

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION NO. 2032
TO BE ANSWERED ON 07.08.2023

ADOPTION OF SUSTAINABILITY MEASURES

2032. SHRI M. MOHAMED ABDULLA:

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

- (a) whether it is a fact that only few percentage of MSMEs are aware about the benefits of implementing sustainability measures; and
- (b) if so, Whether Government has taken any steps to increase the adoption of sustainability measures among MSMEs and the details thereof?

ANSWER

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI BHANU PRATAP SINGH VERMA)

(a) & (b): Ministry of Micro, Small and Medium Enterprises (MSME) implements various schemes for adoption of sustainability measures in MSME Sector. MSME Champions Scheme is one such initiative of Ministry, which provides various incentives to MSMEs under the following three components:

- MSME-Sustainable (ZED)
- MSME-Competitive (Lean)
- MSME-Innovative (Incubation, Intellectual Property Rights, Design and Digital MSME)

The MSME Sustainable (ZED) Certification Scheme encourages MSMEs to improve their processes and systems to enhance quality and move towards sustainability through minimizing environmental impact. MSME Sustainable (ZED) Certification Scheme provides financial assistance up to 75% of the total cost of testing/certification, with the maximum ceiling of subsidy being Rs. 50,000. ZED certified MSMEs are eligible for handholding and technology up gradation support up to Rs. 2 lakh and Rs. 3 lakh respectively. Presently more than 54,000 MSMEs have registered and more than 13,700 MSMEs have been certified under MSME Sustainable (ZED) Certification Scheme.

Under MSME Competitive (Lean) Scheme, MSMEs are entitled for financial assistance up to Rs. 2,16,000 towards advance level implementation of scheme to reduce rejection rates, product and raw material movements and product cost.

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MSME Innovative Scheme provides financial assistance up to Rs. 15 lakh per idea to host Institutions for developing and nurturing the ideas. Under this scheme, MSME Idea Hackathon 2.0 was held for 15 different themes and 276 ideas were approved out of total 13764 ideas received.

Ministry of MSME has taken various publicity measures to popularize the above schemes among MSMEs through awareness programmes, campaigns and advertisements.

In addition to above, Government has taken various initiatives through Small Industries Development Bank of India (SIDBI) to increase the adoption of sustainability measures among MSME's namely Mission Solar, Mission Evolve, Mission Waste to Environment Taste, Mission Energy Efficiency, Nurture t Nature, Sustainability Perception Index (SPeX) and Green Inclusivity (GRiT).

Under SPeX initiative, SIDBI has come out with Sustainability Perception Index (SPeX), a quarterly report on sustainability awareness among MSMEs. Based on survey, the index during October – December 2022 was 46 which increased to 54 during January – March 2023.

Under GRiT project, SIDBI adopts some micro/artisan clusters, positions specialized agencies and supports MSMEs to adopt Green Initiatives. Presently SIDBI has adopted 7 clusters/ ODOP under this project.
