

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 5442
TO BE ANSWERED ON 03.04.2025

MAKE IN INDIA INITIATIVE FOR MSMEs

5442. SHRI BIDYUT BARAN MAHATO:

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

- (a) the measures and strategies taken by the Government to enhance the growth of MSMEs, especially in fostering innovation, improving ease of doing business, and facilitating access to new markets; and
- (b) the manner in which the "Make in India" initiative is being integrated into the MSME sector and the steps being taken to promote indigenous manufacturing, reduce dependence on imports and create new opportunities for MSMEs under this initiative?

ANSWER

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

(a) and (b): Government has taken a number of measures to enhance the growth of MSMEs, which includes measures for fostering innovation, improving ease of doing business, and facilitating access to new markets.

The Ministry of MSME implements the MSME Champions Scheme aimed at modernizing MSMEs by enhancing productivity, reducing wastages, improving competitiveness, and facilitating their national and global reach. This Scheme comprises three components: i) MSME-Sustainable (ZED) Certification Scheme, ii) MSME-Competitive (Lean) Scheme and iii) MSME-Innovative (Incubation, Design & IPR) Scheme.

The MSME-Innovative Scheme fosters innovation through a combination of innovation in incubation, design intervention and by protecting IPR in a single mode approach to create awareness amongst MSMEs about India's innovation and motivate them to become MSME Champions.

To improve ease of doing business for MSMEs, a number of initiatives have been taken which are as given below:

- i. New revised criteria for classification of MSMEs, based on Investment and Turnover, adopted to widen the ambit of the MSME sector.
- ii. "Udyam Registration" for MSMEs launched for Ease of Doing Business.
- iii. Ministry of MSME launched Udyam Assist Platform, for bringing Informal Micro Enterprises (IMEs), in the formal ambit. Registered IMEs can avail the benefits of Priority Sector Lending.
- iv. Non-tax benefits extended for 3 years in case of an upward change in status of MSMEs.
- v. Ministry of MSME has launched Samadhaan Portal for filing of grievances and monitoring of outstanding dues to the MSEs from the buyers of goods and services.

- vi. Launching of an online Portal “Champions” in June, 2020 to cover many aspects of e-governance including redressing grievances and handholding of MSMEs.

To provide an assured market share to Micro and Small Enterprises (MSEs), Procurement Policy for Micro and Small Enterprises Order, 2012 has been issued. Procurement and Marketing Support Scheme (PMSS) extends benefits to MSEs for gaining market access through participation in Trade Fairs/ Exhibitions, Vendor Development Programmes, adoption of Modern Packaging Technique, e-Commerce platforms, etc.

Under the International Cooperation (IC) Scheme, financial assistance is provided on reimbursement basis to the eligible Central/State Government organizations and Industry Associations to facilitate participation of MSMEs in the international exhibitions/fairs/buyer-seller meets held abroad and for organizing international conference/seminar/workshops in the country.

As informed by DPIIT, Make in India' Initiative was launched on 25th September, 2014 to facilitate Investment, foster Innovation, build best in class Infrastructure, and make India a hub for manufacturing, design, and innovation. Presently, Make in India 2.0 focuses on 27 sectors implemented across various Ministries/Departments and State Governments. One of the significant measures taken up by the Government keeping in view India's vision of becoming 'Atmanirbhar', is the launch of Production Linked Incentive (PLI) Schemes for 14 key sectors to enhance India's Manufacturing capabilities and Exports.

The Ministry of MSME, in order to help the MSMEs to grow technologically and to enhance their competitiveness, has established new Technology Centres (TCs) and Extension Centres (ECs) across the country. These TCs/ECs provide various services like technology support, skilling, incubation and consultancy to MSMEs and skill seeker, which makes them capable to manufacture in the country in addition to reducing the dependence on import and create new opportunities. To digitally empower MSEs, the Trade Enablement and Marketing (TEAM) Scheme has been launched.
