



Government of India  
Ministry of MSME

# Annual Report 2020-21

MSME-Development Institute, Thrissur





**Government of India  
Ministry of MSME**

# **ANNUAL REPORT 2020-21**

**MSME – Development Institute, Thrissur**

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## FOREWORD

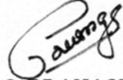
The Annual Report of 2020-21 of the MSME-Development Institute, Thrissur which provides a wide spectrum of services to the micro, small and medium enterprises sector, is being released at a time which is very crucial for MSMEs. COVID-19 has effected the World as a whole and the MSME Sector in particular which is being considered as the backbone of Indian Economy. Government of India has taken several measures to revive the MSME Sector which looks hit severely by the pandemic through the 'Atma Nirbhar Bharat' package. The Ministry of Micro, Small & Medium Enterprises, Government of India has played a crucial role in promotion & development of Micro, Small & Medium Enterprises in India during the year 2020-21.

MSME-Development Institute, Thrissur has carried out several activities for promotion of MSME sector in Kerala and supported them to face the emerging challenges through various proactive initiatives. The Institute has worked as an effective link between various Central and the State Government agencies, financial institutions and other stakeholders engaged in the development of MSMEs. The Institute provided need based support to Micro, Small and Medium scale entrepreneurs by providing various essential inputs through its techno - managerial consultancy regarding selection of product, finding out the market, availability of raw materials and use of machinery, technical know-how, production process, managerial inputs, etc. Even at the time of pandemic, this Institute could reach to the MSMEs through virtual platforms and carried out various online interactions through nearly 200 webinars and online meetings.

These achievements have been made possible only by the support and guidance extended by Office of Development Commissioner (MSME), New Delhi, and support from Department of Industries, Government of Kerala, Financial Institutions, Academic Institutions and other major Central and State Government departments connected with the MSME Sector; and significant support and co-operation extended by various MSME associations played a crucial role in providing support to MSMEs in the State. To all these Organisations and Institutions, MSME-DI, Thrissur expresses its grateful acknowledgement for the support extended.

I take this opportunity to appreciate the efforts put in by all the Offices and Staff of this Institute for providing effective supports, during this pandemic period, within the available limited resources and I hope that "Team MSME-DI, Thrissur" will continue to excel in providing support services to the MSME in the State.

Thrissur  
04.08.2021

  
 (G.S. PRAKASH)  
 Joint Director and Head of Office

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# Chapter 1

## Introduction

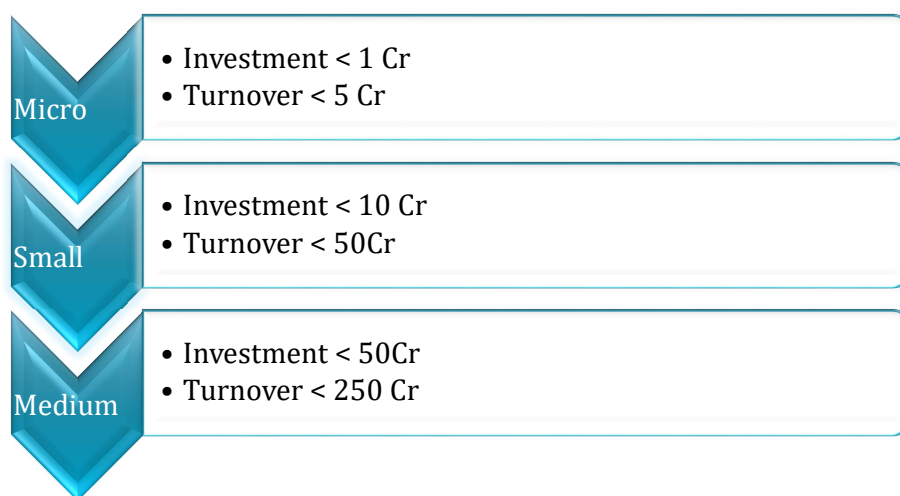
### 1.1. Importance of MSME Sector

The Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. It contributes significantly in the economic and social development of the country by fostering entrepreneurship and generating large employment opportunities at comparatively lower capital cost, next only to agriculture. MSMEs are complementary to large industries as ancillary units and this sector contributes significantly in the inclusive industrial development of the country. The MSMEs are widening their domain across sectors of the economy, producing diverse range of products and services to meet demands of domestic as well as global markets.

Ministry of Micro, Small & Medium Enterprises, Government of India envisions a progressive MSME sector by promoting growth and development of the Sector, including Khadi, Village and Coir Industries, in cooperation with concerned Ministries/Departments, State Governments and other Stakeholders, through providing support to existing enterprises, adopting cutting edge technologies and encouraging creation of new enterprises. The Ministry runs various schemes aimed at financial assistance, technology assistance and upgradation, infrastructure development, skill development and training, enhancing competitiveness and market assistance of MSMEs. These initiatives have been taken to ensure that demographically as well as geographically weaker sections will get benefit.

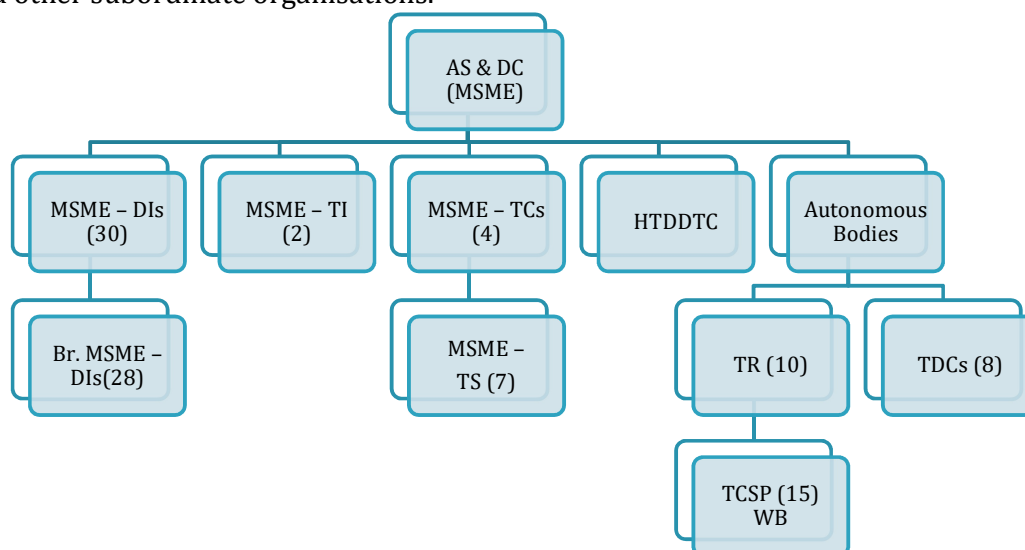
### 1.2. New Definition of MSMEs

The new classification of MSMEs has come into effect from 1st July, 2020 (as per the Gazette Notification issued on 1st June 2020 which has further been superseded by S.O. 2119(E) dated 26.06.2020 w.e.f. 01.07.2020). The earlier criterion of classification of MSMEs under MSME Act, 2006 was based on investment in plant and machinery / equipment. It was different for manufacturing and services units. It was also very low in terms of financial limits. Since then, the economy has undergone significant changes. A revision in MSME criteria of classification was announced in the Aatmnirbhar Bharat package on 13th May, 2020. As a result, a new composite criteria of classification for manufacturing and service units has been notified on 26.06.2020, with guidelines regarding composite criteria to facilitate the present and prospective entrepreneurs. Now, there will be no difference between manufacturing and service sectors. Also, a new criterion of turnover has been added in the previous criteria of classification based only on investment in plant and machinery. The new criteria is expected to bring about many benefits that will aid MSMEs to grow in size. It has also been decided that the turnover with respect to exports will not be counted in the limits of turnover for any category of MSME units whether micro, small or medium. The following shows the recent classification:



### 1.3. Organizational Structure

The Ministry of MSME, Government of India consists of Small & Medium Enterprises (SME) Division, Agro & Rural Industry (ARI) Division, Administration & Financial Institutions (AFI), Integrated Finance (IF) Wing and Data Analytics and Technical Co-ordination (DATC) Wing, besides the Office of the Development Commissioner (DCMSME) as an attached office and other subordinate organisations.



#### 1.3.1. About the MSME-Development Institute, Thrissur

MSME-Development Institute, Thrissur, Kerala, a field outfit of Development Commissioner (MSME) under the Ministry of MSME, Government of India, started in 1956. The Institute is engaged in the tasks of promotion and development of MSMEs in the State. Apart from offering various Techno-Economic and Managerial consultancy and support services, the Institute also conducts Entrepreneurial, Technical and Managerial training programmes for the benefit of prospective and existing entrepreneurs. A Nucleus Cell, under the administrative control of MSME-DI, Thrissur is also functioning at Amini Island of Lakshadweep to look after the various needs of MSME sector in the Lakshadweep Islands.

The Institute is dedicated to provide need based support to Micro, Small and Medium scale entrepreneurs by providing various essential inputs through its technical consultancy regarding selection of product, finding out the market, availability of raw materials, use of

machinery, economically viable layout and production process, managerial consultancy, etc. The Institute also helps MSMEs by imparting knowledge on new practices like modernization, technology up-gradation, acquiring international quality systems, energy conservation, pollution control etc. MSME-DI gave due importance to the schemes of the Ministry of MSME, Govt of India and create massive awareness about the schemes in the State and UT.

The Institute operates a number of reimbursement schemes and facilitates participation in Industrial Exhibitions (domestic and international) in order to provide a platform to MSMEs to improve their productivity, quality and to expand their market and establish linkage with the large scale units and public sector undertakings for business transactions. There are programmes to create awareness on Public Procurement Policy and to help MSMEs to ensure flow of supply to large PSUs/Government Departments. Apart from that the Institute offers several skill development programmes in the Central Workshop/Fruit& Vegetable Preservation Lab of the Institute.

Important areas of concentration of the Institute in order to support the enhancement of MSME sector is given as bullet points below:

- Entrepreneurship Development Programmes
- Implementation of ZED Certification Scheme
- Promotion of Export Marketing
- Implementation of Lean Manufacturing
- Intellectual Property Facilitation Cell
- CLCS-TUS Scheme
- Business Incubator Scheme
- Cluster Development Programmes
- Marketing Assistance
- Workshop services

Apart from the above mentioned activities, the Institute provides various services for nourishing the MSMEs in the State. The Institute closely co-ordinates with other State and Central Government organizations, NGOs, Financial Institutions etc. to frame strategies for development of MSME sector.

## Chapter 2

### An Overview of MSME Sector and Latest Initiatives

#### 2.1. MSME Sector in India

The Micro, Small & Medium Enterprises (MSMEs) is considered as the backbone of Indian economy that has contributed substantially in the socio-economic development of the nation. It generates employment opportunities and works in the development of backward and rural areas. The MSMEs are widening their domain across sectors of the economy, producing diverse range of products and services to meet demands of domestic as well as global markets. MSME sector As per the data available with Central Statistics Office (CSO), M/o Statistics & Programme Implementation, the contribution of MSME sector in Country's Gross Value Added (GVA) and Gross Domestic Product (GDP) is around 33% i.e. one-third during the period from 2014-15 to 2018-19.

As per the National Sample Survey (NSS) 73rd round, conducted by National Sample Survey Office, Ministry of Statistics & Programme Implementation during the period 2015-16, there were 633.88 lakh unincorporated non-agriculture MSMEs in the country engaged in different economic activities and the MSME sector has been creating 11.10 crore jobs in the rural and the urban areas across the country.

#### 2.2. MSME Sector in Kerala

Kerala, with its excellent connectivity, communication network, availability of highly skilled human resources, and relatively good industrial infrastructure, is highly suited for the growth of the MSME sector. The MSME sector helps in industrialization of rural and backward areas, and provides employment to youth and socially disadvantaged groups such as SC, ST, women and persons with disabilities. The economic growth of Kerala is related to the development of MSMEs.

As per the Economic Review 2020 of Government of Kerala, 13,826 new MSME units were started in Kerala in 2018-19 with a total investment of ₹1,321.94 crore, and generated employment for 49,068 persons. In 2019-20, 13,695 new MSME units were started with an investment of ₹1,338.65 crore and generated employment for 46,081 persons. The District with the largest numbers of new units started was Palakkad with 1,694 new units generating 5,984 jobs, followed by Thrissur with 1,594 new MSME units generating 4,341 jobs and Ernakulam with 1,386 MSME units with 4,903 jobs. Kasaragod had the lowest number with 2,51 new MSME units, generating employment for 9,53 persons.

The following table shows the district wise number of MSMEs in Kerala and UT of Lakshadweep registered under UAM as on 30.06.2020:

**Table 2.1: Number of MSMEs Registered under UAM**

District Name	Udyog Aadhaar Regd.(Manufacturing)	Udyog Aadhaar Regd.(Services)	Total
Alappuzha	6102	4408	10510
Ernakulam	13728	14404	28132
Idukki	2041	1671	3712
Kannur	4024	3109	7133
Kasaragod	1847	1652	3499
Kollam	6456	4237	10693
Kottayam	4476	3353	7829
Kozhikode	5098	3218	8316
Malappuram	4865	3200	8065
Palakkad	4905	3219	8124
Pathanamthipta	2755	2113	4868
Thiruvananthapuram	10970	14493	25463
Thrissur	8858	5960	14818
Wayanad	1271	639	1910
<b>Total</b>	<b>77,396</b>	<b>65,676</b>	<b>143072</b>
UT of Lakshadweep	58	54	112

Ministry of MSME, Government of India has replaced the erstwhile process of filing of Udyog Aadhaar Memorandum, by 'Udyam' Registration on based on composite criteria of classification of MSMEs, notified vide Notification dated 26.06.2020. As per the notification, the MSMEs were reclassified on the composite criteria of investment and turnover for classification vide which an enterprise shall be classified as a micro, small or medium enterprise on the basis of the following, namely:--

- i. *a micro enterprise*, where the investment in plant and machinery or equipment does not exceed one crore rupees and turnover does not exceed five crore rupees;
- ii. *a small enterprise*, where the investment in plant and machinery or equipment does not exceed ten crore rupees and turnover does not exceed fifty crore rupees; and
- iii. *a medium enterprise*, where the investment in plant and machinery or equipment does not exceed fifty crore rupees and turnover does not exceed two hundred and fifty crore rupees.

If an enterprise crosses the ceiling limits specified for its present category in either of the two criteria of investment or turnover, it will cease to exist in that category and be placed in the next higher category but no enterprise shall be placed in the lower category unless it goes below the ceiling limits specified for its present category in both the criteria of investment as well as turnover.

The details of MSMEs registered under Udyam Registration are as follows (Kerala and Lakshadweep):

**Table 2.2. Details of Udyam Registrations in Kerala and UT of Lakshadweep**

Sl No.	District Name	Total	Micro	Small	Medium
1	Alappuzha	4092	3850	230	12
2	Ernakulam	13673	11990	1503	180
3	Idukki	1843	1727	109	7
4	Kannur	3040	2829	188	23
5	Kasaragod	1383	1288	88	7
6	Kollam	4062	3727	309	26
7	Kottayam	3975	3652	283	40
8	Kozhikode	4374	3982	347	45
9	Malappuram	3907	3629	257	21
10	Palakkad	3973	3664	274	35
11	Pathanamthitta	2030	1928	89	13
12	Thiruvananthapuram	9024	8615	364	45
13	Thrissur	6639	6035	538	66
14	Wayanad	1224	1161	59	4
<b>Total</b>		<b>63,239</b>	<b>58,077</b>	<b>4,638</b>	<b>524</b>
UT of Lakshadweep		29	29	0	0

### 2.3. Impact of Covid -19 on MSME Sector

Economic activities across the country have been hit severely during the lockdown imposed to contain the spread of the Covid -19. As per the official data released by the Ministry of Statistics and Programme implementation, the Indian economy contracted by 23.9 per cent during the April-June quarter of 2020. The declines suffered by private consumption and private business investment were 27 per cent and 47 per cent respectively. MSMEs have been among the hardest hit on account of the above-referred developments.

As per the Economic Review, 2020, the pandemic and the consequent lockdown have led to a significant slowdown in the growth of the number of new MSME units that have come up in Kerala since January 2020. Between January and August 2020, the number of new MSME units that were set up in Kerala was 5,662, which was just half of the numbers of new MSME units that were set up in the State (10,550) during the corresponding months of 2019 (or a decline of 46 per cent between 2019 and 2020). The biggest decline in the number of units started has been, as expected, between April and June 2020, when the economy had been hit the most because of the lockdown.

### 2.4. Atma Nirbhar Bharath Abhiyan - Package for MSMEs

Taking into account the stress on the MSME sector after the outbreak of Covid-19 and the subsequent lockdown, Government of India and Reserve Bank of India has announced series of measures to revive the MSME sector. The major relief measures announced by Government of India are (i) Emergency Credit Guarantee Line of ₹3 Lakh crore for Standard accounts and stressed accounts (ii) Credit Guarantee Scheme for Subordinate Debt for Standard and NPA accounts for infusing ₹20,000 crore in MSME Sector (iii) ₹50,000 crore equity infusion through MSME Fund of Funds; and (iv) No global tenders for procurement up to ₹200 crore.

The Atma Nirbhar Bharath Abhiyan Package announced by the Government of India provides various kinds of assistance to the economy including units in the MSME Sector. The following are major Schemes announced:

#### 2.4.1. Emergency Credit Line Guarantee Scheme [ECLGS]

The Emergency Credit Line Guarantee Scheme was having a corpus of Rs. 3 Lakh Crore which aimed to reward the businesses who were prompt in their loan repayment by providing them 100% guarantee coverage for the pre- approved GECL assistance of up to 20% of the loan outstanding as on 29<sup>th</sup> February, 2020 to eligible Business Enterprises / Micro, Small and Medium Enterprise (MSME) borrowers, including interested PMMY borrowers, as a special Scheme in the form of additional working capital term loan facility. The scheme is extended till June 30, 2021 or until the corpus of Rs. 3 Lakh Crore gets exhausted.

