

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 1383
TO BE ANSWERED ON 15.12.2022

SUSTAINABLE BUSINESS MODEL

1383. SHRIMATI VANGA GEETHA VISWANATH:

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

- (a) the details of the efforts undertaken by the Government to incentivise entrepreneurs to have a sustainable business model;
- (b) whether MSMEs registered under the Zero Defect Zero Effect scheme have successfully achieved their goals of sustainable development; and
- (c) if so, the details thereof and if not, reasons therefor?

ANSWER

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

(a): Ministry of Micro, Small and Medium Enterprises (MSME) is implementing MSME Champions scheme. The objective is to modernize MSMEs' manufacturing processes, reduce wastages, encourage innovativeness, sharpen business competitiveness and facilitate their National and Global reach and excellence. Various financial incentives are being provided to MSMEs under the scheme. There are 3 components under the MSME Champions scheme, the details of which are as below:

- MSME-Sustainable (ZED)
- MSME-Competitive (Lean)
- MSME-Innovative (Incubation, IPR, Design and Digital MSME)

(b) & (c): The MSMEs registered under MSME Sustainable (ZED) Certification Scheme have benefitted through assessment on different parameters in Bronze, Silver and Gold certification levels. The MSME Sustainable (ZED) Certification Scheme is based on an assessment model which includes various parameters that encourage MSMEs to improve their processes and systems to enhance quality and also move towards sustainability. Specific parameters to encourage MSMEs adopt practices towards sustainability are Energy Management, Environment Management, Natural Resource Management, Corporate Social Responsibility etc. The scheme was launched on April 28, 2022, more than 22,000 MSMEs have registered, out of which 734 Bronze, 32 Silver and 25 Gold certifications have been awarded till date to the MSMEs and the remaining registered MSMEs are under process for certification subject to fulfillment of assessment criteria.
