



E - News Letter
MSME-Development Institute,
Cuttack



Volume-II

Issue- IV

July- September, 2020

Major news pertaining to MSME sector

a. New definition of MSME comes into effect on 1st July, 2020

Definition of MSMEs has been revised by raising the investment limit. An additional criteria of turnover has also been introduced. The distinction between manufacturing and service sector has been eliminated. This is yet another step towards ease of doing business which will help in attracting investments and creating more jobs in the MSME sector;

Composite Criteria: Investment and Annual Turnover			
Classification	Micro	Small	Medium
Manufacturing & Services	Investment < Rs. 1 cr. and Turnover < Rs.5 cr.	Investment< Rs. 10 cr. and Turnover < Rs.50 cr.	Investment< Rs. 50 cr. and Turnover < Rs.250 cr.

b. Guidelines of Credit Guarantee Scheme for Subordinate Debt (CGSSD) unveiled

The “Distressed Asset Fund - Subordinated Debt for Stressed MSMEs” is a scheme framed by Ministry of MSME under which credit facility would be provided to the Promoters of the stressed MSMEs by Schedule Commercial Banks (SCBs) for infusing the same as equity/quasi equity/ sub-debt in the unit. Credit Guarantee Scheme for Subordinate Debt (CGSSD) being operated by Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) provides guarantee coverage to Member Lending Institutions (MLIs) for the credit facility extended to the eligible MSMEs under the above-mentioned scheme

The objective of the scheme is to provide credit facility through lending institutions to the promoters of stressed MSMEs viz. SMA-2 and NPA accounts who are eligible for restructuring as per RBI guidelines on the books of the Lending institutions. The promoter would infuse the credit in the MSME as quasi equity or sub-debt.

Under the Scheme, Promoter(s) of the MSME unit will be given credit facility equal to 15 % of his/her stake in the MSME entity (equity plus debt) or Rs 75 lakhs, whichever is lower as per last audited Balance Sheet. The guarantee coverage of the sub-debt shall be 90%. The promoters are required to bring in 10% of the sub-debt amount as collateral. The Scheme would be applicable to sub-debt sanctioned under CGSSD for a maximum period of 10 years from the guarantee availment date or March 31, 2021 whichever is earlier, or till an amount of Rs 20,000 crore of guarantee amount is approved.

c. Changes in Emergency Credit Line Guarantee Scheme

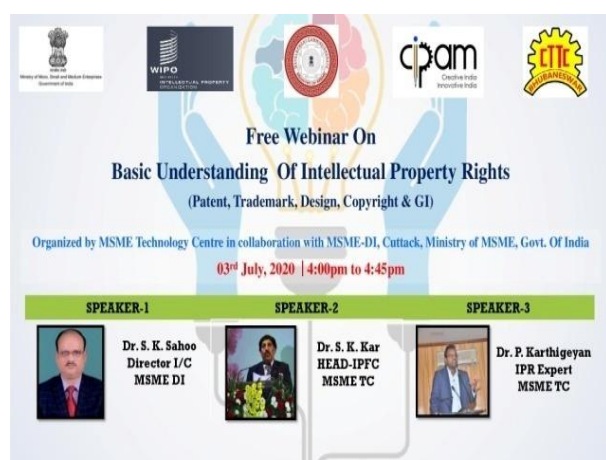
The government widened the scope of the Rs 3-lakh crore MSME credit guarantee scheme (ECLGS) by doubling the upper ceiling of loans outstanding to Rs 50 crore and including certain individual loans given to professionals like doctors, lawyers and chartered accountants for business purposes under its ambit. The tweaking of the Emergency Credit Line Guarantee Scheme (ECLGS) was done based on demand from trade bodies and in line with new MSME definition approved by the Union Cabinet in June.

d. Government to release all GST, customs refund worth Rs 18k crore

In a bid to provide relief to businesses hit by the Covid-19 pandemic, the Government announced that it will release all GST & Customs refunds to provide benefit to around 1 lakh business entities including MSMEs. The total refund granted will be approximately Rs. 18,000 crores.