Banks in Kerala, under the guidance of RBI & SLBC made substantive efforts in disbursing the help extended by Government of India to eligible borrowers and the statistics in this reward are as under:

**Table 2.3: Emergency Credit Line Guarantee Facility extended to MSME Borrowers**  
(as on 31.03.2021 and Rs. In Crores)

Financial Institutions	No. of eligible customers	Sanctioned		Disbursed	
		A/cs	Amt	A/cs	Amt
Total- Public Sector Commercial Banks	168891	125200	2704.29	99949	2342.38
R R B - Kerala Gramin Bank	35568	2246	25.01	2246	25.01
Total- Pvt Sector Commercial Banks	46546	18966	3903.33	15518	3521.72
Total- Small Finance Banks	0	0	0.00	0	0.00
Total Co-operative Banks	0	0	0.00	0	0.00
<b>Total - Banking Sector</b>	<b>251005</b>	<b>146412</b>	<b>6632.62</b>	<b>117713</b>	<b>5889.10</b>

Source: SLBC, Kerala

#### 2.4.2. Credit Guarantee Scheme for Subordinate Debt (CGSSD)

Another scheme launched under the Atmanirbhar Bharat Package was the Credit Guarantee Scheme for Subordinate Debt (CGSSD) launched with a corpus of Rs. 20,000 Crore for providing guarantee coverage for the Sub-Debt support in respect of restructuring of MSMEs. 90% guarantee coverage would have come from scheme/ Trust [CGTMSE] and remaining 10% from the concerned promoter(s). The objective of the scheme was to provide personal loan through banks to the promoters of stressed MSMEs for infusion as equity / quasi equity in the business eligible for restructuring, as per RBI guidelines for restructuring of stressed MSME advances. The Scheme was applicable for those MSMEs whose accounts have been standard as on 31.03.2018 and have been in regular operations, either as standard accounts, or as NPA accounts during financial year 2018-19 and financial year 2019-20.

Unfortunately, the scheme couldn't find the envisaged takers and the acceptance was dismal. As per SLBC data, only two units have availed the benefit under the scheme.

Further, the Ministry of Micro, Small and Medium Enterprises (MSME) implements various schemes and programmes for promotion and development of Micro, Small and Medium Enterprises (MSMEs) throughout the country. These include the schemes/programmes such as Prime Minister's Employment Generation Programme (PMEGP), Scheme of Fund for Regeneration of Traditional Industries (SFURTI), A Scheme for Promoting Innovation, Rural Industry and Entrepreneurship (ASPIRE), Credit Guarantee Fund Scheme for Micro and Small Enterprises, Credit Linked Capital Subsidy and Technology Up-gradation Scheme (CLCS-TUS), Micro and Small Enterprises - Cluster Development Programme (MSE-CDP) and National Scheduled Caste and Scheduled Tribe Hub (NSSH).

MSME-Development Institute, Thrissur is playing its important role of providing assistance to the prospective and exiting entrepreneurs in State through its various awareness programmes and various schemes of Office of DC-MSME and thus to a boost to the State's GDP.

## Chapter 3

### Performance of Schemes for Improving Competitiveness and Marketing

The Office of Development Commissioner (MSME), Ministry of MSME runs numerous schemes for providing credit and financial assistances, technological and quality upgradation, marketing assistance, infrastructure development, skill development training, and several other Services for the MSMEs across the country. During the year 2020-21, MSME-Development Institute, Thrissur has undertaken a number of programs for the benefit of MSME sector. This Chapter showcases the status of the various activities taken under schemes for improving competitiveness and marketing of MSMEs. Details of those programmes are given in the following sections.

#### **3.1. Competitiveness of MSMEs – Schemes under Credit Linked Capital Subsidy and Technology Upgradation Scheme (CLCS-TUS)**

The Credit Linked Capital Subsidy and Technology Up-gradation Scheme is conceived as an umbrella programme, which have 7 components: Credit Linked Capital Subsidy Scheme, Financial Support to MSMEs in ZED Certification, Lean Manufacturing Competitiveness, Design expertise to manufacturing Sector, Digital MSME, Building Awareness on Intellectual Property Rights, Support for Entrepreneurial and Managerial Development of SMEs through Incubators. The objective of this scheme is to facilitate technology to MSEs through institutional finance for induction of technologies in the specific sub-sector/products. The various programmes conducted under CLCS-TUS Schemes are as follows:

##### **3.1.1. Building Awareness on Intellectual Property Rights**

India has a well-established legislative, administrative and judicial framework to safeguard Intellectual Property Rights (IPRs), which meets its international obligations while utilizing the flexibilities provided in the international regime to address its developmental concerns.

The Ministry has implemented the Scheme with the objectives: to enhance the awareness of Intellectual Property Rights (IPRs) amongst the MSMEs to encourage creative intellectual endeavour in Indian economy; to take suitable measures for the protection of ideas, technological innovation and knowledge-driven business strategies developed by the MSMEs for; to provide appropriate facilities and support for protection and commercialization of Intellectual Property (IP) for the benefit of MSME sector; to assist SMEs in effective Utilization of IPR Tools for technology up-gradation, market and business promotion and competitiveness enhancement.

The existing entrepreneurs will get benefit under the Scheme. The reimbursements under the Scheme are as follows:

- Indian Patent upto Rs.1.00 Lakh
- Foreign Patent upto Rs. 5.00 Lakh
- Trademark upto Rs. 10,000/-

- GI Registration Rs. 2.00 Lakh

Effective utilization of IPR tools by MSMEs would also assist them in technology up-gradation and enhancing competitiveness. With the objective to enhance awareness of MSMEs about Intellectual Property Rights, to take measure for protecting their ideas and business strategies, MSME-DI, Thrissur has organized a number of programmes during the year 2020-21. The following table shows the details of the programmes:

**Table 3.1: Details of IPR Awareness Programme for the year 2020-21**

Sl. No.	Date of the programme & Duration	Programme Title	Venue/ Platform	No: of Participants	Remarks
1	18.06.2020	IP facilitation for Start-ups	CISCO Webex	120	-
2	09.07.2020	Intellectual Property Management in International Business Scenario	CISCO Webex	94	In association Cell for IPR Promotion and Management, New Delhi
3	14.08.2020	Technology Showcase by Innovators	CISCO Webex	100	In association with AGNi Mission
4	26.11.2020 9.30 am - 05.30 pm	Best practices on IPR for MSMEs ; Lean & Digital transformation of MSMEs ; Best Practices for Excellence of MSMEs	CISCO Webex	167	
5	02.12.2020 09.30 am- 05.30 pm	Trademarks, Brand Building and Digital Techniques & Marketing	Zoom	295	
6	08.12.2020 09.30 am- 06.00 pm	Competitiveness of MSMEs	CISCO Webex	198	
7	22.12.2020 09.30 am- 05.40 pm	Excel in Your Business	CISCO Webex	222	
8	21.01.2021 09.30 am- 05.30 pm	Trademark, Patent & Digital Marketing	Zoom	170	
9	17.02.2021 09.30 am- 05.30 pm	Intellectual Property Rights & Best Practices for MSMEs and Clusters	CISCO Webex	60	

### Brief Report of IPR Awareness Programmes

#### i. Brief Report of Webinar organized on 26.11.2020

To empower MSMEs to attain global competitiveness, MSME Development Institute under M/o MSME, Government of India organized a **Webinar on Best Practices for excellence of MSMEs** vide DC Sanction no: O/o DC MSME Sanction order no: 26(28)/2017-18/IPR dated 12/10/2020 under the scheme "Building awareness on IPR for MSMEs" during the year 2020-2021. The programme was held on 26/11/2020 from 09.45AM-05.30PM in CISCO Webex Platform. Wide publicity was given through social media, emails & SMS to UAM registered

units, District Industries Centres, Kerala State Small Industries Association, Other Industrial Associations and individual entrepreneurs etc.

Government of India, Ministry of Micro, Small and Medium Enterprises  
MSME-Development Institute, Thrissur  
*Organizes Webinar on*

**BEST PRACTICES FOR EXCELLENCE OF MSMEs**  
**DIGITAL TRANSFORMATION & LEAN TRANSFORMATION OF MSMEs ; BEST PRACTICES ON IPR FOR MSMEs**

<p><b>BEST PRACTICES FOR EXCELLENCE OF MSMEs &amp; DIGITAL TRANSFORMATION OF MSMEs</b> Shri. Nandakumar.R Faculty of International Eminence IIM Gold Medalist &amp; International Black Belt in Six Sigma</p>	<p>Inaugural address Shri. M. Palanivel, Director I/c, MSME-DI, Thrissur</p>
<p><b>LATEST PROGRAMMES AND POLICIES OF M/O MSME, GOVT OF INDIA</b> Shri. G.S. Prakash Deputy Director MSME-Development Institute, Thrissur</p>	<p><b>Advantage of Implementing Best Practices</b></p> <ul style="list-style-type: none"> <li>❖ Superior Quality, reduced rejection and higher revenues</li> <li>❖ Reduction of Waste/Scrap, Energy Conservation</li> <li>❖ Impact on bottom-line, profits</li> <li>❖ Reduced negative effect on the environment</li> <li>❖ Roadmap to excellence continual improvement</li> <li>❖ Enhanced Global Competitiveness</li> <li>❖ Improved Credit rating</li> </ul>
<p><b>OVERVIEW OF IPR/ BEST PRACTICES ON IPR FOR MSMEs</b> Adv. Parvathy Prasannan IP Attorney Puthran &amp; Associates</p>	<p><b>26/11/2020</b> (09.45AM-05.00PM)- Join before- 09.40AM Lunch Break- 01.30PM-02.00PM</p>
<p><b>LEAN TRANSFORMATION OF MSMEs</b> Shri. Jayabalan Principal Consultant, M/s. PQLS Lean Six Sigma Master Black Belt</p>	<p>Link to join the Webinar: - <a href="https://bit.ly/BPMSME">https://bit.ly/BPMSME</a> Meeting No: 165 600 5417 Password- MSMEZED</p>

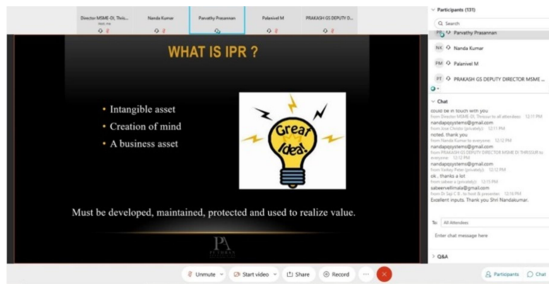
For more details : Director I/c, MSME-Development Institute, M/o DC MSME, Govt of India, Ayyanthole P.O, Thrissur-680003, Tel: 0487-2360536, 2360686, 2973636, Email: dcdi-thrissur@dcmsme.gov.in, invkr.tcr-msmedi@gov.in

### *Publicity Poster*

Shri. M. Palanivel, Director I/c, MSME-DI, Thrissur inaugurated the programme. During his inaugural address he referred about the assistances in various fields offered by Ministry of MSME for the new and existing entrepreneurs. In the introductory address, Shri. G.S. Prakash, Deputy Director, has highlighted the importance of best practices for excellence of MSMEs. He also explained the Programmes & Policies of M/o MSME, Govt. of India with special stress on Intellectual Property Rights, Services offered by IPFC setup in MSME-DI, Thrissur, Public Procurement Policy, Lean Manufacturing Programme, Design Clinic Scheme, Emergency Credit Line Guarantee Scheme (ECLGS), Credit Guarantee Scheme for Subordinate Debt (CGSSD) etc. Shri. G.S. Prakash also briefed about “Atmanirbhar Bharath – MSME Package”, Udyam Registration and Champion Portal.

In the technical session, Shri. Nandakumar, Faculty, has mentioned that “The best practices are benchmarks helping organisations to find their anchor for self-improvement. Establishing benchmarks through best practices is not a new concept in industries. The approach to benchmarking should go beyond the comparison of data, based scores and conventional performance indicators; It should look at the processes by which results are achieved”. The concept of Excellence, Digital transformation of MSMEs, success recipe of total digital transformation, framework for digital transformation, case studies, quality data etc. was covered during the session. Adv. Parvathy Prasannan, IP Attorney, has given an over view of Intellectual Property Rights comprising basics of Trademark, Patent, Copyrights, Design, Registration, Filing, Search, Infringement, Patent laws etc. Shri. Jayabalan. B, Principal Consultant, M/s. PQLS has explained about lean concepts (why lean, lean terminology,

identifying wastes, Value Stream Mapping methods and the linkage between lean and Six Sigma) and lean practices (streamlining the value stream, workplace organization, ensuring predictability and consistency, set-up reduction, TPM, the visual workplace and continuous improvement) etc.



From the session on Best Practices on IPR of MSMEs



From the session on Lean transformation of MSMEs

Question and Answer sessions were there, after each session, and various queries from the entrepreneurs were answered by the Panelists. There were 167 participants in the programme.

ii. **Brief Report of Webinar organized on 02.12.2020**

Micro, Small and Medium Enterprises - Development Institute, Thrissur, Kerala, organized the second virtual Awareness Programme on Intellectual Property Rights under the Scheme Building Awareness on Intellectual Property Rights for the MSMEs on 2nd December, 2020, for the benefit of MSMEs in the State as per the Development Commissioner (MSME)'s sanction order No: 26(28)/2017-18/IPR dt 12.10.2020. Considering the importance of 'brand identity' as the way to define a business to oneself, external audiences, and their employees, the topic of the webinar has been selected as **"Trademarks, Brand Building and Digital Marketing"**.

**Government of India**  
 Ministry of Micro, Small & Medium Enterprises  
 MSME-Development Institute Thrissur  
 Organizes  
 Webinar on  
**#Take your business to Next Level**  
**Trademarks & Digital Marketing**  
 How to build your own Brand & Strategies to keep your Business Competitive?  
 On 02.12.2020 from 10.00 am to 5.30 pm in Zoom

**Relevance of Trademarks for MSMEs**

- General Introduction to IPR tools
- All aspects related to Trademarks and Branding, which you need to know for enhancing your business

Session by:  
 Adv. Venugopalan Nair  
 Patent Attorney

**Digital Means for Cost Effective Marketing**

- The key techniques/Strategies used for digital marketing
- Scale up business internationally through digital marketing

Session by:  
 Shri. Jesley A.L.  
 Director & Digital Marketing Trainer  
 Digital Magnet

**Policies and Schemes of Ministry of MSME for the Promotion of MSMEs**

Session by:  
 Lachithamol U.C.  
 Assistant Director, MSME-DI, Thrissur

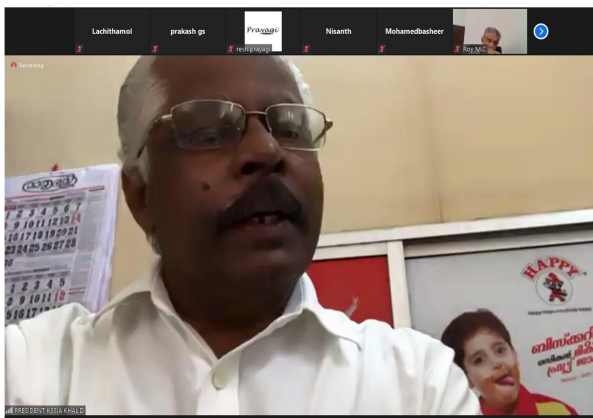
For more information, contact:  
 MSME-Development Institute, Thrissur,  
 Ministry of MSME, Government of India  
 Tel: 0487-2380536, 2380688 Email: dcdi-thrissur@dcmisme.gov.in

#Build Your Brand to Increase Visibility & Reach  
 Register for the webinar @ <https://bit.ly/SCALINGUP>  
**NO FEES FOR PARTICIPATION**

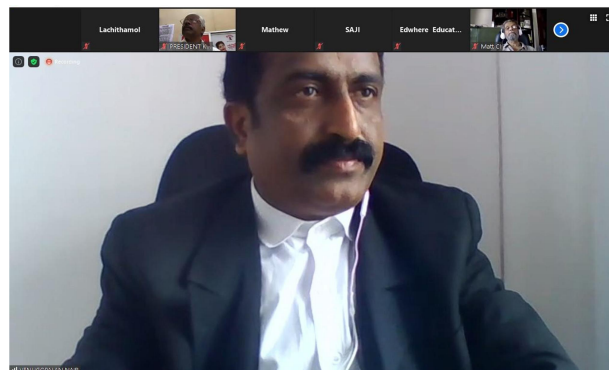
Publicity Posters

The programme has been scheduled in Zoon Platform and was opened for entry of participants at 9.30 am. The programme has been inaugurated by Shri. M. Khalid, State President of Kerala State

Small Industries Association and MD of well known food Brand 'Happy'. He talked about importance of IPRs as an empowerment tool and how he used trademarks for branding his products. He shared his experience as a successful entrepreneur and motivated the participants to use IPRs. Shri. G.S. Prakash, Deputy Director, MSME-DI, Thrissur has delivered Keynote Address. He explained about the efforts of the Development Commissioner (MSME) to create awareness among the MSMEs regarding IPRs and services of IPFC of MSME-DI, Thrissur. He also explained about the objective of the programme and set platform for further discussions.



