

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION NO. 2480
TO BE ANSWERED ON: 10.08.2026

MSME CHAMPIONS SCHEME

2480. SMT. SANGEETA YADAV:

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

- (a) whether Government has undertaken any assessment of the implementation of the MSME Champions Scheme;
- (b) if so, the details thereof;
- (c) the progress achieved under the Scheme in promoting Zero Defect Zero Effect (ZED) Certification, Lean Manufacturing and innovation among MSMEs;
- (d) whether any measures have been undertaken to enhance participation of MSMEs under the various components of the scheme;
- (e) if so, the details thereof; and
- (f) the observed impact of the Scheme on improving productivity, competitiveness and quality standards of MSMEs?

ANSWER

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

(a) & (b): The Ministry has undertaken a third-party evaluation of the MSME Champions Scheme through the Indian Institute of Management (IIM) Sirmaur during 2025-26. The study assessed the implementation of the Scheme covering the MSME Sustainable (ZED) Certification Scheme, MSME Competitive (Lean) Scheme and MSME Innovative Scheme (Incubation, Design and IPR components). The report highlighted that the Scheme has positively contributed towards improving quality, productivity, competitiveness, sustainability and innovation among MSMEs. The study also identified areas for further improvement in outreach, awareness, and post-intervention handholding.

(c): The component wise progress achieved under the MSME Champions Scheme since launch as on date is tabulated below:

Scheme Name	Scheme Component	Achieved Numbers
MSME Sustainable (ZED) Certification Scheme	No. of ZED Certification	7,06,359
MSME Competitive (Lean) Scheme	No. of Lean Certification	20,704
MSME Innovative (Incubation, Design and IPR) Scheme	No. of Ideas Approved	1,920
	No. of Design Projects Approved	94
	No. of Intellectual Property (IP) Reimbursed	3,673

(d) & (e): The Ministry regularly undertakes awareness and outreach programmes, wherever required, through its field offices and respective Implementing Agencies (IAs).

(f) As per the third-party evaluation conducted by IIM Sirmaur, the MSME Champions Scheme has positively impacted the productivity, competitiveness and the quality standards of beneficiary MSMEs. Under the Lean component, the evaluation reported improvements in production capacity, export capabilities, operational efficiency, reduction in material waste and losses, increased level of compliance with international quality standards and overall cost reduction. Under the ZED component, MSMEs reported enhanced awareness of product quality expectations, improvement in delivery performance and reduction in customer complaints. Under the IPR component, beneficiaries reported improvement in business performance through enhanced brand recognition and market presence, along with tangible value addition to their businesses through intellectual property protection.