Webinars conducted by MSME-DI, Cuttack

a. Webinar on “Basic Understanding of Intellectual Property Right



MSME-DI, Cuttack organized an awareness program in association with CTTC, Bhubaneswar through a webinar on “Basic Understanding of Intellectual Property Rights” on 03. 07. 2020. Dr. S. K. Sahoo, Director Incharge, MSME-DI, Cuttack briefed about the objective of the webinar and discussed about the importance of Intellectual Property Rights. Dr. S. K. Kar, HEAD-IPFC, CTTC, Bhubaneswar presented an over View of Trademark, Copyrights & Industrial Design. Dr. P. Karthigeyan, IPR Expert, CTTC, Bhubaneswar discussed about Patent & Geographical Indication. 26 participants attended the webinar.

b. Webinars on “Import Substitution: Advantages for MSMEs” & “Remission of Duties and Taxes on Exported Products (RoDTEP)”:



A webinar on “Import Substitution: Advantages for MSMEs” was organized by MSME-DI, Cuttack on 04.09.2020 in which 68 MSMEs participated. Dr. S. K. Sahoo, Director Incharge, MSME-DI, Cuttack briefed about the objectives of the webinar and discussed about the import substitution strategy. Sh. Anand Mohan Mishra, ITS, Dy. DGFT, Kolkata deliberated on the import substitution measures and its benefits for the MSMEs/Exporters. Sh. S. N. Panigrahi, Business Consultant & Corporate Trainer, Hyderabad talked about the 12 key sectors like food processing; organic farming; iron; aluminium and copper; agro-chemicals; electronics; industrial machinery; furniture; leather and shoes; auto parts; textiles; and coveralls, masks, sanitisers, and ventilators identified for import substitution. He informed that these sectors have been identified where there is a huge potential for India to cut its import dependence, boost exports and promote domestic manufacturing. Sh. Kamal Kanta Sahoo, Head, FIEO, Bhubaneswar presented on the sectors having potential for exports from Odisha. Dr. S. N. Nayak, Asst. Director, MSME-DI, Cuttack coordinated the programme.

MINISTRY OF MSME, GOVT. OF INDIA,
MSME DEVELOPMENT INSTITUTE, CUTTACK
Webinar on
Remission of Duties and Taxes on Exported Products
28th September, 2020 (Monday) Duration: 3.00-5.00 PM(IST)

Sh. S. N. Panigrahi, Business Consultant, Hyderabad

Dr. S. K. Sahoo, Director Incharge, MSME-DI, Cuttack

Vivek Gupta, International Trade Expert

Rishabh Kumar Sawansukha, Chartered Accountant

Dr. S. N. Nayak, Asst. Director, MSME-DI, Cuttack

Join with Google Meet: meet.google.com/wek-ehp-wdp
For details contact: Dr. S. N. Nayak, Asst. Director, MSME-DI, Cuttack
E-Mail: s.n.nayak@msme.in, Mob-7507059003

A similar webinar on new scheme “Remission of Duties and Taxes on Exported Products (RoDTEP)” was organized on 28.09.2020 by MSME-DI, Cuttack. Director Incharge, MSME-DI, Cuttack briefed about the objectives and discussed the new incentive scheme RoDTEP for the benefit of MSMEs. Sh. S. N. Panigrahi, Business Consultant & Corporate Trainer, Hyderabad presented the new incentive scheme RoDTEP and informed that the aim of the RoDTEP scheme is to make Indian exports cost competitive. He informed that there are certain taxes/duties/levies at different stages at the Central, State, Local level, which are incurred in the process of manufacturing and distribution of exported products but currently are not being refunded under any mechanism. These taxes/duties/levies are to be refunded in RoDTEP scheme. Sh. Rishabh Kumar Sawansukha, Chartered Accountant, Gurgaon presented on few sectors like Marine, Handloom and handicraft, food products for export promotion. Sh. Vivek Gupta, International Trade Expert, New Delhi discussed the benefits of RoDTEP scheme for MSMEs/Exporters. Dr. S. N. Nayak, Asst. Director, MSME-DI, Cuttack coordinated the programme.