*Inaugural Address by Shri. M. Khalid, State President, KSSIA*



*From the session by Adv. Venugopalan Nair, IP Attorney and Corporate Trainer*

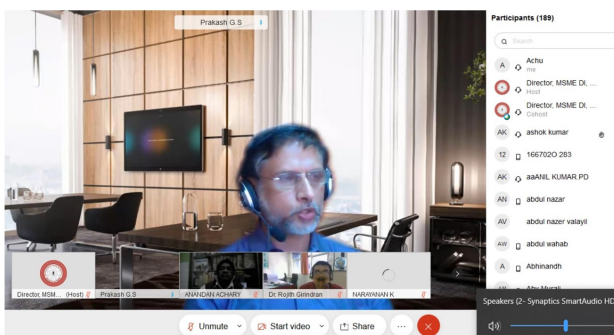
The technical sessions were scheduled in such a manner that it will create awareness about IPR tools in a broad way, with the intent to give an exposure to the MSMEs how to tap the benefit of IPRs to improve business. And also included session related to 'Digital MSME' component of CLCS – TUS Scheme. Adv. S.Venugopalan Nair, IPR Patent Attorney, Corporate Legal Consultant has talked on General Introduction to IPR Tools Trademarks and Branding and he explained about Why are Trademarks relevant for MSME?, Creation or selection of a Trademark, Conducting Trademark searches and Registration procedure. In the afternoon session, Shri. Jesley A.L. Director of DIGITAL MAGNET & Google Certified Digital Marketing Trainer has talked on Digital means for Cost effective Marketing & Brand building with Trade Marks. He has given a general introduction to Digital Marketing and how to select digital marketing channels in order to meet strategic objectives. He explained about the key techniques/Strategies used for digital marketing, including social media marketing and mobile marketing and how to scale up business internationally through digital marketing

All the two faculties were experts on the topics handled by them, and explained all the aspects related to topics. The participants were very keen and during the Q&A session, the participants were interacted with the faculties. The doubts related to filing of Trademark applications; other IPRs; and digital marketing were clarified. The participants were provided with PPTs and other related material through their registered email IDs. 295 MSMEs participated in the programme.

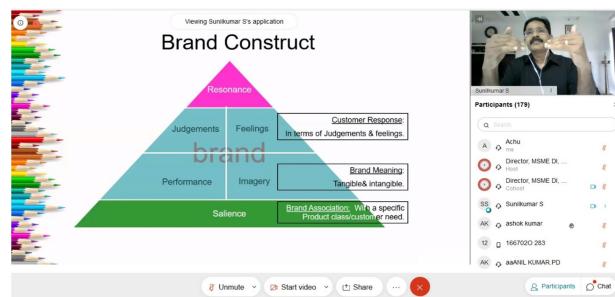
### iii. **Brief Report of Webinar organized on 08.12.2020**

MSME Development Institute, has organized the third webinar on "Awareness Programme on IPR and CLCSS-TUS" was organized under the heading "**Competitiveness of MSMEs**" as part of target assigned by DC (MSME), New Delhi. Topics covered in the programme are (1) Power of Branding (Digital Marketing) (2) Importance of Trade Marks for MSMEs

(3) Best Practices for Profitable growth (4) Lean Manufacturing Technique. The DC (MSME) scheme associated with each programme was delivered by MSME-DI, Thrissur.



Inaugural Address by Shri. G.S. Prakash, DD, MSME-DI, Thrissur



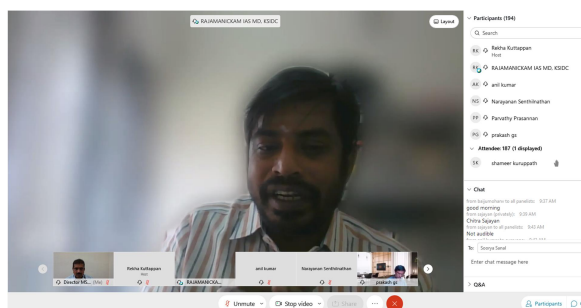
Session on Digital Marketing by Shri S. Surendran, Consultant, Kochi

198 participants have attended the programme.

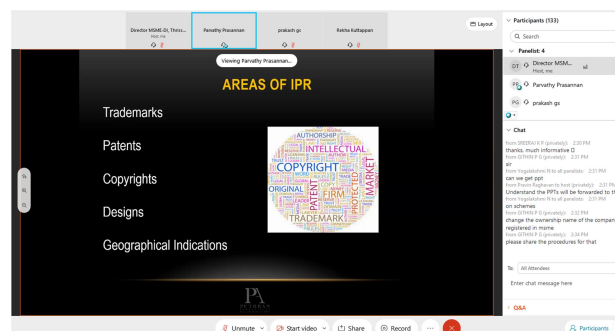
#### iv. Brief Report of Webinar organized on 12.12.2020

The fourth Webinar has been titled as **“Excel in Your Business”** and scheduled on 22nd December, 2020 from 09.40 AM to 05.40 PM. Sessions on Lean and Best Practices for Excellence of MSMEs, Scope of Industrial Designs in MSMEs, Schemes and Policies of M/o MSME, Govt. of India, Overview of IPR, Industrial Design & Copy Rights and Digital Marketing for MSMEs were included in the programme.

The programme started at 09.45 AM with welcome Speech by Shri. P B Suresh Babu, AD, MSME-DI Thrissur (Programme Co-ordinator), and followed by introduction of the programme by Sh. G.S. Prakash, Deputy Director, MSME-DI, Thrissur. Sh. G.S. Prakash, explained about the series of Webinars conducted by MSME-DI, Thrissur during the post COVID period, highlights of Schemes of DC(MSME) and financial supports provided by Govt. of India during the pandemic period. The programme was inaugurated by Shri. M.G. Rajamanickam IAS, MD, KSIDC & Director of Industries and Commerce, Government of Kerala and he briefly mentioned about the Kerala Single Window Interface for Fast & Transparent Clearance (K-SWIFT) and other Industrial friendly Policies taken by the Government of Kerala as part of ease of doing business. He opined that the Government Mechanism works as a facilitator in supporting the MSME Sector.



Inaugural Address by Shri. M.G. Rajamanickam IAS, MD, KSIDC & Director of Industries and Commerce, Government of Kerala



Session on IPR

First Session was handled by Shri. Venugopal, Ph.D, MD & CEO of Krysalis Consultancy Service Pvt. Ltd. He is having 40 years' experience in Industry and occupied in Senior Leadership position in Corporate India. He took a concept of Lean and Best Practices followed in MSME Sector in a very nice way. Shri. Narayanan, Lean Consultant, Krysalis Consultancy Service Pvt. Ltd took a Session on Lean , its Implementing procedure and its advantages . Shri. Manu. T, Post Graduate in Industrial Design from IIT, New Delhi and currently pursuing Ph.D in Design at University of Canterbury, New Zealand handled a Session on Scope of Industrial Designs in MSMEs in a commendable way. Adv. Parvathy Prasannan, Gold Medalist, LLM IP Attorney took a Session on Overview of IPR/Industrial Design & Copy Rights in MSMEs. A wonderful Session on Digital Marketing has been taken by Shri. Anil Kumar, the Head of Global Marketing for Familheey, Techno Park, Thiruvananthapuram.

There were 630 Units registered to participate in the Webinar and 222 participants attended the Programme. Question and answer sessions were arranged after each sessions and participants eagerly participated in Q &A session and cleared their doubts.

v. **Brief Report of Webinar organized on 21.01.2021**

The fifth webinar was organized **on Trade Marks, Patent and Digital Marketing** for the benefit of MSMEs on 21.01.2021 through virtual mode on the platform ZOOM. Wide publicity was given through social media platforms like Official Facebook and Twitter pages, emails & SMS to UAM registered units, District Industries Centres, Kerala State Small Industries Association, Laghu Udyog Bharati and other Industrial Associations etc.

Government of India  
Ministry of Micro, Small & Medium Enterprises  
MSME Development Institute, Thrissur

You are cordially invited to the webinar on  
**Trademark, Patent & Digital Marketing**  
On 21<sup>st</sup> January, 2021 from 9:30 am to 5:30 pm

<b>Inaugural Address</b> Shri G.S. Prakash Joint Director MSME Development Institute, Thrissur	<b>Keynote Address</b> Smt. Kathrenamma Sebastian Deputy Director MSME Development Institute, Thrissur	
<b>Role of Trademark &amp; Patent Registration in creating business identity &amp; Cost-effective strategies for exponential business growth through Technology</b>		
<b>Relevance of Trademark for MSMEs</b> Session by Adv. S. Venugopalan Nair Patent Attorney & Corporate Legal Consultant	<b>Advantages of Patent Registration</b> Session by Adv. Binoy Kadavan IPR Attorney & Panel Member of KSCSTE, Government of Kerala	<b>Business expansion through Digital Marketing</b> Session by Shri. Jesly A.L. Director & Digital Marketing Trainer Digital Magnet
Policies and Schemes of Ministry of MSME, Government of India Shri Vishesh Aggarwal, Assistant Director, MSME Development Institute, Thrissur		
Registration link: <a href="http://bit.ly/REGMSME">http://bit.ly/REGMSME</a> Programme link: <a href="http://bit.ly/21JAN21">http://bit.ly/21JAN21</a> Meeting ID: 923 8439 8592 Pass code: 123		
For more information please contact: Shri Vishesh Aggarwal, Assistant Director (Statistics) MSME Development Institute, Thrissur, Ministry of MSME, Govt. of India Tel: 0487-2360536, 2360686; E mail: <a href="mailto:dc-di-thrissur@dicmsme.gov.in">dc-di-thrissur@dicmsme.gov.in</a>		
<b>No fees for participation</b>		

Shri. Vishesh Aggarwal, Assistant Director, MSME-DI, Thrissur welcomed the gathering. Shri G.S. Prakash, Joint Director, MSME-DI, Thrissur inaugurated the programme. Smt. Kathrenamma Sebastian, Deputy Director, MSME DI, Thrissur delivered keynote address during the programme. The speakers emphasized the need to create awareness on IPR and other related subjects among MSMEs as the registration of patent seems to be far below the expectation in comparison with the growth of the sector in the country. Joint Director, MSME-

DI, Thrissur requested the MSMEs to put more efforts in the form of higher investment in advanced technological and research areas and develop novel products patentable in tune with modern needs and aspirations of the world. Smt. Kathrenamma Sebastian, Deputy Director, during her keynote address said that Government of India had taken concrete steps to establish favourable conditions for creation and protection of IPR and strengthening IP administration in the country with the launching of IPR Policy in 2016 which among other steps, included administration and management of IPR. She requested the entrepreneurs to understand the formalities in acquisition of IP related registrations to protect their products.

In the technical session, Adv. S. Venugopalan Nair, Patent Attorney & Corporate Legal Consultant has talked on the topic Relevance of Trademark for MSMEs. Adv. Binoy Kadavan, IPR Attorney & Panel Member of KSCSTE, Government of Kerala has explained about Advantages of Patent Registration. The topic on Business expansion through Digital Marketing has been handled by Shri. Jesly A.L., Director & Digital Marketing Trainer, Digital Magnet. The support from Ministry of MSME, Govt of India has also been explained in the programme.

All sessions had simultaneous Q&A sessions for a minimum of 10 minutes each where the doubts of the entrepreneurs were clarified by the faculty. 170 participants were attended the programme. Feedbacks from the participants were collected through a Google Form which was provided to them during the programme from the first session itself. As per the feedback received from the participants, the programme was beneficial to them.

vi. **Brief Report of Webinar organized on 07.02.2021**

The sixth and final programme as per DC Sanction Order No. .26(28)/2017-18/IPR dated 12.10.2020 under the scheme "Building awareness on IPR for MSMEs" during the year 2020-2021 has been held on 17.02.2021 from 09.30 AM - 05.00PM in CISCO Webex Platform on the topic ***Intellectual Property Rights & Best Practices for MSMEs & Clusters***. Wide publicity was given through social media, emails & SMS to UAM registered units, District Industries Centres, Kerala State Small Industries Association, Other Sector Specific Industrial Associations and individual entrepreneurs etc.

Government of India  
Ministry of Micro, Small & Medium Enterprises  
MSME-Development Institute, Thrissur

Organized by  
Webinar on  
**Intellectual Property Rights & Best Practices for MSMEs and Clusters**  
on  
17/02/2021 from 09.30AM - 05.00PM

Sessions on

- ✓ Overview of IPR & Strategies for MSMEs in IPR Management
- ✓ Best Practices (including IPR)- for existing & New Cluster
- ✓ Prospective Clusters in Kerala- revised guidelines of MSE-CDP and Programme & policies of M/o MSME
- ✓ Lean techniques for MSME Clusters
- ✓ Corporate Governance and IPR for MSMEs

FREE REGISTRATION!!!  
PRIOR REGISTRATION  
MANDATORY!!!  
For registration click:  
<http://bit.ly/2PRCLUSTER>

Resource Persons

- ◊ Shri.Ajith.M, Deputy Controller of Patents & Designs Patent Office, Chennai
- ◊ Shri.V.Padmanad, Partner, Grand Thornton LLP
- ◊ Shri.Vinod Kannoth, Lean consultant
- ◊ Shri.C.S.Jayan, Founder Partner SVJS & Associates

For more details : Shri.G.Velladurai, Deputy Director- CDO & Programme Coordinator,  
MSME-Development Institute, M/o DC MSME, Govt of India, Ayyanhole P.O, Thrissur-  
680003, Tel: 7666125995, Email: gvelladurai@dcmsme.gov.in

*Publicity Poster*

Shri. G.S. Prakash, Joint Director–HoO, MSME-DI, Thrissur has inaugurated the programme. During his inaugural address he referred about the assistances in various fields offered by Ministry of MSME for the new and existing entrepreneurs & Clusters. He also briefed about our Hon'ble Prime Minister's vision – Atmanirbhar Bharath. Shri. G. Velladurai, Dy. Director – CDO, MSME-DI, Thrissur has highlighted the importance of Intellectual Property Rights & Best Practices for MSMEs and Clusters. Detailed presentation under the ambit of MSE-CDP was made and explained the revised guidelines of MSE-CDP and other schemes implemented by MSME-DI, Thrissur.

Shri. Ajith M, Dy. Controller, faculty from Patents & Design Patent Office, Chennai while handling technical session elaborated about Patent rules, facilities and restrictions available. Shri V. Padmanad, Partner, Grand Thornton LLP has given detailed lecture about best practises (including IPR) for existing and new MSMEs and Clusters. Shri Vinod Kannoth, Lean Consultant has explained in detail about Lean Techniques for MSMEs and Clusters. Shri C.S. Jayan & Shri Sreekumar P.S. Founder Partners SVJS & Associates has detailed lecture on Corporate Governance and IPR for MSMEs and Clusters.

Question and Answer sessions were held after each session. 60 stakeholders attended the programme. The major contribution of the webinar was creating awareness on Intellectual Property Rights & Best Practices for MSMEs & Clusters.

### 3.1.1.i. Reimbursement for Obtaining IPRs

The following table shows the reimbursement provided to MSMEs for obtaining IPRs.

**Table3.2: Reimbursement to MSMEs**

Sl.No	Particulars	Remarks
1	Patent reimbursement- UAM/GOP-94 - submitted on 14/08/2020	Approved by PMAC
2	Patent reimbursement- UAM/GOP-105- submitted on 20/10/2020	Under Process at HQrts
3	Patent reimbursement- UAM/GOP- 107 - submitted on 31/10/2020	Under Process at HQrts
4	Patent reimbursement- UAM/GOP- 108 - submitted on 31/10/2020	Under Process at HQrts
5	Patent reimbursement- UAM/GOP-109 - submitted on 31/10/2020	Under Process at HQrts
6	Patent reimbursement- UAM/GOP/55 - 2950757 (European Patent)	Rs.5 Lakhs credited to M/s. Pelican Biotech & Chemicals Pvt Ltd
7	Patent reimbursement- UAM/GOP/76 - 2015265420 (Australian Patent)	Rs.5 Lakhs credited to M/s. Pelican Biotech & Chemicals Pvt Ltd
8	Trademark reimbursement- UAM/TRADE/97	Approved by PMAC

### 3.1.1.ii Activities of Intellectual Property Facilitation Centre (IPFC)

The Intellectual Property Facilitation Centre at MSME-DI, Thrissur has been established to promote awareness and adoption of Intellectual Property Rights amongst Entrepreneurs and MSMEs in India while making accessible to high- quality IP services and Resources. Services Offered by IPFC are as follows:

- General information on all forms of IPRs like Patents, Trademarks, Designs, GIs etc. are given
- General advisory and guidance on matters related to IPR, registration, infringement etc.
- Status check of existing patents ie; whether a patent is valid, abandoned or expired.
- Prior art search to know the already existing knowledge on technology domain

The following table shows the achievements of the IPFC at MSME-DI, Thrissur during the year 2020-21.

**Table 3.3: Achievements of IPFC**

No: of awareness programmes organized	9
No: of guidance on Trademark registration	56
No: of guidance given for Patent filing	27
No: of guidance on Design	12
No of searches on patentability / novelty	2
No. of Geographic Indications facilitated	1
Reimbursement of Patent filing charges	8 (3 International +5 Domestic) Reimbursement to 2 International Patents of M/s. Pelican Biotech & Chemicals Pvt Ltd. (Rs.10 lakhs)

Reimbursement of Trademark filing charges	4 (Under Process)
Technology Transfer Tie-ups by MSME units with innovators during TECHNOLOGY SHOWCASE and further follow-ups by IPFC Thrissur in association with AGNI mission	63 interests were received from MSMEs to partner with the 5 start-ups that presented their innovations
Visitors assisted in IPFC Thrissur	85
Support extended to existing and prospective entrepreneurs, including awareness programmes	3300

The IPFC is in receipt of following pilot study proposals:

Pilot study proposals under IPR scheme received from Inter University for IPR Studies (IUCIPRS), Cochin University of Science and Technology on:

- Legal and marketing challenges faced by MSME associated GIs of Kerala: An empirical analysis of socio-legal challenges faced by genuine GI producers of Kerala.
- Conducting Intellectual Property profile of MSME in Kerala with special focus on Patents and designs.
- Proposal for preparation of and E- brochure of GI items in the State of Kerala was forwarded to O/o DC MSME.

