

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**LOK SABHA**  
**UNSTARRED QUESTION NO. 3193**  
TO BE ANSWERED ON: 06.08.2026

**HUMAN-CENTERED ENTREPRENEURSHIP IN MSMEs**

3193. SHRI EATALA RAJENDER:

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

- (a) whether the United Nations MSME Day 2026 theme is "Human-Centered Entrepreneurship in an AI-Driven Future", with a broader global focus on "Empowering Micro, Small and Medium Enterprises (MSMEs) through Innovation and Sustainable Industrial Development" and if so, the details thereof;
- (b) whether these themes focus on ensuring that small businesses—which make up over ninety per cent of global businesses and seventy per cent of employment—are not left behind in the rapid AI transformation and drive toward green energy and if so, the details thereof;
- (c) whether the Government is taking steps to encourage MSMEs to innovate, scale up, build globally competitive businesses and develop "Me-First" products instead of "Me-too" products and if so, the details thereof, the results achieved so far and the funds spent in Telangana; and
- (d) whether industry leaders urged MSMEs to transition from low-cost "me-too" products to innovation-led, "me-first" scale and develop deep scientific capability to build global competitiveness and prioritize intellectual property and if so, the details thereof?

**ANSWER**

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

(a) to (d): The themes for the observance of the United Nations MSME Day are determined independently, and information in this regard is not maintained by the Ministry of Micro, Small and Medium Enterprises (MSME). However, the Ministry is implementing various schemes and initiatives to promote sustainability, innovation, competitiveness, and green manufacturing among MSMEs, thereby enabling them to remain competitive in an evolving global business environment.

These include the MSME Champions Scheme [comprising the MSME Sustainable (ZED) Certification Scheme, MSME Competitive (LEAN) Scheme and MSME Innovative (Incubation, Design & IPR) Scheme], MSE Green Investment and Financing for Transformation (MSE-GIFT) Scheme and Scheme for Promotion and Investment in Circular Economy (MSE-SPICE) to promote innovation, quality improvement, circular economy, green manufacturing and intellectual property creation among MSEs. These initiatives support MSMEs in developing globally competitive products and processes. In addition, the Government is promoting adoption of Artificial Intelligence through the IndiaAI Mission implemented by the Ministry of Electronics and Information Technology (MeitY), which complements the Ministry's efforts towards technology adoption and innovation among MSMEs.

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