

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**RAJYA SABHA**  
**UNSTARRED QUESTION No. 106**  
TO BE ANSWERED ON 22.07.2024

**TECHNOLOGICAL TRANSFORMATION OF MSMEs**

106. SHRI RAJEEV SHUKLA:

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

- (a) whether the Government is taking measures to ensure that MSMEs are able to embrace technology to remain competitive by leveraging e-commerce platforms, adopting digital marketing strategies, and implementing automation and digitization in their operations;
- (b) if so the details of such measures undertaken;
- (c) the details of progress made in this respect along with the benefits realised; and
- (d) the proposed measures to be taken in this regard?

**ANSWER**

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES  
(SUSHRI SHOBHA KARANDLAJE)

(a) to (d): The Government is taking several measures to ensure that MSMEs are able to embrace technology to remain competitive by leveraging e-commerce platforms, adopting digital marketing strategies, and implementing automation and digitization in their operations. These inter alia include MSME Udyam Certification, Digi locker, Zero Effect, Zero Defect (ZED) Scheme, MSME Trade Enablement and Marketing Initiative (MSME-TEAM Initiative). The progress of Udyam, ZED is enclosed in Annexure-I. TEAM Scheme has been launched in 27<sup>th</sup> June, 2024.

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## Annexure I

### Progress of Zero Effect, Zero Defect (ZED) and Udyam Registration

#### A. Udyam Registration:

Total MSMEs Registered Under Udyam & Udyam Assist Platform Since Inception Till 15.07.2024											
	Total	Micro	Small	Medium	Women	SC	ST	Manufacturing	Services	Trading	Employment
<b>All India</b>	47,091,442	46,313,357	710,491	67,594	18,254,650	4,904,802	760,397	8,901,864	16,617,058	21,572,520	203,776,086

#### B. Zero Effect, Zero Defect (ZED):

MSME Sustainable (ZED) Certification is an extensive drive to create awareness amongst MSMEs about Zero Defect Zero Effect (ZED) practices and motivate and incentivise them for ZED Certification while also encouraging them to become MSME Champions. The ZED Certification envisages promotion of Zero Defect Zero Effect (ZED) practices amongst MSMEs so as to:

- Encourage and enable MSMEs for manufacturing of quality products using latest technology, tools & to constantly upgrade their processes for achievement of high quality and high productivity with the least effect on the environment
- Develop an Ecosystem for ZED Manufacturing in MSMEs, for enhancing competitiveness and enabling exports
- Promote adoption of ZED practices and recognising the efforts of successful MSMEs
- Encourage MSMEs to achieve higher ZED Certification levels through graded incentives
- Increase public awareness on demanding Zero Defect and Zero Effect products through the MSME Sustainable (ZED) Certification
- Identify areas to improve upon, thereby assisting the Government in policy decisions and investment prioritization.

The progress of "MSME Sustainable (ZED) Certification Scheme" as on 16.07.2024:

- MSME Registered: 302970
- Bronze Certified: 186165
- Silver Certified: 718
- Gold Certified: 982