### **Technology Transfer Tie-Ups and IPFC**

The IPFC of MSME Development Institute has organized a Webinar in association with AGNI Mission, Invest India, Office of the Principal Scientific Adviser to the Government of India, and a Mission under the Prime Minister's Science, Technology, and Innovation Advisory Council (PM-STIAC) on "Technology Showcase by Innovators" on 14th August, 2020 from 02.30 PM to 05.00 PM. Tie up by MSME units with innovators during 'Technology Showcase' and further follow-ups by IPFC Thrissur in association with AGNI mission- has resulted in 63 interests from MSMEs to partner with the 5 start-ups that presented their innovations.

INVEST INDIA.GOV.IN | agnii |

AGNii Mission in partnership with MSME Development Institute, Thrissur is organising a

# DIGITAL TECHNOLOGY SHOWCASE

A virtual showcase for MSMEs to interact with startups and explore commercial collaborations

**FOCUS SECTORS**

- Food Processing
- Plastics

August 14, 2020 | 3 PM - 4:30 PM

Click the link in the caption to register for the event

### Steering Committee of IPFC and Its First Meeting

A Steering Committee was formed to advice and guide the activities of IPFC comprising members from Department of Industries & Commerce, Govt of Kerala; Kerala State Council for Science, Technology and Environment (KSCSTE), Thiruvananthapuram - Nodal agency in the State for IPR related policy matters in the State; Industrial Associations; IPR Cell- Technical University; IPR Cell- Agriculture University; Kerala Startup Mission; Kerala Development and Innovation Strategy Council (K-DISC). First meeting of the Steering Committee has been convened on 16<sup>th</sup> October 2020.

Outcome of the meeting are as follows:

- For wider publicity of GI products it is proposed to develop an E-brochure. The matter has been taken up with Office of DC (MSME), New Delhi through a proposal from CUSAT.
- Since lot of technologies/ details of Patents/ Innovations are available in Academia, Innovators & Public funded R & D establishments - to make use of it- it was decided to develop an online web-portal. In this regard, this office has conducted an Interaction meeting between Industry- Institute partnerships on 19<sup>th</sup> November 2020 and based on the outcome, the matter was taken up with Kerala Technical University, State Industries Departments for creating an institutional frame work for continuous interaction in academics, innovators and industries. The matter was also taken up with Technology Enabling Centre (TEC), Amrita ViswaVidhyaPeetham for further necessary action.

**GOVERNMENT OF INDIA**  
MINISTRY OF MICRO SMALL MEDIUM ENTERPRISES  
MSME-DEVELOPMENT INSTITUTE, THRISSUR

**WEBINAR** 19/11/2020 10.30AM- 01.00PM

**Industry Academia Collaboration for Fourth Industrial Revolution**

**Highlights**

- Creation of an effective platform for continuous interaction between the Industry & Academia
- Utilization of infrastructure available at Industry & Institute for mutual benefits
- Mentor services to the students interested to pursue their career as entrepreneurs.
- Mechanism to provide solutions to the real-time problems of Industry by the Academia.

**Who should attend?**  
Industries/MSMEs, Academia, Knowledge partners, Startups, Other stakeholders, Students etc:

**Panelists**

- Dr. Senthil Nathan**  
Managing Director and Co-founder, Edu Alliance Ltd
- Dr. Krishnashree Achuthan**  
Dean, Amrita Viswa Vidya Peetham
- Shri. Arun Alex**  
Coordinator, Industry Connect initiatives, Kerala Technical University
- Shri. Deepu. S. Nath**  
Managing Director, FAYA INNOVATIONS
- Dr. Arun Surendran**  
Trinity College of Engineering
- Dr. Saji C. B**  
Principal, Vidya Academy of Science and Technology
- Shri. Kishor Sarvade**  
Education Business Head India, Dassault Systems India Pvt.Ltd
- Shri. Deepesh Rajeev**  
Managing Director, Future Science Academy
- Shri. Rajeev. J. Sebastian**  
Founder, M/s. Alok Software Pvt Limited
- Shri. Rahul Balachandran**  
CEO, M/s. Inker Robotics
- Shri. M Fasil**  
Incubation Programs, Kochi & CSR Linkages, Kerala Startup Mission

**ACADEMIA** **INDUSTRY**

**Bridge the Gap**

**For more details, Contact:**  
Smt. Rekha.K,  
Programme Coordinator, MSME-Development Institute,  
Ayyanthole P.O, Thrissur-680003, Tel: 0487-2380538,  
Email: dcdi-thrissur@dcmsme.gov.in

**INDUSTRIAL PARTNER**  
**GETECH** GROUP OF TECHNOLOGY COMPANIES

**PANEL DISCUSSION**  
Key note address  
**Dr Saji Gopinath**  
Hon'ble Vice Chancellor,  
Kerala University of Digital Sciences,  
Innovation and Technology

Opening remarks & moderator  
**Shri G.S.Prakash**  
Deputy Director,  
IC,MSME DI,Thrissur

**Link to Join :** <https://bit.ly/AICFIR>  
**Event number:** 1657939958 **Password:** IACFIR

## Other Achievements of IPFC

- Dissemination of information on IPR reimbursement scheme of O/o DC MSME among approved TRADEMARK facilitators; MSME units having granted Indian Patent Certificate were done.
- Dissemination of information on IPR components in various forums to prospective & existing entrepreneurs.
- MSME-DI has contacted all the GI producers in the State of Kerala with a questionnaire in English and regional language to find out the status, challenges, prospectus and suggestions. A few feedbacks have been received and it is proposed to organize online meetings to GI producers to discuss about their challenges and opportunities. MSME-DI also submitted to O/o DC MSME various suggestions to use GI tag as a business tool to improve the competitiveness of such products.

### 3.1.2. Support for Entrepreneurial and Managerial Development of MSMEs through Incubators

The main objective of the scheme is to promote & support untapped creativity of individual and to promote adoption of latest technologies in manufacturing as well as Knowledge based innovative MSMEs (ventures) that seek the validation of their ideas at the proof of concept level. The Scheme is applicable for existing and aspiring entrepreneurs. The key benefit under the Scheme is the Funding support up to Rs.15 Lakhs for development of innovative ideas in to commercial ideas and Seeding support to Rs.20 Lakhs for setting up of new units for commercialization of successful innovative ideas.

The following table shows the status of the implementation of the Scheme in Kerala:

**Table 3.4: Approved Host Institutes to Establish Business Incubator**

Sl No	Name of the Host Institute	Contact Person
1	Indian Institute of Information Technology Kottayam (IIIT-Kottayam)	Dr. Shajulin Benedict, Faculty-In Charge (R&D and International Affairs) Email: <a href="mailto:shajulin@iiitkottayam.ac.in">shajulin@iiitkottayam.ac.in</a>
2	CMS College, Kottayam	Dr.Gigi George Email: <a href="mailto:drigigeorge@gmail.com">drigigeorge@gmail.com</a>
3	Government Engineering College, Thrissur	Shri.Ajay James Assistant professor Email: <a href="mailto:ajay@gectcr.ac.in">ajay@gectcr.ac.in</a>
4	Amrita Viswa Vidhya Peetham, Kollam	Dr.Krishnashree Achuthan Dean Email: <a href="mailto:krishna@amrita.edu">krishna@amrita.edu</a>
5	Indian Institute of Information Technology And Management Kerala	Shri.VenkatRaghavendra Project Manager Email: <a href="mailto:venkat.raghavendar@iiitmk.ac.in">venkat.raghavendar@iiitmk.ac.in</a>
6	Technopark Technology Business Incubator	Ms. Surya Thankam S. Manager, Incubation Email: <a href="mailto:surya@startupmission.in">surya@startupmission.in</a>
7	Indian Institute of Management, Kozhikode	Shri.Lijo Email: <a href="mailto:lijo@iimklive.org">lijo@iimklive.org</a>
8	ICAR -Indian Institute of Spices Research	Dr. Sheeja T E Principal Scientist Email: <a href="mailto:iisrbpd2019@gmail.com">iisrbpd2019@gmail.com</a>
9	National Institute of Electronics and Information Technology	Shri. Pratapkumar S Scientist Engineer E Email: <a href="mailto:pks@nielit.gov.in">pks@nielit.gov.in</a>
10	National Institute of Technology, Calicut	Ms. Preethi M Chief Executive Officer Email: <a href="mailto:preethi@nitc.ac.in">preethi@nitc.ac.in</a>

Ideas of 9 incubatees have been submitted by Host Institute (HI) / Business Incubator (BI) were approved under the Scheme. The details of the Ideas are given in Annexure ii.

### 3.1.3. ZED Certification Scheme

Ensuring competitiveness of India's MSME is critical as it will contribute to the overall growth of the manufacturing sector and the country's economy. ZED has presented a model where the concept of quality has a holistic change from a tool for compliance to a source of competitiveness. The Scheme promotes adaptation of Quality tools/systems and Energy Efficient manufacturing and provides financial assistance to the MSMEs in obtaining a ZED certification.

During the year 2020-21, MSME-DI, Thrissur has organized sessions on ZED Certification in various webinars with the objectives to sensitize MSMEs about the Zero Defect and Zero Effect manufacturing, benefits of ZED certification, & its benefits, and to motivate MSMEs to commit to ZED programme apart from riding up the value chain through ZED as a brand. 425 MSMEs have obtained information about ZED certification through the webinars organized by this Office.

## Other Initiatives under ZED Certification Scheme

Wide publicity of draft MSME Sustainable Scheme was done among MSME Units, District Industries Centre, Kerala State Small Industries Association, Industrial Associations etc. 27 MSME units expressed willingness to register in the Scheme on launch of MSME Sustainable Scheme by the Honorable Union Minister of MSME on 26<sup>th</sup> January, 2021 and same was forwarded to Office of DC (MSME), New Delhi.

**Government of India  
Ministry of MSME**

**MSME Sustainable  
(ZED Scheme)**

Launching by Hon'ble Minister of MSME on 26th January 2021

**Digital coupon of Rs.10000/- on MSME  
Sustainable Pledge**

If interested please furnish the details in <http://bit.ly/ZED-REG>

For more inquiries

Joint Director I/c,  
MSME-  
Development  
Institute, Thrissur

**Tel: 0487-2360536, 2360686, 2973636  
Email: [dcdi-thrissur@dcm sme.gov.in](mailto:dcdi-thrissur@dcm sme.gov.in)**

ZED Certification  
Scheme for MSMEs

ZERO DEFECTS

Efficiency Quality Health Safety

This Institute has done continuous follow-up with Directorate of Industries and Commerce, Government of Kerala and Dy CMM (FM), Southern Railways regarding the status of incentives introduced to ZED certified units.

### 3.1.4. Lean Manufacturing Competitiveness for MSMEs

The basic rationale of the Government support to MSMEs for undertaking lean manufacturing (LM) is to enhance their productivity and competitiveness by reduction of wastages in manufacturing processes, inventory management, space management, energy consumption, etc. The LM techniques also result in reduction in rejection, standardization of processes, better layout of machines resulting in reduced transportation of products during manufacturing, etc. The implementation of LM techniques leads to cost reduction for MSMEs. It also has social benefits in terms of training of labour, creation of knowledge, increased labour productivity, lower input costs to other industries, introduction of new production equipment methods in manufacturing and development of work culture in society.

The Scheme is applicable for existing entrepreneurs and the financial assistance is provided for implementation of lean manufacturing techniques, primarily the cost of lean manufacturing consultant (80% by GoI and 20% by beneficiaries).

During the year 2020-21, MSME-DI, Thrissur has organized sessions on LM Techniques in various webinars with the objectives to create awareness about lean concepts among MSMEs and thus lead to increasing return to scale, i.e. (i) economy of scale that reduce per unit production cost and (ii) increased productivity of the enterprises (iii) enhanced competitiveness in domestic and overseas. 647 MSMEs have attended these sessions on LM Techniques.

### **3.1.5. Design Clinic for Design Expertise to MSMEs**

The scheme intends to enhance industry understanding and application of design to promote design as a value adding activity and integrate it into mainstream business and industrial processes of MSMEs. The goal is to help MSMEs to enhance strategic design application for improving the manufacturing competitiveness through well design and quality. The Scheme aims to bring Indian manufacturing sector and Design expertise/ Design fraternity on to a common platform and to provide expert advice and cost-effective solution on real time design problems, resulting in new product development, continuous improvement and value addition for existing products including new products.

The key benefits for the existing entrepreneurs under the Scheme are as follows:

- To facilitate MSMEs to develop new Design strategies and or design related products through design interventions and consultancy. Financial assistance to the MSMEs for engagement of design consultants for design intervention (GoI contribution @ 75% for micro, 60% for SMEs for the project range up to Rs. 40 lakh).
- The Design Scheme shall support design work by reimbursing 75% of expenses incurred up to Rs. 1.5 lakh for final year student project done for MSMEs

Status of Design Clinic Scheme in the State is as follows:

- Memorandum of Understanding was signed by National Institute of Technology, Calicut & Indian Institute of Technology Palakkad for acting as Implementing Agency of Design Clinic Scheme with M/o MSME.
- Action initiated with Kerala State Institute of Design, Kollam for scaling up the operations of Toy manufacturers in the State of Kerala

### **3.2. Schemes for Market Promotion**

Marketing, a strategic tool for business development, is critical for the growth and survival of MSMEs. For facilitating promotion of MSMEs, Ministry of MSME has taken policy measures and also various Schemes. The major among them are Public Procurement Policy and Procurement and Marketing Support Scheme.

### 3.2.1. Public Procurement Policy

The Public Procurement Policy is based on the core principles of competitiveness, adhering to sound procurement practices and execution of orders, with the objective of facilitating promotion and development of micro and small enterprises by procurement of products/services from MSEs by the Government Organizations. The policy promulgated in parliament by Ministry of MSME, Govt. of India in 2012 and amended in 2018 ensuring 25 % of purchase by Ministries, Departments and CPSUs of Govt. of India from MSE sector with a sub-target of 4 % and 3 % from SC/ST and Woman owned enterprises respectively.

MSME-Development Institute, Thrissur has taken efforts for creating awareness among the MSEs about the benefits among MSEs, thus paved away for the MSEs to become vendors for CPSUs and other Government Organisations. The following table shows the details of the assistance provided during the year 2020-21:

**Table 3.5: Public Procurement Policy – Support Provided**

No. of enquiries received for clarification/advice/grievance	<b>150 Nos</b>
No. of RTI received/ Answered	1 No
No. of Parliamentary questions received/ answered	6 Nos
No. of Champions grievances received/Answered	32 Nos

Apart from the above, in the backdrop of COVID-19 epidemic, MSME-DI, Thrissur has organized Virtual Vendor Development Programmes for the benefit of MSE vendors and CPSUs in which MSME-DI presented Public Procurement Policy, 2012 and 'Preference to Make in India Policy' of Department of Industrial Promotion and Internal trade, Government of India. The details are as follows:

**Table 3.6: Details of Virtual Vendor Development Programme 2020-21**

Sl No	Date of the Programme	CPSUs Interacted with MSEs	No of Participants
	22.10.2020	<ul style="list-style-type: none"> <li>• Cochin Shipyard</li> <li>• BPCL, Kochi,</li> <li>• BEML, Palakkad</li> <li>• Mangalore Refineries</li> <li>• Neyveli Lignite Ltd,</li> <li>• Instrumentations Ltd, Palakad</li> <li>• Southern Railways, Thiruvananthapuram</li> </ul>	88
	04.12.2020	<ul style="list-style-type: none"> <li>• Cochin Port Trust,</li> <li>• Hindustan Organic Chemical Ltd, Kochi ITI Ltd, Palakkad,</li> <li>• KAMCO- Angamali</li> <li>• IRCTC, Thiruvananthapuram</li> </ul>	100

Upon request from ITI Ltd Palakkad, Officer of this institute has handled a session on PPP and Preference to Make in India Policy for the officials of ITI Ltd, Palakkad. There were 44 participants. It was an elaborate interactive session of learning and clarification.

### 3.2.2. Micro and Small Enterprise Facilitation Council (MSEFC)

The Micro, Small and Medium Enterprise Development (MSMED) Act, 2006 contains provisions of Delayed Payment to Micro and Small Enterprise (MSEs). As per the policy, the State Governments have to establish Micro and Small Enterprise Facilitation Council (MSEFC) for settlement of disputes on getting references/filing on Delayed payments (Section 20 and 21). MSEFC of the State after examining the case filed by MSE unit will issue directions to the buyer unit for payment of due amount along with interest as per the provisions under the MSMED Act 2006. Any Micro or Small Enterprise having a valid Udyam Registration can apply for assistance from MSEFC.

During the year 2020-21, MSME-DI, Thrissur has assistance 16 MSEs regarding delayed payments as well as case filled under MSEFC. The grievances raised by the MSEs had been taken up with concerned Corporate/ Government buyer as well as Directorate of Industries and Commerce, Government of Kerala on war foot basis for amicable solution.

### 3.2.3. Procurement and Marketing Support Scheme

Due to the lack of information, scarcity of resources and unorganized ways of selling / marketing, MSME sector often faces problems in exploring new markets and retaining the existing ones. Keeping in view these facts, the Procurement and Marketing support Scheme has been introduced to enhance the marketability of products and services in the MSME sector. The Scheme aims at improving the marketing competitiveness of MSME sector by promoting new market access initiatives like organising trade fairs and by creating awareness to improve marketing techniques and technology in packaging, etc.

