procurement of Raw Material, Capital Subsidy and Marketing Assistance

28<sup>th</sup> August 2020; Jaipur

This audio seminar aimed to define the role of The National Small Industries Corporation (NSIC) in developing MSMEs in India and NSIC assistance to promote, aid and foster the growth of micro, small and medium enterprises in the Country. This was conducted by Mrs. Renu Gupta, Deputy Director, EPCH with Mr. Ravi Kant, Head - MSME National SC ST Hub Office, Ludhiana, as the speaker. Mr. Lekhraj Maheshwari, Regional Convener and COA Member, EPCH, graced the session.

Mr. Lekhraj Maheshwari spoke on how in many countries SMEs are very significant for the development of their market economies. They are the main creators of the new working places and they present a vital core of the market economy. Today, for businesses to survive, dynamism and entrepreneurship must exist in its fullest degree. It's a proven fact that those countries have succeeded in achieving higher growth of MSME, who have given much more emphases on Entrepreneurship Development Program. Mr. Ravi Kant, started the session with a statement, that "Marketing has been identified as one of the most important tool for business development. It is critical for the growth and survival of MSMEs in today's intensely competitive market". He shared that NSIC acts as a facilitator and has devised a number of schemes to support enterprises in their marketing efforts, both domestic and foreign markets. These schemes can be briefly described as:

**Consortia and Tender Marketing** - Small Enterprises in their individual capacity face problems to procure & execute large orders, which deny them a level playing field vis-a-vis large

enterprises. NSIC forms consortia of Micro and Small units manufacturing the same product, thereby pooling in their capacity. NSIC applies the tenders on behalf of single MSE/Consortia of MSEs for securing orders for them. These orders are then distributed amongst MSEs in tune with their production capacity.

**Single point Registration for Government Purchase** - The units registered under Single Point Registration Scheme of NSIC are eligible to get the benefits under "Public Procurement Policy for Micro & Small Enterprises (MSEs) Order 2012".

**MSME Global Mart B2B Web Portal for MSMEs** - With increase in competition and melting away of international boundaries, the demand for information is reaching new heights. NSIC, realizing the needs of MSMEs, is offering Infomediary Services which is a one-stop, one-window bouquet of aids that will provide information on business & technology and also exhibit the core competence of Indian MSMEs. B2B Web Portal is offering multiple benefits to the members of infomediary Services.

**Marketing Intelligence** - Collect and disseminate both domestic as well as international marketing intelligence for the benefit of MSMEs. This section, in addition to spreading awareness about various programmes/ schemes for MSMEs, will specifically maintain database and disseminate information.

**Exhibitions and Technology Fairs** - To showcase the competencies of Indian SSIs and to capture market opportunities, NSIC participates in select International and National Exhibitions and Trade Fairs every year. NSIC facilitates the participation of the small enterprises by providing concessions in rental etc. Participation in these events exposes SSI units to international practices and enhances their business prowess.

**Buyer-Seller meets** - Bulk and departmental buyers such as the Railways, Defence, Communication departments and large companies are invited to participate in buyer-seller meets to enrich small enterprises knowledge regarding terms and conditions, quality standards, etc. required by the buyer. These programmes are aimed at vendor development from MSMEs for the bulk manufacturers.



**Credit Support** - NSIC facilitates credit requirements of small enterprises in Financing for procurement of Raw Material (Short term) and Finance through syndication with Banks.

**Technology Support** - Technology is the key to enhancing a company's competitive advantage in today's dynamic information age. Small enterprises need to develop and implement a technology strategy in addition to financial, marketing and operational strategies and adopt the one that helps integrate their operations with their environment, customers and suppliers.

**Incubation of unemployed youth for setting up of New Micro & Small enterprises** - This programme facilitates setting up of new enterprises all over the country by creating self-employment opportunities for the unemployed persons. The objective of this scheme is to facilitate establishment of new small enterprises by way of providing integrated services in the areas of training for entrepreneurial skill development, selection of small projects, preparation of project profiles/reports, identification and sourcing of plant, machinery and equipments, facilitating sanction of credit facility and providing other support services in order to boost the development of small enterprises in manufacturing and services sectors.

**International Cooperation** - The emphasis is on sustainable business relations rather than on one-way transactions. Since its inception, NSIC has contributed to strengthening enterprise-to-enterprise cooperation, south cooperation and sharing best practices and experiences with other developing countries, especially those in the African, Asian and Pacific regions.

**International Consultancy Services** - For the last five decades, NSIC has acquired various skill sets in the development process of small enterprises. The inherent skills are being networked to offer consultancy services for other developing countries. The areas of consultancy are Capacity Buildin, Policy & Institutional Framework, Entrepreneurship Development and Business Development Services. The session concluded with a Q&A.■

**7 Highlights of the MSME/Udyam Registration Portal: A Saptrangi Beginning!**

1. This portal opens with the URL: <https://udyamregistration.gov.in> other domains as below will also be diverted to the above:  
<https://msme.registration.gov.in> • <https://udyam.gov.in>  
[Udyamregistration.co.in](https://udyamregistration.co.in) • [Udyamregistration.biz](https://udyamregistration.biz)  
[Udyamregistration.com](https://udyamregistration.com) • [Udyamregistration.in](https://udyamregistration.in)  
[Udyamregistration.org](https://udyamregistration.org) • [Udyamregistration.info](https://udyamregistration.info)
2. The entire registration process is online & without any paper, proof or document. Full integration with Government data bases has been done.
3. It has options where:
  - a. Udyam Registration will happen with Aadhaar & PAN validation on real time basis.
  - b. Old Udyog Aadhaar Memorandum can be upgraded to Udyam Registration by verifying/seeding the PAN here online.
4. This portal will have Integration with GeM – Government e-Market Place & CPPP – Central Public Procurement Portal & various other State Governments portals to give MSMEs the access to their Market Place, e-Tender process and other Benefits and Services.
5. Udyam Registration will also help you in dealing with Delayed MSME Payments because of its Integration with TReDS & our SAMADHAAN Portal.
6. Each udyam registration certificate will have a dynamic & different QR code through which the exact web-page of the concerned MSME can be accessed on our portal. This will bring ease of doing business.
7. Various other Schemes & benefits of Ministry of MSME can be accessed through Udyam Registration Number itself.

**Come, register and be an MSME.**  
**We will help you to become a CHAMPION !**

**BUILD THE ENTERPRISE OF YOUR DREAMS**