

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 5324
TO BE ANSWERED ON 03.04.2025

MSME CHAMPIONS SCHEME

5324. SHRI MANOJ TIWARI:
SMT. MAHIMA KUMARI MEWAR:
SHRI GAJENDRA SINGH PATEL:
SHRI ALOK SHARMA:
SHRI LUMBA RAM CHAUDHARY:
SHRI VISHNU DAYAL RAM:
SHRI BIDYUT BARAN MAHATO:
MS KANGNA RANAUT:
SHRI ANIL FIROJIYA:
SHRI PRAVEEN PATEL:

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

- (a) whether the Government has assessed the impact of the MSME Champions Scheme on business growth and sustainability;
- (b) the number of MSMEs that have benefited from the scheme so far, State-wise including Bhopal district;
- (c) the new interventions being planned under MSME Champions to further support digital transformation and market access; and
- (d) whether there is any plan to expand the scheme's reach to backward and underserved regions and if so, the details thereof?

ANSWER

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

(a) & (b): The MSME Champions Scheme consists of three components: MSME Sustainable (ZED) Certification Scheme for sustainability, MSME Competitive (LEAN) Scheme for competitiveness, and MSME Innovative Scheme for innovation. The ZED Certification Scheme promotes Zero Defect Zero Effect (ZED) practices, encouraging MSMEs to adopt quality manufacturing with minimal environmental impact. The LEAN Scheme enhances domestic and global competitiveness through efficiency improvement and waste reduction. The Innovative Scheme integrates incubation, design intervention, and Intellectual Property Rights (IPR) protection to foster innovation and facilitates transforming ideas into viable businesses. While no third-party impact assessment has been conducted, internal evaluations indicates that the ZED Certification Scheme has been able to improve awareness on quality, environment, safety, cleanliness and hygiene. On the other hand, the Lean Scheme has led to sensitization of MSMEs on efficiency improvements, waste reduction, and better problem-solving; and the Innovative Scheme is facilitating the transformation of incubated ideas into viable business ventures. The component wise total beneficiaries under MSME Champions Scheme as on 31.03.2025 are tabulated below:

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S. No.	Scheme Component	No. of Beneficiaries
1	MSME Sustainable (ZED) Certification Scheme	2,84,178
2	MSME Competitive (LEAN) Scheme	14,240
3	MSME Innovative {(Incubation, Design & Intellectual Property Rights (IPR)} Scheme	Incubation: 930 Design: 69 IPR: 2,271

The list of State-wise beneficiaries including Bhopal district may please be seen at Annexure I, for ZED, LEAN and Innovative Scheme respectively.

(c): The Ministry of MSME has launched ZED 2.0, which fortifies the ZED program by ways of i) 20% reduction in certification costs; ii) strengthened certification levels with additional assessment parameters for Bronze level and enhanced surveillance assessment, and iii) financial assistance for multiple certifications. Alongside this, the MSME Support for Commercialization of IP (MSME- SCIP) Programme under the MSME Innovative Scheme aims to bridge the gap between IP creation and commercialization. The programme aims to establish a national network of Technology Transfer Facilitation Centres (TTFCs), develop a digital matchmaking platform for stakeholder collaboration and technology discovery, and build a technical knowledge database for Indian MSMEs, thereby supporting digital transformation and improving market access under the MSME Champions initiative.

(d): The MSME Champions Scheme is a central sector scheme applicable for pan India implementation including the backward and underserved regions. Under the MSME Competitive (LEAN) Scheme component there is a provision for additional 5% Government of India (GoI) contribution as Financial Assistance for North Eastern Region (NER) MSMEs. Moreover, the ZED Scheme provides an extra 10% subsidy for Cost of ZED Certification for MSMEs owned by SC/ST entrepreneurs, or those in NER, Himalayan, Left Wing Extremist (LWE), Island territories, and aspirational districts, further strengthening support in these regions.

Annexure-I

List of State-wise beneficiaries including Bhopal district under ZED since launch of the Scheme i.e. 28th April 2022:

S. No.	State/UT	ZED	LEAN	Innovative		
		Total Certifications	Basic Certifications	Incubation	IPR	Design
1	Andaman and Nicobar Islands	2	0	0	0	0
2	Andhra Pradesh	9996	465	82	156	0
3	Arunachal Pradesh	1	0	2	0	0
4	Assam	2749	167	6	4	2
5	Bihar	20809	1284	10	9	1
6	Chandigarh	704	0	7	0	0
7	Chhattisgarh	2723	128	8	9	0
8	Delhi	1356	193	9	41	0
9	Goa	21	4	0	4	0
10	Gujarat	56932	1131	32	400	0
11	Haryana	14829	1352	8	138	4
12	Himachal Pradesh	1858	58	1	4	0
13	Jammu and Kashmir	2732	274	3	4	3
14	Jharkhand	1893	107	8	6	3
15	Karnataka	47285	980	72	126	23
16	Kerala	3466	225	21	137	1
17	Ladakh	8	0	0	0	0
18	Madhya Pradesh	11887	1155	11	63	2
19	Maharashtra	20187	1966	46	311	7
20	Manipur	4	25	0	0	0
21	Meghalaya	2	6	3	0	0
22	Nagaland	33	46	0	0	0
23	Odisha	1095	74	25	48	1
24	Puducherry	226	10	1	1	0
25	Punjab	15717	529	9	20	2
26	Rajasthan	17044	871	28	138	1
27	Sikkim	1	0	0	0	0
28	Tamil Nadu	10896	806	330	33	1
29	Telangana	4956	225	116	467	2
30	The Dadra and Nagar Haveli and Daman and Diu	199	17	0	0	0
31	Tripura	266	1	1	0	0
32	Uttar Pradesh	28217	1531	46	99	16
33	Uttarakhand	825	75	8	20	0
34	West Bengal	5259	535	37	33	0
	Grand Total	284178	14240	930	2271	69
	Bhopal District	843	168	0	7	0