The key benefits under the scheme which can be availed by the existing entrepreneurs are as follows:

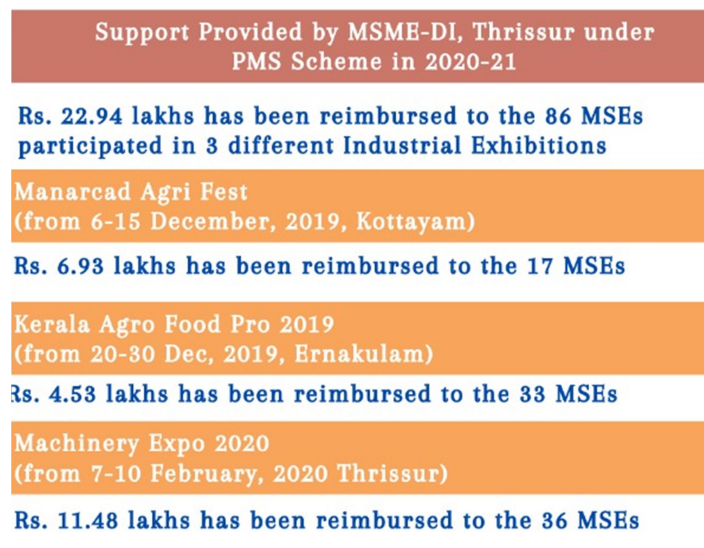
- Reimbursement of Rs.1.5 Lakhs max. for Metro & A class cities. Rs. 1.0 lakhs max. for Class B cities / NER/J&K/ Hilly States and for other cities Rs.0.80 lakhs max. for MSEs to participate in domestic trade fairs/ exhibitions across the country
- Financial support for organizing Domestic Trade Fairs/ Exhibition and participation in trade fairs/exhibitions by the Ministry/Office of DC (MSME)/Government organizations. Maximum Budgetary support for space rent and advt. & publicity for the event is as follows:
  - a. Regional :(State/District): Rs.30.00 Lakh max.
  - b. National: Rs.40.00 Lakh .max.
  - c. International: As decided by Empowered Committee subject to approval of Deptt. of Expenditure.
- Capacity building of MSMEs in modern packaging technique: Maximum Budgetary support of Rs.1.0 lakh max. for ordinary packaging consultancy and Rs.1.5 lakh max. for green packaging consultancy for MSME unit.
- Development of Marketing Haats. Maximum Budgetary support: For Development of new MSME Haats, upper limit of GIA will not exceed Rs. 50 lakh max. For

Renovation/up-gradation of existing Marketing Haats, upper limit of GIA will not exceed Rs.20 lakhs max.

- Financial Assistance to organise Vendor Development Programmes and Awareness programme.

### 3.2.3.1. Reimbursement for Participating in Domestic Trade Fairs

During the year 2020-21, MSME-DI, Thrissur has made reimbursement to 86 MSEs in the state. The details are as follows:



### Participation in ‘The India Toy Fair’

As a part of ‘AtmaNirbhar Bharat’, Government of India has taken efforts to scale up domestic toy manufacturing as well as to gear up the export potential for Indian toys in the international market. In line with the same, a Virtual National Toy Fair has been organized from 27<sup>th</sup> February, 2021 to 2<sup>nd</sup> March, 2021 which has been inaugurated by Honorable Prime Minister Shri. Narendra Modi. To facilitate the free participation of the MSMEs in the National Toy Fair, the Ministry of MSME has made financial allocation and under the provision 10 MSEs from Kerala, who are engaged in manufacturing of various toys like, traditional toys (wooden, soft), mechanical toys, board games, video games, mobile games, etc. were participated in the fair. The details of the participants are given in the following publicity flyer prepared by MSME-DI, Thrissur for the wide publicity of the virtual fair.



Government of India  
Ministry of MSME  
MSME-Development Institute, Thrissur

Invites you to



#Vocal4LocalToys

**Shri. Narendra Modi,  
Hon. Prime Minister of India  
will inaugurate the Fair  
at 11.00 am, today**

Experience the virtual fair  
& be Part of the bid to  
propel the growth of the  
Indian Toy Industry

Visit: <https://theindiatoyfair.in/>

## EXHIBITORS FROM KERALA

- M/s Toy Forest of Ms. Sindhu Augustine
- M/s Rhithu of Shri. Manikantan. N
- M/s Ether Games Private Limited of Shri. Gokul Elayidath
- M/s Darusilpi of Shri. Suresh Babu M
- M/s Silakala of Shri. Rajan N.N
- M/s TuttiFrutti Games Private Limited of Shri. Ajish G Habib
- M/s Grace Designers of Shri. Jacob Daniel
- M/s Magic Toys of Shri. Muneer T.P
- M/s Tulip Art and Craft of Smt. Soja C.S.
- M/s Malayattoor Polymers of Shri. Jisso Jose P.

**The India Toy Fair 2021 will bring policy makers, toy manufacturers & distributors, investors, industry experts, MSMEs, artisans, start-ups, children, parents and teachers together on a common platform, to propel the growth of the Indian Toy Industry, and to give it a global competitive edge.**

***You are cordially invited to visit this event and experience the virtual fair***



*Publicity Flyer*

## Chapter 4

### Infrastructure Development for MSEs through MSE-CDP

The Ministry of Micro, Small and Medium Enterprises (MSME), Government of India (GoI) has adopted the Cluster Development approach as a key strategy for enhancing the productivity and competitiveness as well as capacity building of Micro and Small Enterprises (MSEs) and their collectives in the country. A cluster is a group of enterprises located within an identifiable and as far as practicable, contiguous area or a value chain that goes beyond a geographical area and producing same/similar products/complementary products/services, which can be linked together by common physical infrastructure facilities that help address their common challenges. One of the major objectives of the Scheme is to support the sustainability and growth of MSEs by addressing common issues such as improvement of technology, skills & quality, market access, etc.

#### 4.1. Status of Implementation of MSE-CDP in Kerala

Kerala is among top 5 States in the Country in the effective implementation of MSE-CDP (CFCs & ID projects). Rs.193.7 Crores have been sanctioned to Kerala under the programme in which Rs.113.81 crores have already been disbursed as Government of India grant. 11 Common Facility Centres have already been commissioned and 8 Industrial Parks have been developed utilising these funds. Also 4 CFCs and 3 ID projects are under various stages of implementation in the State Kerala. The following tables show the status of implementation of MSE-CDP.

The following table shows the physical status of MSE-CDP implementation in the Country and State.

**Table 4.1: Physical Status of MSE-CDP Interventions**

STATE/ UT	Common Facility Centres (CFCs)			Infrastructure Development (ID) Projects			Grand Total (CFC+ID)
	Approved CFCs	Ongoing	Completed	Approved ID Centres	Ongoing	Completed	
Kerala	14	3	11	11	3	8	25
All India	160	81	79	252	79	173	412

This Institute is actively engaged in the promotion and development of clusters in the State in close liaison with the State Government and other stakeholders. The status of activities under MSE-CDP for the year 2019-20 is as follows:

**Table 4.2: Status of Activities under MSE-CDP 2020-21**

#### i. CFC Projects – Commissioned

*(Rs. in Lakhs)*

Sl. No.	Name of Cluster	Contribution of Govt. of India	Contribution of Govt. of Kerala	Contribution of Consortium	Total Project Cost	Status
1	Rubber Cluster,	239.89	-	26.65	266.54	Commissioned

Changanacherry, Kottayam						June, 2007
2	Plastic Cluster, Aluva, Ernakulam	315.00	92.00	83.00	490.00	Commissioned February 2009
3	Terra Tile Cluster, Thrissur	249.65	99.86	149.79	499.30	Commissioned January 2010 (CFC is not functioning due to lack of raw material)
4	Plywood Cluster, Perumbavoor, Ernakulam	235.31	67.23	114.69	417.23	Commissioned January 2010
5	Rice Millers Cluster, Kalady, Ernakulam	472.84	162.72	77.84	713.40	Commissioned December 2011
6	Kerala Furniture Cluster, Perumbavoor, Ernakulam	245.29	98.12	147.17	490.58	Commissioned September 2010 Flood affected the cluster and damage occurred to machineries and raw material.
7	Wood Cluster, Perinthalmanna, Malappuram	160.23	45.78	32.89	238.90	Commissioned July 2012
8	General Engineering Cluster, Manjeri, Malappuram	199.00	63.00	53.01	315.01	Commissioned January 2015
9	Wood Cluster, Chadayamangalam, Kollam	181.67	51.91	25.95	259.53	Commissioned May 2017
10	Offset Printing Cluster, Kannur	855.50	244.43	122.21	1,222.14	Commissioned March 2018
11	Wood Furniture Cluster, Taliparamba, Kannur	811.67	235.38	117.69	1,164.74	Commissioned December 2018
<b>Total</b>		<b>3,966.05</b>	<b>1,160.43</b>	<b>950.89</b>	<b>6,077.37</b>	

## ii. CFC Projects - On going

The activities for setting up of Common Facility Centres (CFCs) in Clusters which are progressing are as follows:

<i>(Rs. in Lakhs)</i>					
Sl. No.	Name of the Project	Total Cost	Contribution of GoI	Contribution of GoK	Contribution of Consortium
1	Furniture Cluster, Thrissur ( <i>Thrissur Traditional Furniture Cluster Chevoor</i> )	1,445.08	1,002.46	289.01	153.61

	<i>Pvt. Ltd.)</i>				
2	Plywood Cluster, Idukki Parliament Constituency, Ernakulam District <i>(West Malabar Plywood Manufacturers Cluster Services Pvt. Ltd.)</i>	1,404.12	982.884	280.824	140.412
3	Furniture Cluster, Kozhikode	1,445.08	1002.46	289.34	144.67
	<b>Total</b>	<b>4294.28</b>	<b>2987.804</b>	<b>859.174</b>	<b>438.692</b>

### iii. ID Projects - Completed Industrial Estates

1	New Industrial Estate at Kazhakuttam Distt. Trivandrum	Thiruvananthapuram
2	KINFRA Small Industries Park, Kasaragod	Kasaragod
3	KINFRA Small Industries Park, Wayanad	Wayanadu
4	KINFRA Small Industries Park, Thalassery, Kannur	Kannur
5	KINFRA IIDC, Malappuram	Malappuram
6	KINFRA Small Industries Park, Koratty, Thrissur	Thrissur
7	KINFRA Small Industries Park, Mazhuvannur, Ernakulam,	Ernakulam
8	KINFRA Small Industries Park, Adoor, Pathanamthitta,	Pathanamthitta

### iv. On going ID Projects

Sl No	Industrial Estate	GoI sanction	GoK sanction	Total
1	Poovanthuruth Industrial Area	600	400	1000
2	Edayar Industrial Estate	580.614	387.076	967.69
3	Spices Park, Idukki	576.95	673.05	1250

### v. ID Projects : Final Approval Obtained

Sl. No.	Name of the Project	Total Cost	GoI	GoK	Consortium
1	Rubber Park	971	582.60	-	388.40

### CFC Projects - Final sanction received

Sl. No.	Name of the Project	Total Cost	GoI	GoK	Consortium
1	Kalady Steel Consortium, Ernakulam	1571.27	1050	300	221.71

### ID Projects: Final approval received

Sl. No.	Name of the Project	Total Cost	GoI	GoK	Consortium
1	Rubber Park, Ernakulam	971	582.60	-	388.40

**TEAC approval received**

Sl. No.	Name of the Project	Total Cost	GoI	GoK	Consortium
1	Papadam Cluster, Trivandrum	576.06	403.25	115.20	57.61

**MSE-CDP Clusters Identified During the Financial Year 2020-21**

Sl.No.	Name of the Cluster	State	District	Created Date
1	Marayurjaggery Cluster	Kerala	Idukki	27/04/2020
2	Idukki Agro Food Processing Cluster-Spices	Kerala	Idukki	21/01/2021
3	Bag Bageeja International Package Pvt.Ltd	Kerala	Kannur	15/05/2020
4	Kannur Global Plywood Consortium Ltd.	Kerala	Kannur	18/05/2020
5	Pathanapuramcommon Facility Centre For Food Products	Kerala	Kollam	08/05/2020
6	Kollam Cashew Processors Association	Kerala	Kollam	17/12/2020
7	Sahaayieunnathi Foundation Cluster	Kerala	Thrissur	31/10/2020
8	Viva Wooden Cluster	Kerala	Kottayam	06/05/2020

**SFURTI Clusters identified during the financial year 2020-21**

Sl. No.	District	Name of the Cluster	Major Village Industries
1	Alappuzha	Kalpamruth	Agro based and Food Processing Industry. Village Oil Industries or Fruit & Vegetable Processing Industries
2	Kottayam	Kaithola Cluster, Vaikom	Forest Based Industry. Minor Forest Based Industry
3	Idukki	Vitabee Honey Trust	Forest Based Industries. Bee Keeping
4	Ernakulam	Vanamrutha Forest Industries.	Forest Based Industry. Minor Forest based industry
5	Thrissur	'Chengalikkodan' – The GI tagged Banana based Agri Business SFURTI Cluster in Thrissur district	Agro based & Food Processing Industry (Fruit & vegetable processing Industry)
6	Palakkad	Suryakiran Fruit & Vegetable Processing	Agro based & Food Processing Industry (Fruit & vegetable processing Industry)

7	Malappuram	Malappuram District Milk & Milk Product Cluster	Services
8	Wayand	Wayanad Cluster	Agro based & Food Processing Industry
09	Kannur	Kalliasseri Cluster	Handloom Fiber Industries (Fiber Industry)
10	Kasaragode	Food Processing Industry Cluster	Agro based & Food Processing Industry

## 4.2. Inauguration of Common Facility Centres

During the year 2020-21, two Common Facility Centres were inaugurated in the State under the MSE-CDP.

### 4.2.1. M/s Malabar Furniture Consortium Private Limited, Taliparamba, Kannur

A group of 53 Micro and Small Enterprises comprising 500 units dealing with furniture manufacturing and allied fields in and around Talipramaba formed a cluster to meet the competition from the knock- down and ready to assemble furniture from other countries like China and Malaysia. The units are having a turnover of Rs.1400 crore and provide an employment of 10000 persons directly and indirectly. The units have combined and formed a SPV, named M/s. Malabar Furniture Consortium Pvt Limited, Kannur for implementation of setting up of Common Facility Centre under MSE-CDP Scheme. Major products manufactured by using the facilities at CFC are Living room furniture, Bedroom furniture, office and dining hall furniture etc.

The project has been implemented with a total cost of Rs.1164.74 lakhs. Out of which Rs.811.67 lakhs was as the grant of Government of India, and Rs.235.38 lakhs as grant from Government of Kerala. Rs.117.69 Lakhs has been contributed by the beneficiaries, i.e. SPV members.

The CFC of Malabar Furniture Consortium Pvt Ltd has been inaugurated by Shri Pinarayi Vijayan, Hon'ble Chief Minister of Kerala, on 03.11.2020. The following are the facilities created in the CFC:

Portable type horizontal band saw (Automatic & Manual) Edger multiple rip saw (multi Blade); Jump saw cross cut off saw within & with feed Vaccum Pressure Treatment; Kilns; Thermic Fluid Heater; Multi Spindle Moulder- 5 heads; Multi Spindle Moulder-6 heads; Wide belt sander; Hydraulic rotary composer; Narrow band resaw; Surface Planer; Spindle Moulder; Auto Feeder; Thickenesser; Sliding table panel saw, Auto copy lathe hydraulic; Auto copy shaper with sander; double unit multiple boring; paint spray booth; Air less spray painting pump; Automatic Finger joint system ; Auto Finger, Pneumatic cross cutting saw; CNC Router ; Dowel milling MSDowel cutting and chamfering; High Frequency induction heating press ; Oscillating edge sander; Vertical sponge roller sander ; Horizontal roller sander.

### 4.2.2. M/s Thrissur Traditional Furniture Cluster, Chevoor, Thrissur

The SPV of Thrissur Traditional Furniture Cluster, Chevoor consists of 25 MSEs dealing with furniture manufacturing and allied fields in and around Chevoor. Kerala is importing about one-half of its total domestic furniture consumption requirements This is expected to be reversed in the near future with implementation of the CFC at Chevoor region this alone would contribute towards

employment sustenance and continued growth of industry in the region. The CFC will facilitate to overcome the limitations in terms of raw material primary processing, design and quality component development facilities and service. Seasoning of wood, finger joint board development, design development, value-added quality component development and job working operations are proposed within CFC. The CFC will contribute to even doubling capacity utilization of SPV members and many other cluster firms.

The project has been implemented with a total cost of Rs.1445.08 lakhs, out of which Rs.1002.46 lakhs was the grant of Government of India, and Rs.289.01 lakhs as grant of Government of Kerala. Rs.153.61 Lakhs has been contributed by the SPV members. Major products manufactured are Living room furniture, Bedroom furniture, office and dining hall furniture etc.

The CFC of the Cluster has been inaugurated by Shri. Nitin Gadkari, Hon'ble Union Minister of MSME on 27.01.2021. The followings are glimpses of virtual inauguration ceremony.



*Inaugural Address by Shri. Nitin Gadkari, Hon'ble Union Minister of MSME*



*Address by Shri. Devendra Kumar Singh IAS, AS&DC(MSME)*



*Address by Shri.G.S.Prakash, Joint Director & HOO of MSME-DI, Thrissur*

Facilities available at CFC are : Design Studio, Chemical treatment plant, Wood Seasoning kiln, Boiler, Mother Trolley, Kiln Trolley, Rip Saw, Pneumatic cross cut saw, Finger jointing machine, CNC Master Cut, Auto copy Lathe, Wide Belt sander with Spiral Cutter head, Rotary Composer, Rectangular Twin table Tenoner, Twin table motiser, CNC Nesting outer, Wide Belt Sander, Dust extraction system provision, Air Compressor, Pneumatic lines, Universal Tool Grinder, DG Sets, Transformer, Fork Lift etc.



