

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**LOK SABHA**  
**UNSTARRED QUESTION NO. 2469**  
**TO BE ANSWERED ON 13.03.2025**

**MSMEs IN GLOBAL MARKET**

2469. SMT. BIJULI KALITA MEDHI:

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

- (a) the manner in which the policy of the Government can be improved to enhance the competitiveness of MSMEs in the Global Market; and
- (b) the details of the strategies to promote innovation and R&D within the MSME sector?

**ANSWER**

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

(a): Ministry of MSME implements several Schemes and initiatives to enhance competitiveness of MSME in global market which are:

- (i) International Cooperation (IC) Scheme facilitates MSMEs to participate in international Fairs/Exhibitions which give opportunity to understand the global market ecosystem, create network and exposure to the latest technologies available in the market. The IC Scheme also has the Capacity Building for First Time Exporters components which facilitates MSMEs (on reimbursement) to register with various Export Promotion Councils for membership, Export Insurance Premium and fees towards Testing & Quality Certification for products and services. The IC Scheme also facilitates Industry Associations to organize Conferences/ Seminars/ Workshops in India by inviting foreign speakers and experts from industry sector to share best practices, share knowledge of new emerging markets, latest technology etc with the MSMEs.
- (ii) Ministry of MSME has set up a dedicated support system for export promotion in MSME sector by establishing 65 Export Facilitation Centres (EFCs). These EFCs support MSMEs by disseminating information on various Schemes and supports available for the MSMEs, assisting exports in linking them with financial institutions such as NBFCs, new fintech start-ups etc, to avail credit at competitive rates etc.
- (iii) Ministry of MSME undertakes periodic review of existing policies/ Schemes/Programs to ensure that policies remain relevant and responsive to the dynamic business environment. The Ministry also engages Industry Associations/Chambers for their inputs and feedback in policy framework which helps in timely identification of challenges and opportunities to remain adaptable to the dynamic demands of the market. Through these actions, the Ministry fosters a conducive environment for MSMEs to enhance their competitiveness in international markets.

(b): For promotion of Innovation and R&D within the MSME sector, Ministry is implementing MSME Champions Scheme with the objective to modernize MSMEs' manufacturing processes, reduce wastages, encourage innovativeness, sharpen business competitiveness and facilitate their national and global reach and excellence. Components under the MSME Champions scheme are MSME-Sustainable - Zero Effect, Zero Defect (ZED) Scheme, MSME-Innovative Scheme and MSME-Competitive (Lean) Scheme.

MSME-Sustainable (ZED) Scheme focuses on enhancing MSME competitiveness, making them sustainable and transforming them as national and international champions.

MSME Innovative Scheme is a combination of innovation in incubation, design intervention and protection of IPR in a single mode approach to create awareness amongst MSMEs and to motivate them to become MSME Champions.

MSME Competitive (Lean) aims to enhance the domestic and global competitiveness of MSMEs through the application of various Lean Techniques.

\*\*\*\*\*