Hindi Pakhwada/Hindi Diwas celebrated:

एम एस एम ई विकास संस्थान कटक में दिनांक 8-9-2020 से 15-9-2020 तक हिन्दी दिवस/सप्ताह/ कार्यशाला का आयोजन किया गया। दिनांक 14-9-2020 को हिन्दी दिवस समारोह मनाया गया जिसमें मुख्य अतिथि डॉक्टर अजीत प्रसाद मोहापात्रा, पूर्व प्राचार्य, हिन्दी बी एड कॉलेज, कटक, सम्मानित अतिथि कवयित्री रिन्कू टॉक, कटक उपस्थित थे। डॉ एस के साहू, निदेशक प्रभारी, एम एस एम ई विकास संस्थान, कटक ने समारोह की अध्यक्षता की। श्री दीन बंधु सिंह, हिन्दी अधिकारी ने विषय-वस्तु प्रस्तुति एवं मंच का संचालन किया तथा श्रीमती नीतीशा मान्न, सहायक निदेशक, आई ई एस ने धन्यवाद ज्ञापित किया।

CHAMPIONS Portal:

Continuing with the CHAMPIONS initiative of the Ministry of MSME, Govt. of India, MSME -DI Cuttack resolved a number of grievances received on the CHAMPIONS portal within the stipulated time frame. The officers of the institute communicate with the applicant immediately on the receipt of the grievance, to know in detail, the nature of the grievance and attempt to resolve their issues, accordingly.

MSME-DI Cuttack has also been running the State Champions Control Room in the MSME-DI, Cuttack premises to address the grievances of the entrepreneurs. These control rooms are operating everyday from 08 a.m. to 08 p.m., even on holidays. Officers are deployed to attend & reply to the grievances within stipulated time as mandated by Ministry of MSME. A total of 367 visitors visited the SCCR on offline from July-September, 2020.

The performance of the State Champions Control Room (SCCR), Cuttack during the months of July, August and September, 2020 is as follows:

Sl. No.	Grievance Category	Received	Resolved	Pending
V1	Credit & Credit related issues, Cluster Development	18	18	0
V2	Policy, MSEFC, Delayed Payment issues, Public Procurement Policy	19	19	0
V3	Market Access, Market promotion, Export promotion and other schemes of O/o DC MSME	73	73	0
V4	Coordination and residual issues (Skilling, Startups, National Awards, Quality Testing, Passes and COVID Medical related requirements and Products	1	1	0
V5	Logistics problems, Common facilities and Infrastructure problem	0	0	0
Total		111	111	0

Cleanliness Drive and Swachhta Abhiyan:

MSME-DI, Cuttack:



Cleanliness Drive Activities were undertaken by MSME-DI, Cuttack on 12.09.2020 at Odisha Young Entrepreneurs Association (OYEA), Khapuria, Cuttack under Swachhata Action Plan (SAP).

Cleanliness Drive by Br. MSME-DI, Rourkela:



Cleanliness Drive for the Second Quarter was organized at the premises of Br. MSME-DI, Rourkela on 17th & 18th September 2020. During the Cleanliness Drive, various activities such as, Awareness on personal hygiene and ban of single use plastic, Swachhta Pledge and Cleaning of premises etc. were undertaken.

Cluster Activities:

July-2020

1. Common Facility Centre (CFC) of Rice Mill Cluster, Balasore to the tune of Rs. 14.98 crores has been approved by competent authority on 53rd meeting of National Level Steering Committee of MSE-CDP held on 14-07-2020 at New Delhi through Video Conference. Officials from MSME-DI, Cuttack, Director of Industries, Cuttack and SPV members participated in the Video conference.
2. A Webinar on Cluster Development programme for Printing Cluster, Bhubaneswar was held on 30-07-2020 organized by MSME-DI, Cuttack and CTTC, Bhubaneswar. In the meeting, a PowerPoint presentation on the Scheme of MSE-CDP was presented to the SPV members.

August-2020

1. CFC of Engineering Cluster, Cuttack-Bhubaneswar has given approval in the 2nd State Level Project Steering Committee Meeting held on 28-08-2020 under the Chairmanship of Sri Satyabrata Sahu, Principal Secretary MSME, Govt. of Odisha through webinar.



2. Director In-charge attended the Inauguration of Technology Centre at Bhiwadi, Rajasthan through VC mode at NIC office Balasore on 31-08-2020.
3. Director Incharge visited Kalahandi, Juanagarh and Dharmagarh to explore the possibility of setting up of MSE units, MSE-CDP and SFURTI Cluster from 12th to 14th August, 2020 alongwith Sri S.K. Sahu, AD and Shri B.K. Moharana, AD (E.I.)