*Some of the machineries installed in the C.F.C.*

### 4.2.3. Other Major Activities

- I. A Webinar has been organised on 06.07.2020 on Prospective Clusters in Kerala. Shri M. Palanivel, Director I/c briefed about the Cluster Activities in the State of Kerala by MSME-DI, Thrissur. Shri G. Velladurai, Dy. Director – CDO elaborated Revised Guidelines of MSE-CDP of DC (MSME). Wide publicity was given through Speed Post letters, e-mails, social media, District Industries Centres, Kerala State Small Industries Association, Other Sector Specific Industrial Associations and individual entrepreneurs etc. Around 100 stakeholders attended the programme. The major contribution of the webinar was creating awareness on Revised Guidelines of MSE-CDP of DC (MSME). A question and answer session was permitted and various queries from the stakeholders were answered by Shri M. Palanivel, Director I/c and Shri G. Velladurai, Dy. Director–CDO. The webinar was over by 2.00 pm.
- II. Shri M. Palanivel, Director I/c. along with Shri G. Velladurai, Dy. Director - CDO, MSME-DI, Thrissur inspected the ID Project – Edayar on 08.08.2020 and had a meeting with the representatives of Edayar ID Project.



*From the Inspection*

- III. Shri M. Palanivel, Director I/c. along with Shri G. Velladurai, Dy. Director - CDO, MSME-DI, Thrissur inspected the ID Project – Poovanthuruth on 14.08.2020 and had a meeting with the representatives of Poovanthuruth ID Project.



*Visit to Poovanthuruthu*

- IV. Shri Palanivel, Director I/c, & Shri G.Velladurai, Deputy Director/CDO were visited Traditional Furniture Cluster, Thrissur on 30.10.2020 and cashew processing unit in the proposed Cashew Cluster at Kollam on 18.11.2020.



*Visits to various clusters*

- V. A follow-up meeting was organised at MSME-DI, Thrissur on 26.11.2020 with the representative of proposed Vembanad Wood Cluster, Vaikom, Kottayam.



*From the meeting*

- VI A meeting was organised on 19.01.2021 regarding formation of Jack Products Cluster with the representatives Integrated Jack Products at Folkland Payyannur Centre, Payyannur with active participation with GM, DIC, Kannur.



- VII. A meeting was organised at MSME - DI, Thrissur on 24.03.2021 with the representatives of Battery Manufacturers Association to discuss about the proposed Cluster. All the pros & cons were explained to them and they were very satisfied,



*From the Meeting of proposed Battery Manufacturers Cluster on 24.03.2021 at MSME-DI, Thrissur*

## Chapter 5

### Skill Development Initiatives

Entrepreneurship development is the process of improving the skills and knowledge of entrepreneurs, enhancing the capacity to develop, manage and organize a business venture while keeping in mind the risks associated with it. The whole point of entrepreneurship development is to increase the number of entrepreneurs. Ministry of MSME has been organizing a number of Entrepreneurship and skill development programmes for the existing & potential entrepreneurs, in order to build their capacity to take up successful ventures.

The objective of the programme is to motivate youth representing different sections of the society including SC/ST/Women, differently abled, Ex-servicemen and BPL persons to consider self employment or entrepreneurship as one of the career options. The ultimate objective is to promote new enterprises, capacity building of existing MSMEs and inculcating entrepreneurial culture in the country.

The programmes covered in this scheme are the following:

**Table 5.1.: Type of Programmes**

Sl. No.	Training	Duration
1.	Industrial Motivation Campaigns for Clusters (IMC-C)	One Day
2.	Industrial Motivation Campaigns for Youth (IMC-Y)	Two Days
3.	Entrepreneurship -cum - Skill Development Programmes (E-SDPs)	Six Weeks
4.	Entrepreneurship Awareness Programmes (EAPs)	Two Weeks
5.	Management Development Programmes (MDPs)	One week

#### 5.1. Activities under ESDP Scheme

During the year 2020-21, the Institute undertook a number of flagship programmes such way that the MSMEs will be benefited. This session analyses various activities of MSME-DI, Thrissur under ESDP Scheme. The targets assigned to MSME-DI, Thrissur and the achievements against this target are as follows:

**Table 5.2: Status of the Programmes 2020-21**

Name of Training	Target	Achievement	Trained
IMC - Y	8	8	485
EAP	2	2	66
E-SDP	5	5	132
MDP	2	2	67
<b>Total</b>	<b>17</b>	<b>17</b>	<b>750</b>

The analysis of the above table shows that MSME- DI has successfully achieved the targets allotted. The details of programmes organized for the entrepreneurship developments are explained below:

### 5.1.1. Industrial Motivation Campaigns (IMC)

As per the revised guidelines of ESDP Scheme, there are two types of Industrial Motivation Campaigns: IMC for youth and IMC for Clusters. During the year 2020-21, there was no allocation for IMC for clusters. The details of the IMC-Y is as follows:

Two Day Industrial Motivational Campaign (IMC) is an activity to identify and motivate traditional / non-traditional entrepreneurs, having potential for setting up MSEs with an objective of leading them towards entrepreneurship/self-employment. During the year 2019-20, this Office has been assigned with 6 numbers of IMCs for youth. The details of the programmes are as under:

**Table 5.3: Details of IMCs for Youths conducted during the year 2020-21**

Sl No	Programme Type	Venue	Date	Men	Women	Grand Total
1	IMC for Youth	Ramamangalam	04.02.2021 to 05.02.2021	0	62	62
2		Mata Amritanandamayi Math, Kozhikode	25.02.2021 to 26.02.2021	32	24	56
3		IES Engineering College, Thrissur	18.02.2021 to 19.02.2021	29	33	62
4		Sreepathy Institute of Management Technology, Vavanoor	04.03.2021 to 05.03.2021	36	24	60
5		Bharathiya Kalakshetra, Irinjalakkuda	09.03.2021 to 10.03.2021	37	22	59
6		Vidya Academy of Science and Technology, Thrissur	16.03.2021 to 17.03.2021	38	14	52
7		Christ College of Engineering, Irinjalakkuda	15.03.2021 to 16.03.2021	36	35	71
8		Thejus Engineering College, Vellarakkad	23.03.2021 to 24.03.2021	35	28	63
<b>Total</b>				<b>243</b>	<b>242</b>	<b>485</b>

### 5.1.2. Entrepreneurship Awareness Programmes (EAPs)

Two weeks Entrepreneurship Awareness Programmes are being organized to nurture the talent of youth by enlightening them on various aspects of setting up MSEs. During the year, MSME-DI, Thrissur was allocated with 2 programmes during the year. The details of the EAPs are given below:

**Table 5.4: Details of EAPs Conducted during the year 2020-21**

Sl No	Programme Type	Venue	Date	Grand Total
1	EAP	C.S.I ITI, Challavayal, Muttom	16.02.2021 to 01.03.2021	32
2		District Industries Center, Ernakulam	01.03.2021 to 15.03.2021	34
<b>Total</b>				<b>66</b>

### 5.1.3. Entrepreneurship-Cum-Skill Development Programmes (E-SDP)

This six weeks activity is aimed at conducting special entrepreneurship development programmes for new livelihood enterprise creation and rural enterprise development. This is a product-cum-process oriented activity-based programme. Comprehensive training programmes were organized to upgrade skills of prospective entrepreneurs coupled with specific skills hands on practice or demonstration relating to activities. MSME-DI, Thrissur organized 5 E-SDPs during the year 2020-21 for the benefit of prospective and existing entrepreneurs. The details of the programmes are tabulated below:

**Table 5.5: Details of E-SDPs conducted during the year 2020-21**

Sl No	Programme Type	Venue and Topic	Date	Grand Total
1	E-SDP	MSME-DI, Thrissur (Milk and Confectionery Products)	01.02.2021 to 08.03.2021	27
2		Ramamangalam (Garments Manufacturing)	01.02.2021 to 12.03.2021	27
3		Micro College of Engineering and Computer Technology, Pandalam (Solar Photo Voltaic Power System)	05.02.2021 to 16.03.2021	25
4		Inker Robotics, Shornur (Industrial Automation Robotics)	08.02.2021 to 19.03.2021	27
5		Govt. ITI, Kasaragod (Repairing of Household electrical appliances)	08.02.2021 to 20.03.2021	26
<b>Total</b>				<b>132</b>

#### 5.1.4. Management Development Programmes (MDPs)

This one week activity is aimed at capacity building of MSMEs through inputs on management practice system is to improve their decision-making capabilities resulting in higher productivity and profitability of existing and potential entrepreneurs and developing new enterprises. MSME-DI, Thrissur organized 2 MDPs during 2020-21 for the benefit of prospective and existing entrepreneurs. The details of the programmes are tabulated below:

**Table 5.6: Details of MDPs conducted during the year 2020-21**

Sl No	Programme Type	Venue and Topic	Date	Grand Total
1	MDP	SCMS Cochin School of Business, Ernakulam (Export Documentation and Procedures)	15.02.2021 to 19.02.2021	40
2		SCMS Cochin School of Business, Ernakulam (Marketing and Financial Management)	15.03.2021 to 19.03.2021	27
<b>Total</b>				<b>67</b>

#### 5.2. Activities under Central Workshop

MSME-DI, Thrissur is attached with Mechanical workshop. The Central Workshop renders assistance to the Engineering Enterprises in the State of Kerala by providing the following services:

1. Rendering Common Facility Services to the MSME sector on the machines installed in CWS for a nominal charge.
2. Assisting Micro and Small Enterprises in designing Jigs, Tools, and Fixtures.
3. Giving training to the Artisans / Supervisors / Engineers to upgrade their skills.
4. Providing skill oriented training to educated unemployed youth to equip them to find employment.

During the year, 42 MSME units were benefited from the service of Workshop. The total revenue earned is Rs. 1,20,094/-.

**Table 5.7: CWS Performance in 2020-21**

a) No. of units benefited through services of workshop	42
b) No. of jobs undertaken.	63

#### 5.3. Certificate Courses under PD account

During the FY 2020-21, the Institute has organized one PD account programmes. The details of the programme is as shown below:

**Table 5.8: Details of PD Account Programmes 2020-21**

Name of the Course	Duration	Period	No of trainees
Skill Development Training on Solar PV System (Virtual)	2 WEEKS	14.12.2020 to 31.12.2020	26

## Chapter 6

### Other Major Activities

Apart from the flagship activities and support under Schemes of the Ministry of MSME, the MSME-DI, Thrissur has taken several initiatives for the welfare of the MSME Sector based on the time to time instructions from Office of Development Commissioner (MSME). The Chapter spreads lights on those activities.

#### 6.1. Champions Portal – The Grievance Redressal Mechanism

The State Champion Control Room started operation on 11<sup>th</sup> May, 2020 in the premises of MSME-DI, Thrissur. Dissemination of information on Champions Portal and the State Champion Control Room [SCCR] has been given to all MSME stakeholders through Webinars, WhatsApp, Facebook, Twitter and Email. The SCCR is working from 8 am to 8 pm everyday as per the roster decided by Joint Director & HOO. Quality Assessment Report (QA Report) is submitted every Monday after speaking with the grievant on a sample basis and after recording their feedback. Daily report is also being submitted by 5.30 pm every day. For FAQs we have created a template reply so that fast resolution may be provided. Once a champion grievance is received, the State Control room contacts both the complainant and the respondent and after understanding the scenario we provides solution/guidance as the case may be. Director, Directorate of Industries & Commerce, Government of Kerala has been made the nodal officer and his name is reflecting in the Champions portal as well. A dedicated WhatsApp group '**Champions-MSME-DI-Kerala**' has been created as per the instructions of Headquarters and this group has 238 members.

**Table 6.1.: Status of Grievances**

Received Grievances	331
Grievance resolved in 24 hours	102
Replied Grievance	331
Pending Grievance	0

#### 6.2. Webinars for Stakeholders on various topics

As the country as a whole, and MSME Sector in particular was passing through difficult times and were forced to confine to our own spaces during the Covid – 19 pandemic, this Office has believed that it is the ideal time to share thoughts on various aspects of entrepreneurship and share the experience of experts on various topics. In this direction, MSME Development Institute Thrissur has organized large number of webinars for the MSME sector independently and in association with reputed organisations. The details of the webinars conducted are shown in the following table:

**Table: 6.2: Details of Webinars Organized by MSME-DI Thrissur from 25.05.2021 to 28.02.2021**

Sl. No.	Date	Topic of Webinar	Total no of participants
1	28.05.2020	Atmanirbhar Bharath –MSME package along with LUB Kerala unit	73
2	05.06.2020	Robotic Process Automation	120
3	09.06.2020	Liquidity management & Structuring of Organization	140
4	12.06.2020	Entrepreneurship opportunities in Indian Fisheries Sector	800
5	12.06.2020	Discussion meet on Emergency Credit Line Guarantee Scheme (ECLGS) in association with SLBC	120
6	15.06.2020	New Announcement of MSME Schemes and also on the various initiatives of the Department	65
7	15.06.2020	Atmanirbhar Bharat-Package for MSME Sector in association with FIEO	59
8	17.06.2020	MSME package under Atmanirbhar Bharat and registration procedure for MSME units in Government e-market place (GeM) portal	140
9	19.06.2020	Institutional Support for Agri-entrepreneurship Development.	100
10	23.06.2020	Various Schemes to the members of the Kerala Ayurvedic Medicine Manufacturers Association of India (AMMOI)	63
11	01.07.2020	Credit Guarantee Scheme for Subordinate Debt (CGSSD)” in association with RBI	220
12	06.07.2020	Prospective Cluster in Kerala	120
13	09.07.2020	Intellectual Property Management in International Business Scenario	95
14	09.07.2020	MSME Schemes & Policies in association with Women Entrepreneurs Association of Kannur	40
15	15.07.2020	SURVIVE” Webinar Series for Startup's in association with KSSIA	55
16	16.07.2020	Re-energize MSMEs – Through Reduction in Energy Bills” in association with Bureau of Energy Efficiency (BEE), Energy Management Centre (EMC) and M/s. Sustenergy Foundation	178
17	17.07.2020	Setting up of CFC under MSE-CDP of Government of India for the benefit of Rubber products manufacturers	50
18	23.07.2020	Scope for Setting Rubber based Enterprises in Kerala” in association with Rubber Board	119
19	23.07.2020	Prospective Paper Products Cluster	45
20	28.07.2020	Convergence of MSME Schemes for Infrastructure Development Rubber Plantation Sector	25
21	29.07.2020	Funding for MSMEs	350
22	30.07.2020	Monitoring committee meeting for CFC, Changanacherry, Kottayam	20
23	30.07.2020	Empowering MSMEs for Self-Reliance in association with FICCI	70
24	01.08.2020	Prospects of Coir Industries Clusters	330
25	04.08.2020	Emerging Export Opportunities for MSMEs in association with DGFT&FIEO	245
26	06.08.2020	Technology, Finance & Policy Support for Coconut based MSMEs	221
27	06.08.2020	Meeting of M/s.Malabar Furniture consortium & Offset	20

		printers consortium	
28	14.08.2020	Technology Showcase by Innovators in association with AGNI mission, Invest India, Office of the Principal Scientific Adviser to the Government of India, and a Mission under the Prime Minister's Science, Technology, and Innovation Advisory Council (PM-STIAC)	103
29	19.08.2020	Public Procurement through Government e-Market for the benefit of MSMEs in Kerala	169
30	25.08.2020	Restructuring of MSME Advances in association with RBI, Trivandrum	204
31	09.09.2020	Programmes and Policies of Government of India and Kerala for Agri-Entrepreneurs	154
32	30.09.2020	Export promotion of Processed Agricultural Products in association with APEEDA, Bangalore 'Spices Board and Export Inspection Agency, Kochi	260
33	13.10.2020	Industry 4.0 and Schemes of DC (MSME)	120
34	15.10.2020	Import Threat: Quality and Other Issues faced by the Wooden Pencil Slat Manufacturing	26
35	22.10.2020	Virtual Vendor meet to create awareness on Public Procurement Policy of Government of India	87
36	28.10.2020	Recent Developments in Food Processing Sector	102
37	19.11.2020	Discussion Meet on Industry Academia Collaboration for Fourth Industrial Revolution	103
38	26.11.2020	Best practices for excellence of MSMEs – IPR, Digital and Lean transformation of MSMEs	167
39	02.12.2020	IPR on Trademarks, Brand Building and Digital Techniques & Marketing IPR on Trademarks, Brand Building and Digital Techniques & Marketing	290
40	04.12.2020	Virtual Vendor Meet	90
41	05.12.2020	Schemes and Policies of M/o MSME including Champions portal, Udyam Registration, ECLGS 2.0 exclusively to LDMs	14
42	08.12.2020	Branding & Trade Mark, IPR & Best Practices for MSMEs, Lean Techniques	198
43	22.12.2020	Excel in Your Business	242
44	05.01.2021	Anti-Dumping Duties and Trade Remedies	95
45	11.01.2021	Enhancing Product Quality through BIS Certification & Quality Orders	53
46	21.01.2021	IPR on Trademarks, Patent and Digital Marketing	126
47	11.02.2021	Women Entrepreneur-Scope & Challenges	188
48	17.02.2021	IPR Sensitization	54
<b>Total Number of Participants</b>			<b>6728</b>

All these webinars got great response from the stakeholders which is evident from great participation and effective interactions made during each webinar. The feedbacks from participants were highly motivational to carry out more programmes.

### 6.3. Assistance Provided through Enterprise Facilitation Cell

The Enterprise Facilitation Cell at MSME-DI, Thrissur is facilitating the prospective and existing entrepreneurs for the development of MSME Sector. The number of the persons got assistance is as follows:

**Table 6.3: Assistance Provided through Enterprise Facilitation Cell 2020-21**

Sl No.	Description	No. of units assisted
1.	Assistance given to prospective entrepreneurs who visited this office and through correspondence	9736
2.	No. of existing entrepreneurs assisted	7232
<b>Total assistance = (1) + (2)</b>		<b>16968</b>

#### 6.4. Activities of Export Facilitation Cell

The Export Facilitation Cell has been formed in the MSME-DI as a dedicated support system for export promotion. The objective of EFC is to explore the untapped potential of MSME sector to boost export from domestic tariff area and special economic zones (SEZs) by promoting MSMEs and clusters in them. The EFC is facilitating existing and prospective MSMEs and clusters by providing handholding support and mentoring. EFC provides necessary guidance to MSMEs on export promotion, and import substitution.

In the direction of these objectives, EFC of MSME-DI, Thrissur has carried out several activities for the export promotion and import substitution. The following table shows the details of the programmes carried out and assistance provided to the prospective and existing exporters:

**Table 6.4: Major Activities of Export Facilitation Cell 2020-21**

Webinar/Workshop/Seminar on Import Substitution and Export Promotion		Webinar/Workshop/Seminar on Anti-dumping and Trade Remedies, Technical Barriers		GST reimbursement guidance to exporting units	Export Related Guidance/ Consultation to MSMEs
No. of programmes	No. of MSME Attended	No. of programmes	No. of MSME Attended		
4	598	1	95	190	732

Apart from that, the other achievements of the EFC during the year are:

1. EFC has organized one MDP on Export Documentation. Total Number of Participants – 39 MSMEs
2. The District Coordinators of this Office have participated in the district level meetings of State Level Export Promotion Committee and actively involved in identification of products with export potential in district level and disseminated about the initiatives of O/O DC(MSME) to promote export through EFC in MSME-DI.
3. EFC has supported Shri. Muhammed Haris, Proprietor of Ukkayil needed pre-shipment financial assistance based on L/C for the 75% of product value, issued by his overseas buyer, but the bank was not ready to grant pre-shipment financial assistance by using above said L/C as a guarantee or by accepting third party collateral. The matter was represented to this Office by the entrepreneur, based on which this Office has forwarded the matter to SLBC and Lead District Manager for consideration. Meanwhile, the entrepreneur has been provided

with the consultancy from experts through this Office. Based on these interventions, and along with the support of Lead District Manager, the concerned bank branch manager accepted the request to provide pre-shipment finance based on third party and the entrepreneur could meet the export order.

4. EFC has carried out discussion with various industrial associations and entrepreneurs, regarding the measures to be taken for strengthening MSMEs and import substitution. The inputs received have been submitted to O/o DC(MSME)

#### 6.4.i. Initiatives Taken for Import Substitution

The following table is showing the products identified from the State for import substitution and initiatives taken for strengthening the MSMEs in the identified sectors, during the year 2020-21:

**Table 6.5: Products Identified for Import Substitution**

Product Name with 8 digit HS Code	Handholding Support to MSME for import substitution
<b>Wooden Pencil Slate (HS Code 44219940)</b>	<ol style="list-style-type: none"> <li>1. Recommendation has been made to O/o DC(MSME) for imposing anti-dumping duty.</li> <li>2. Meeting of Wooden Slate Manufacturers and Pencil Slate Manufacturers has been organized</li> <li>3. Necessary interventions has been made for Industry – Institution partnership for the improvement of quality of the product</li> <li>4. Recommendations were made to State Govt and Industry Association to look into the possibility of setting up of CFC under MSE-CDP.</li> </ol>
<b>Clay Roofing Tile (HS Code No: 69051000 &amp; 69059000)</b>	<ol style="list-style-type: none"> <li>1. Recommendation has been made to O/o DC(MSME) for imposing anti-dumping duty.</li> <li>2. The Amrita Vishwa Vidyapeetham, Coimbatore, developed a technology to convert single-use plastics into products like floor tiles, roof tiles, etc. The information about the technology have been disseminated among the tile manufacturers in the State, to enable them to get the technology transferred, and thus support them to face the competition from imported products.</li> </ol>
<b>Wooden Furniture (HSN Code: 94036000)</b> <b>Rubber products (Tubes, Pipes and Hoses) (HSN Code: 40091100)</b> <b>Footwear</b>	<ol style="list-style-type: none"> <li>1. EFC has made discussions with various Public sector undertakings to identify products/components/raw materials, which are being imported by their organization, and at the same time, which can be developed and manufactured indigenously. The replies received from PSUs have been complied, and proposing to initiative action to strengthen the manufacturers of identified products.</li> <li>2. Two Vendor Development Programmes (Virtual) were organized in which PSUs, including Cochin Shipyard Ltd, BEMEL, Instrumentation Ltd, Mangalore Refineries, BPCL Kochi, Southern Railway, Cochin Port Trust, IRCTC, Hindustan</li> </ol>

Organic Chemicals Ltd participated. The objective of the programmes was to identify indigenous vendors for PSUs, and thus pave way for import substitution.

### 6.5. Activities of DNC, Amini

The Nucleus Cell, under the administrative control of MSME-Development Institute, Thrissur is functioning at Amini Island of Lakshadweep to look after the various needs of MSME entrepreneurs in the Union Territory of Lakshadweep Islands. As 2020-21 has been hit by COVID-19 pandemic, and strict protocol were implemented in the UT, promotional activities carried out were very less compared to previous years. To support the prospective entrepreneurs the following Project Profiles were prepared / updated in 2020-21 by the In-Charge of DNC Amini:

- a) Surgical Face Mask (Covid Related Item),
- b) Disposable Examination Gloves (Covid Related Item),
- c) Bakery Products & Repacking Unit,
- d) Bags & Allied Items,
- e) Confectionary Grade Sesame Seed,
- f) Sugar Candy,
- g) Carpentry Unit and
- h) Tailoring Unit.

Further, as a member of the District Level Export Promotion Committee, the In-Charge of DNC has actively took part in the consultations to identify the potential product from the UT of Lakshadweep under the programme. Tuna Fish and its by-products have been identified as the potential product from the UT.

### 6.6. Activities under 'Swachhta' Action Plan

As per the Sanction from Office of Development Commissioner (MSME), this Institute has organized various Swachhta related activities. But, owing to Covid restrictions, this office was unable to conduct programmes or activities under SAP as usual. The following table shows the fund allocation and utilisation:

**Table 6.6: Fund Utilization under SAP, 2020-21**

Total Allocated under OE (SAP)	Fund Utilized	Brief description of activities performed (In 150 words)
DI/17014/2/2020/DI DATED 22-4-2020 Rs. 81,250/-	Rs. 81,250/- (fully utilized)	Apart from Shramdaan activity carried out the fund was utilized in procuring cleaning materials, sanitizers, masks, disinfection of office, for planting trees and for procuring basic gardening tools for cleaning the MSME-DI campus
DI/17014/2/2020/DI DATED 18-9-2020 Rs. 1,82,000/-	Rs. 1,82,000/- (fully utilized)	Fund was used for disinfecting the office twice. Kisan craft –KK Bc 8640 handled brush cutter for cutting grass and floor

cleaning machine procured. Floor Scrubber was also procured. Also sanitizers, masks, gloves were also procured for use on a day to day basis

The following are the major activities carried out:

- i. During the months of August and September, this office has been disinfected twice due to spread of Covid among staff.
- ii. As per instructions received, on 2<sup>nd</sup> October 2020 as a tribute to Mahatma Gandhiji, the staff of MSME-DI, Thrissur came to the office and began Shramdaan by taking the Swachhatha Pledge as a part of Swachhatha Abhiyan. After taking the pledge, the staff members were fully involved in cleaning the office surroundings. All were actively participated in the cleanliness drive. Within the office efforts were taken to clean cupboards, dusting of files and arranging of files neatly in the respective cupboards, wiping of computers and other peripherals, along with cleaning the furniture was done. Plantation of trees were taken up in the office campus. Medicinal plants like adalodakam, Karainthechi and souhrida cheera was planted. Thus Gandhi Jayanthi was celebrated in a befitting manner, as per the instruction of HQs. All the cleanliness work were taken up as per Covid 19 protocol. All the staff members were provided with gloves, masks and sanitizers for adequate safety.
- iii. For the purpose of maintaining cleanliness within the office and surrounding the office, grass cutting machine and floor scrubber was procured within the SAP fund, through GEM
- iv. For cleaning the corridors a floor cleaning scrubber was procured, worth Rs. 97000. Also sanitizers, masks and gloves were procured, for use on a day to day basis, to abide by the Covid-19 norms.

The following are the glimpses of Swachhta Activities organised by MSME-DI, Thrissur during the year 2020-21.



*Administration of Swachhatha Pledge and Cleaning of Office Premises*



*Cleaning of Office Tables and Cupboards*



*Tree Plantation in the Office Premises*



**Cleaning Equipments purchased**

## 6.7. Hindi Section's Activities

एम.एस.एम.इ.विकास संस्थान,तृशूर

अप्रैल 2020 से मार्च 2021 कर के दौरान संस्थान द्वारा राजभाषा कार्यान्वयन कीदृष्टि से किए गए कार्य:-  
संस्थान के संयुक्त निदेशक व कार्यालयाध्यक्ष श्री.जी.एस.प्रकाश व नामित राजभाषा अधिकारी श्री.के.आर.कृष्णकुमार राजभाषा के कार्यान्वयन में अत्यधिक रुचि लेते हैं। संबंधित उपबंधों के अनुपालन को सुनिश्चित करने का उनका प्रयास रहता है।

1. वार्षिक कार्यक्रम 2020-21 में निहित लक्ष्यों को समस्त अधिकारियों व कर्मचारियों में परिपत्र व ई-मेल के माध्यम से परिचालित किया गया।
2. हिंदी पत्राचार- लक्ष्य-प्राप्ति -40 प्रतिशत
3. राजभाषा अधिनियम की श्रा 3(3) का शत-प्रतिशत अनुपालन किया गया है। इसमें समस्त संस्वीकृति आदेश विभिन्न विवरणियाँ आदि समाविष्ट हैं कार्यालय में प्रयुक्त समस्त फॉर्म द्विभाषी रूप में हैं।
4. कंप्यूटर पर यूनिकोड में करने की सुविधा उपलब्ध है। कर्मचारियों द्वारा कार्य किया जा रहा है।
5. फाइलों में हिंदी में टिप्पण-लेखन कर्मचारियों द्वारा किया जा रहा है।
6. हिंदी के अधिकाधिक प्रयोग की दृष्टि से पञ्जाचारयटिप्पणियों के नमूने सभी को परिचालित किया गया है। साथ ही राजभाषा विषयक प्रावधान भी परिचासित किए गए हैं हिंदी पत्राचार संबंधी लक्ष्य-प्राप्ति हेतु पावती का प्रोफॉर्मा द्विभाषी रूप में तैयार कर सभी को परिचालित किया गया है। इस संबंध में 31.03.2021 को संपन्न हिंदी कार्यशाला व रा.का. स. की बैठक में चर्चा कर अपेक्षित निर्देश दिए गए हैं, जिस पर आधारित ई-मेल भिजवाया गया है।
7. हिंदी में मूल कार्य हेतु लागू की गई प्रोत्साहन योजना लागू की गई है। चार कर्मचारी इस योजना में भाग ले रहे हैं।
8. संस्थान के पुस्तकालय के लिए हिंदी पुस्तकों की खरीद की गई है।
9. वेबसाइट का द्विभाषीकरण जारी है।
10. तृशूर न.रा.का.स के तत्वावधान में ऑनलाइन माध्यम से आयोजित हिंदी कार्यशाला व क्रमशः मई 2020 व मार्च 2021 के दौरान ऑनलाइन माध्यम से आयोजित बैठकों में संस्थान के संयुक्त निदेशक व कार्यालयाध्यक्ष श्री.जी.एस.प्रकाश व नामित राजभाषा अधिकारी श्री.के.आर.कृष्णकुमा व वरिष्ठ हिंदी अनुवादक की सक्रिय सहभागिता रही।

## 6.7. Revenue Earning Statement

The following table shows the revenue earning statement of the Institute. Total revenue earning of the year was Rs. 2,22,766/-.

**Table 6.7: Details of Revenue 2020-21**

Sl.No.	Particulars	Total Earning (Rs.)
1	C/F Workshop Revenue	1,20,094
2	SDP (Training) fees - regular courses	13,600
3	EDP (Against DC's Sanction)	4,100
4	Revenue through PD A/c Programme	32,500
5	MDP fees	27,200
6	Others (Pl. specify) (Misc.) P.I.(Disposal of trees)	100
7	Application fee under RTI Act	32
	<b>Total:</b>	1,97,626
8	Sale of U/S - Misc.	25,140
	<b>Grand Total:</b>	<b>2,22,766</b>

## Chapter 7

### Conclusion

MSME Sector contributes significantly in the economic and social development of the country by fostering entrepreneurship and generating large employment opportunities a comparatively lower capital cost, next only to agriculture. Ministry of Micro, Small & Medium Enterprises, Government of India envisions a progressive MSME sector by promoting growth and development of the Sector in cooperation with concerned Ministries/Departments, State Governments and other Stakeholders, through providing support to existing enterprises and encouraging creation of new enterprises.

MSME-Development Institute framed its activities and initiatives with an objective to provide a grant push to MSMEs in Kerala and Lakshadweep. The Institute has provided extensive support for the MSME Sector when it has been hit hard by COVID-19 pandemic. As per the instructions of Office of Development Commissioner (MSME), during the year 2020-21, several activities were organised, focusing on the development of MSMEs. The institute has given wide publicity on various Schemes during the year and motivated MSMEs to make use of the schemes.

The Institute successfully completed the targets assigned during the year and could generate total revenue of Rs. 2,22,766/- during the current financial year.

Consequent to the increased globalization of the Indian economy, MSMEs are required to face new challenges. This institute has recognized the changed environment and is currently focusing on providing support in the fields of credit, marketing, technology, export promotion, import substitution and infrastructure to MSMEs in the state of Kerala and Lakshadweep. The Institute is also attempting its level best to impart greater vitality and growth impetus to the Micro, Small and Medium Enterprises (MSME) in the state of Kerala in terms of output, employment and exports and instilling a competitive culture based on heightened technology awareness.

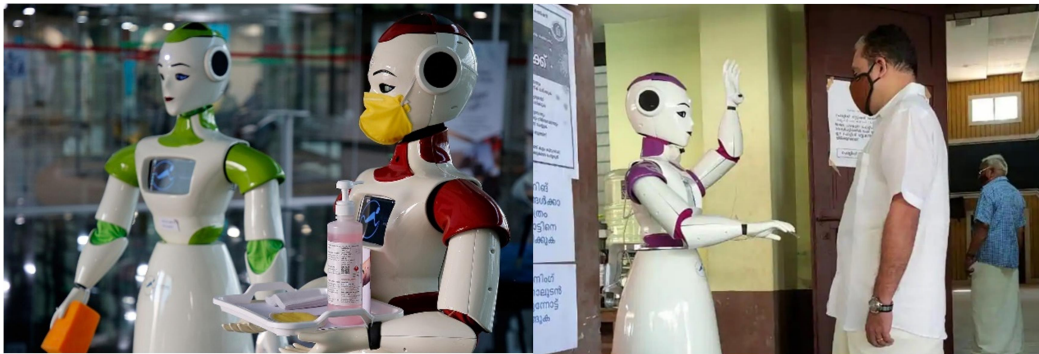
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## Success Stories of MSME-DI, Thrissur

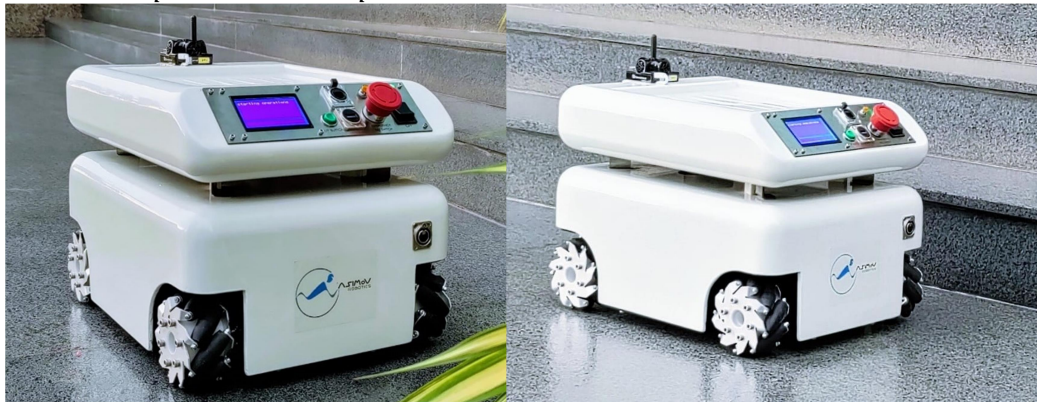
During the year 2020-21, MSME-DI, Thrissur could extend support to many prospective and existing entrepreneurs through the various schemes, guidance, training programmes and Champions Portal (Grievance Redressal Mechanism). A few of among the success stories of MSME-DI, Thrissur are given below:

### M/s. ASIMOV Robotics Pvt Ltd

Part – A: Details of entrepreneur			
Name of the candidate: (Shri/ Smt./Kum.)	SHRI. JAYAKRISHNAN T., FOUNDER, CEO		
Address for correspondence:	M/s. ASIMOV Robotics 1st Floor, Kerala Technology Innovation Zone Kinfra Hi-Tech Park, Kalamassery, Kochi-683503		
Mob/Land line No.	0484-2100433		
Email ID.	<a href="mailto:it@asimovrobotics.com">it@asimovrobotics.com</a> , <a href="mailto:jayakrishnant@asimovrobotics.com">jayakrishnant@asimovrobotics.com</a>		
Social status (SC/ST/OBC/PH/OC/Minority)	General		
Part – B: Details of enterprise			
Name of the Enterprise	M/s. ASIMOV Robotics		
Address of the Enterprise	1st Floor, Kerala Technology Innovation Zone Kinfra Hi-Tech Park, Kalamassery, Kochi-683503		
UAM Number/ Udyam Registration No.	KL02B0022400		
Category of the Enterprises ( please √)	<b>Micro</b>	<b>Small</b> √	<b>Medium</b>
Name(s) of the Products of manufacture/services provided	Engineering solutions and consultancy in the design and development of robotic hardware and software with a specific focus on medical and healthcare applications		
Date of Commencement of Production/activity	11/04/2012		
Total capital investment(Rs.)	Rs.25 Lakhs		
Problems faced by the unit during COVID 19 Pandemic	During pandemic the unit has developed various robots in health security, logistics and patient care. The unit was running in shortage of Working Capital. Also the unit wanted to proceed for Patent filing of the product developed.		
Part – C: Details of assistance provided by MSME-DI to mitigate the problems (between 100 to 150 words)			
MSME DI Thrissur provided necessary guidance for the scale up activities and provided information about various financial schemes and also reimbursement schemes towards the expenses for patent and trade mark. Also provided necessary details on Patent and Trade Mark Registration and the unit is in the process of availing benefits under these schemes. Also provided assistance in availing credit via SAFE (SIDBI Assistance to Facilitate Emergency response against coronavirus) during COVID pandemic			