September-2020

MSE-CDP for Coir

MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

कोय बोर्ड
COIR BOARD

SEPTEMBER 3 2020
2.30 pm.

WEBINAR
SERIES
3

Who can participate?
Members of Clusters/ TA/IA, Coir Associations/ Federations, Officials from MSME-Dis, MSME foundation /ITCOT/EDI/NIMSME, District Industries Centres, etc. From the States of Kerala, Tamil Nadu, Karnataka, Andhra Pradesh, Odisha and A&N Island

Inauguration Address:
Shri. M. Kumararaja
Secretary, Coir Board

Key note Address:
Shri. M. Krishna
Joint Director (PIS.), Coir Board

Special Address:
Shri. Vijay Kumar
Director, MSME-Development Institute (Rtd.)

Join Zoom Meeting :
<https://us02web.zoom.us/j/81669427118?pwd=-bVfmZESseIBPVTfIS084RWRvNUsyZz09>
Meeting ID: 816 6942 7118
Pass Code: 846472

Panel Members:
Shri. G. Veladurai,
Deputy Director, MSME-Dev Institute, Kerala
Shri. R. Gopinath Rao,
Director, MSME-Dev Institute Karnataka
Shri. Chandran Prakash
Deputy Director, MSME-Dev Institute, Tamil Nadu
Shri. S.K.Sahoo
Director (I/O), MSME-Dev Institute Odisha
Shri. Sivaramprasad
Asst. Director, MSME-Dev Institute Telangana

Presider/Introduction on MSE-CDP:
Shri. T. Sekar
ITCOT Consultancy and Services Ltd., Chennai

Moderator:
Smt. P. K. Vijayalakshmy
Deputy Director, Coir Board.

Summing up:
Shri. M. Kumararaja
Secretary, Coir Board

1. A webinar meeting on the MSE-CDP Scheme for coir cluster was held on 03-09-2020 organized by Coir Board. Director In-charge, MSME-DI Cuttack attended the same.

Other Activities:**July**

- Director In-charge attended virtual meetings on PPP presentation on the 5 Pillars of Indian Self Reliance during July, 2020 held under the Chairmanship of AS & DC (MSME), New Delhi.
- Director In-charge attended virtual meetings on Purchase of Goods and Services by SPSEs and CPSEs from MSMEs and discussions on delayed payment of MSMEs on 9-7-20 and 10-07-20 held under the Chairmanship of Principal Secretary to Government, MSME Department, Government of Odisha.
- Director In-charge attended online workshop on “Udyam Registration” as Resource person organised by MSMEDI, Cuttack, WTC, Bhubanewar and EDII, Bhubaneswar chapter, Bhubaneswar on 18-07-20.
- Director In-charge attended Webinar on “Creation of an Integrated Portal to provide marketing support to MSMEs held under the Chairmanship of Secretary, MSME, Government of India, New Delhi on 20-07-20.
- Director Incharge attended Video Conferencing on steps taken by NSIC, KVIC, Coir Board and CFTRI, Agra on e-marketing held under the Chairmanship of Secretary (MSME), Government of India on 28-07-20.

August

- Director In-charge attended a webinar on “MSME Sector paving the way for Atmanirbhar Bharat” held on 5th August, 2020 organised by Press Information Bureau, Bhubaneswar.
- Director In-charge attended a meeting with Hon’ble Minister of MSME, Government of Odisha in his chamber on 7th August, 2020.
- MSME-DI, Cuttack submitted inputs for Import Substitution. Out of 66 items, suggestions were made on 17 items for domestic manufacturing.

Miscellaneous Activities (July-Sept 2020)

Sl. No	Description of Activity	Nos.
1.	Visitors who visited SCCR	367
2.	Visitors visited Export Facilitation Cell	6
3.	Project Profile Prepared on Demand	121
4.	Udyam Registration	40
	Total Technical Assistance/ Information Provided	534

Editor-in-Chief: Dr. S.K. Sahoo, Director Incharge; Editor: Ms. Nitisha Mann, Asst. Director and Shri Jagadish Sahu, Asst. Director, MSME-Development Institute, Vikash Sadan, College Square, Cuttack, Odisha- 753003.