*Social robot SAYBOT to ensure the personally hygiene, Social behaviour protocol, and environmental hygiene in public places and workplaces. During the local body election in the state of Kerala, SAYABOT has done COVID-19 screening for voters in selected polling booths taking an average 40 seconds per voter to complete the action*



*A group of collaborative robots to regulate the frequent visits of hospital staffs by automating the transport of goods, materials and clinical supplies between ICUs, Clinical Laboratories, operation theatres and pharma.*



*KARMI-Bot to support the health workers from getting infected inside the quarantine zone. The robot can engage the patients as well as initiate video conferencing between patients and the human caregiver from a remote location. They can disinfect the used items during the return journey to home station.*

**M/s.Pelican Biotech and Chemical Labs Pvt Ltd**

<b>Part - A: Details of entrepreneur</b>			
Name of the candidate: (Shri/ Smt./Kum.)	Dr.C.N.Manoj Chief Executive Officer. Dr.Priya Rao Director - R&D		
Address for correspondence:	M/s. Pelican Biotech and Chemical Labs Pvt Ltd 1/ 77, VII/ 390, NC John Estate Kuthiathode., Alappuzha-688533		
Mob/Land line No.	9495965542		
Email ID.	<a href="mailto:priyarao@pelicanbiotech.com">priyarao@pelicanbiotech.com</a>		
Social status (SC/ST/OBC/PH/OC/Minority)	General		
<b>Part - B: Details of enterprise</b>			
Name of the Enterprise	Pelican Biotech and Chemical Labs Pvt Ltd		
Address of the Enterprise	1/ 77, VII/ 390, NC John Estate Kuthiathode., Alappuzha-688533		
UAM Number/ Udyam Registration No.	KL 01-0001695		
Category of the Enterprises ( please √)	<b>Micro</b> √	<b>Small</b>	<b>Medium</b>
Name(s) of the Products of manufacture/services provided	They are engaged in manufacturing products, in waste management, biopolymers and organic agri-culture, manufactured using regenerated resources through biochemical processes. Their in-house R & D unit which is recognized by the DSIR, New Delhi, focuses on developing new processes and products for manufacturing plant and animal biochemical. Other objectives include the process and products development for products from coir, such as organic fertilizers, use of biotechnological tools in creation of value added products from waste and also in environmental biotechnology, isolation of new phytofine chemicals, standardization of plant extracts using phytochemical and pharmacognostic tools		
Date of Commencement of Production/activity	2003		
Total capital investment(Rs.)	13 lakhs		
Annual Turnover (Rs)	87.44 lakhs		
Problems faced by the unit during COVID 19 Pandemic	Due to pandemic sales decreased and the unit was running in shortage of finance. Meanwhile the unit has received three international patent certificates for their products.		
<b>Part - C: Details of assistance provided by MSME-DI to mitigate the problems (between 100 to 150 words)</b>			
MSME DI Thrissur has provided necessary assistance to the unit to avail different benefits from promotional agencies. On intervention of MSME-DI, Thrissur the unit has received a sanction of Rs.10 lakhs as reimbursement for two of their International Patents. The unit has participated in various webinars organized by this Institute and interacted with promotional agencies.			



*Zero Carbon Metro Median Gardening done in NH by M/s. Pelican Biotech & Chemicals Pvt Limited*

**M/s.VST Mobility Solutions Private Limited**

<b>Part – A: Details of entrepreneur</b>			
Name of the candidate: (Shri/ Smt./Kum.)	Shri.Alvin George Chief Executive Officer		
Address for correspondence:	M/s. VST Mobility Solutions Private Limited Kerala Technology Innovation Zone Kinfra Hi-Tech Park, Kalamassery, Kochi-683503		
Mob/Land line No.	04844000747		
Email ID.	<a href="mailto:info@vstmobility.com">info@vstmobility.com</a> ; alvin@vehiclest.com		
Social status (SC/ST/OBC/PH/OC/Minority)	General		
<b>Part – B: Details of enterprise</b>			
Name of the Enterprise	M/s. VST Mobility Solutions Private Limited		
Address of the Enterprise	Kerala Technology Innovation Zone Kinfra Hi-Tech Park, Kalamassery, Kochi-683503		
UAM Number/ Udyam Registration No.	KL 0280012808		
Category of the Enterprises ( please √)	<b>Micro</b>	<b>Small</b> √	<b>Medium</b>
Name(s) of the Products of manufacture/services provided	Engaged in providing IoT-based mobility solutions. VST has developed platform on Telematics which includes Software and Hardware products for Intelligent Transportation System. Their products include: <ul style="list-style-type: none"> <li>• Electronic Ticketing machine</li> <li>• Vehicle Tracking Units with E SIM</li> <li>• Passenger Information Systems</li> <li>• Public Transport Kiosk</li> <li>• Infotainment Systems (Android /Linux)</li> <li>• Automated Fare Collection Systems (Android /Linux)</li> <li>• On Board Video surveillance</li> <li>• IoT Based Face Mask Disposal Machine</li> <li>• UVC Multipurpose Disinfectant</li> </ul>		
Date of Commencement of Production/activity	07/08/2015		
Total capital investment(Rs.)	25 Lakhs		
Problems faced by the unit during COVID 19 Pandemic	The unit has developed IoT based solutions for disposal of medical waste. Unit was facing problem in testing the newly developed product as per the protocols fixed by ICMR.		
<b>Part – C: Details of assistance provided by MSME-DI to mitigate the problems (between 100 to 150 words)</b>			

MSME-DI, Thrissur helped the unit for association with Sree Chitra Tirunal Institute for Medical Sciences and Technology (SCTIMST), an institution under Govt. of India. Association with SCTIMST helped them in developing the device and meeting the strict protocols fixed by the Indian Council of Medical Research. The product is synchronized very well with the Swachh Bharat Mission dedicated to a clean and hygienic environment. This Institute also assisted them to market their product in E-commerce portals like GeM.



*Used Mask disposal machine (BIN-19 & UV Spot)*



*Official launch of BIN-19 and UVSPOT on 08-06-2020 by Ernakulam District Collector Shri S Suhas IAS.*

**M/s. Avatar Renewables Pvt Limited**

<b>Part - A: Details of entrepreneur</b>			
Name of the candidate: (Shri/ Smt./Kum.)	Shri.KrishnanThampi Managing Director		
Address for correspondence:	M/s Avatar Renewables 407 Penta Tower, Kaloor, Kochi- 682017		
Mob/Land line No.	04843592389		
Email ID.	<a href="mailto:info@avatarrenewables.com">info@avatarrenewables.com</a> ; <a href="mailto:thampi.krishnan@gmail.com">thampi.krishnan@gmail.com</a>		
Social status (SC/ST/OBC/PH/OC/Minority)	General		
<b>Part - B: Details of enterprise</b>			
Name of the Enterprise	M/s. Avatar Renewables		
Address of the Enterprise	407 Penta Tower, Kaloor, Kochi- 682017		
UAM Number/ UR No.	KL 02 B0012808		
Category of the Enterprises ( please √)	<b>Micro</b> √	<b>Small</b>	<b>Medium</b>
Name(s) of the Products of manufacture/services provided	Engaged in providing IoT-based solutions.		
Date of Commencement of Production/activity	2015		
Total capital investment(Rs.)	Rs.10 Lakhs		
Problems faced by the unit during COVID 19 Pandemic	The unit was having an idea for development of body temperature remote scanner and for development of the same the unit needed Incubator support. With intervention of MSME-DI, Thrissur the matter was taken up with Incubator TIMed -Sri ChitraThirunal Institute for Medical Sciences and Technology Thiruvananthapuram, Govt of India		
<b>Part - C: Details of assistance provided by MSME-DI to mitigate the problems (between 100 to 150 words)</b>			
MSME-DI, Thrissur helped the unit for association with TIMed - Sree ChitraTirunal Institute for Medical Sciences and Technology (SCTIMST), an institution under Govt . of India for incubation support. MSME DI Thrissur provided necessary guidance & information and also the procedure involved about the various financial schemes available from financial institutions for the purpose. Technical & marketing guidance on various aspects as were provided to the unit.			



*A fully automated human body temperature remote scanner*



*Indoor air quality conditioner*



*Vertical axis water wheel which generates electrical energy from tidal wav*

**M/s. COINERS ENGINEERING**

<b>Part - A: Details of entrepreneur</b>			
Name of the candidate: (Shri/ Smt./Kum.)	Smt.Komalam.O.K and Partners		
Address for correspondence:	M/s Coiners Engineerng, Xxi/535, Vekode Ind Estate, P.Vemballur.P.O-680671, Kodungallur, Thrissur Dt		
Mob/Land line No.	9961069283 / 0480-2859295		
Email ID.	<a href="mailto:coinersengineering@gmail.com">coinersengineering@gmail.com</a>		
Social status (SC/ST/OBC/PH/OC/Minority)	SC & OBC		
<b>Part - B: Details of enterprise</b>			
Name of the Enterprise	M/s. Coiners Engineering		
Address of the Enterprise	M/s Coiners Engineerng, Xxi/535, Vekode Ind Estate, P.Vemballur.P.O-680671, Kodungallur, Thrissur Dt		
UAM Number/ Udyam Registration No.	KL13A0001985/UDYAM-KL-13-0001278		
Category of the Enterprises ( please √)	<b>Micro</b> √	<b>Small</b>	<b>Medium</b>
Name(s) of the Products of manufacture/services provided	Conveyor Accessories, Rollers, Bulk Material Handling Systems etc		
Date of Commencement of Production/activity	05-04-2011		
Total capital investment(Rs.)	25 lakhs		
Annual Turnover (Rs)	2 Crore		
Problems faced by the unit during COVID 19 Pandemic	Delayed Customer Payments. Sales Decreased due to lack of customer orders. Lockdown days no production activities could be done.		
<b>Part - C: Details of assistance provided by MSME-DI to mitigate the problems (between 100 to 150 words)</b>			
MSME DI provided overall advice and assistance in E-Commerce area and also apprised about the financial schemes available for pandemic affected units. The entrepreneur constantly gets in touch with MSME-DI, Thrissur for continuous updation of developments and schemes intended for MSMEs in general.			



*Rollers manufactured by M/s. Coiners Engineering*

**M/s. UKKAYIL EXPORTS**

<b>Part - A: Details of entrepreneur</b>			
Name of the candidate: (Shri/ Smt./Kum.)	Shri. Muhammed Haris		
Address for correspondence:	Vellarakkad Thrissur(Dist) Pin :-680584		
Mob/Land line No.	9961822620		
Email ID.	hariz.musthafa@gmail.com		
Social status (SC/ST/OBC/PH/OC/Minority)	OBC		
<b>Part - B: Details of enterprise</b>			
Name of the Enterprise	Ukkayil Exports		
Address of the Enterprise	Vellarakkad, Thrissur Pin:-680584 www.ukkayilexports.in		
Udyam Registration No.	UDYAM-KL-13-0003570		
Category of the Enterprises ( please √)	Micro	Small <input checked="" type="checkbox"/>	Medium
Name(s) of the Products of manufacture/services provided	A)Uniforms/Work Wears. B) Cocopeat /Agro Products/Natural Garden Articles/Natural Plant Meals/Coirproducts.		
Date of Commencement of Production/activity	2011		
Total capital investment(Rs.)	1,500,000.00(Fifteen Lakh Only)		
Annual Turnover (Rs)	6,100,000.00(Sixty One Lakh Only)		
Export Details if any	Yes, Two export order shipments done in 2020 /Production is going on for another export order shipment		
Problems faced by the unit during COVID 19 Pandemic	Problems faced by the unit during COVID 19 Pandemic: - 1) Financial Crisis 2) Availability / transportation of raw materials. 3) Transportation of finished goods. 4) Receiving /Sending of International couriers.		
<b>Part - C: Details of assistance provided by MSME-DI to mitigate the problems (between 100 to 150 words)</b>			
Shri. Muhammed Haris is the Joint Secretary of Import Export Manufacture Consortium, formed by the participants of MDP on Export Documentation Procedures organized by MSME-DI, Thrissur and participated in several programmes organized by MSME-DI, Thrissur on export promotion. During the Covid-19 pandemic, as a part of export business he needed grant pre-shipment financial assistance based on L/C for the 75% of product value, issued by his overseas buyer, but the bank was not ready to grant pre-shipment financial assistance by using above said L/C as a guarantee or by accepting third party collateral. The matter was represented to this Office by the entrepreneur, based on which this Office has forwarded the matter to SLBC and Lead District Manager for consideration. Meanwhile, the entrepreneur has been provided with the consultancy from experts through this Office. Based on these interventions, and along with the support of Lead District Manager, the concerned bank branch manager accepted the request to provide pre-shipment finance based on third party and the entrepreneur could meet the export order. He acknowledged the support extended from this Office.			

**M/s: INDO-EURO FOOD FACTORY, THRISSUR**

<b>Part - A: Details of entrepreneur</b>			
Name of the candidate: (Shri/ Smt./Kum.)	Smt : Sabitha . C		
Address for correspondence:	Chandragiri House , Pamboor, Kuttur Post, Thrissur, Kerala Pin 680 013		
Mob/Land line No.	9847450203		
Email ID.	sabithagirish1981@gmail.com		
Social status (SC/ST/OBC/PH/OC/Minority)	General		
<b>Part - B: Details of enterprise</b>			
Name of the Enterprise	M/s Indo-Euro Food Factory		
Address of the Enterprise	No.IX/585-A, Kolangattukara, Choolissery Post, Thrissur, Kerala Pin 680541		
Udyam Registration No.	KL13A0008197		
Category of the Enterprises ( please √)	Micro	Small	Medium
	✓		
Name(s) of the Products of manufacture/services provided	Dry Feast – Dehydrated Fruits And Vegetables		
Date of Commencement of Production/activity	04-10-2018		
Total capital investment(Rs.)	25 Lakh		
Annual Turnover (Rs)	15 Lakh		
Export Details if any	Exporting through Merchandisers		
Problems faced by the unit during COVID 19 Pandemic	Decrease of sales during the Covid lockdown and due to financial crisis they were forced to minimize their production and number of labourers		
<b>Part - C: Details of assistance provided by MSME-DI to mitigate the problems (between 100 to 150 words)</b>			
Smt. Sabitha C, Managing Director of M/s Indo- Euro Food Factory, Thrissur is the successful Ex- trainee of MSME-DI, Thrissur who had attended ESDP on Food processing, EDP and MDP on Marketing Management etc. She had started her enterprise during 2018 to manufacture coffee powder, dehydrated Fruits and vegetables. During Covid 19-Pandemic period she faced various problems such as decrease of sales, labour problems and financial crisis. To mitigate her problems MSME-DI, Thrissur updated her with all information regarding various schemes launched under Atmanirbhar Bharat. Also MSME-DI, Thrissur had disseminated the information through webinars which were conducted on Export Marketing, Various financial Schemes, IPR etc, to update information on various schemes of ministry of MSME. MSME-DI, Thrissur had extended all support assistance to overcome her marketing problems during this crucial period as well.			



**M/s Wattsun Energy India Pvt Ltd, Trivandrum**

<b>Part - A: Details of entrepreneur</b>			
Name of the candidate: (Shri/ Smt./Kum.)	MR TERANCE ALEX		
Address for correspondence:	FF AISWARYA TOWERS, INTERNATIONAL AIRPORT ROAD, CHAKAI, TRIVANDRUM 695024		
Mob/Land line No.	8943345700		
Email ID.	terance.alex@wattsun.in		
Social status (SC/ST/OBC/PH/OC/Minority)	General		
<b>Part - B: Details of enterprise</b>			
Name of the Enterprise	Wattsun Energy India Pvt Ltd		
Address of the Enterprise	Ff Aiswarya Towers, International Airport Road, Chakai, Trivandrum 695024		
Udyam Registration No.	UDYAM-KL-12-0004686		
Category of the Enterprises ( please √)	Micro	Small	Medium
		✓	
Name(s) of the Products of manufacture/services provided	Installation of Solar Power Plant and generation of Electricity		
Date of Commencement of Production/activity	04.03.2013		
Total capital investment(Rs.)	30.5 Lakh		
Annual Turnover (Rs)	57 Crore		
Export Details if any	NA		
Problems faced by the unit during COVID 19 Pandemic	Hindrance on Men & Material Movement during Lock Down. Market Obstruction due to reduced purchasing Capacity Of Individuals and Price Escalation on raw material causing Loss in already received Work Orders.		
<b>Part - C: Details of assistance provided by MSME-DI to mitigate the problems (between 100 to 150 words)</b>			
During February, 2016 Assistant Director, MSME DI Thrissur visited the said unit as part of CGSSP-NSIC inspection and then explained about all schemes of MSME. Later on MSME-DI Thrissur helped them to migrate to UAM/ Udyam Registration. Vendor development programmes conducted by MSME DI Thrissur also helped them to create a brand in the solar sector. They were also able to avail PMS subsidy scheme for the exhibition conducted by KREEPA EXPO 2019. Post Covid-19 Lock Down, MSME-DI Thrissur contacted them to know the impact of lock down and Covid 19 on the business and informed them about the financial loans that can be availed through Atmanirbhar Bharat (ECLGS) to mobilize capital to restart their business. They were also able to receive a MSME subsidy on interest paid for a Bank overdraft taken to mobilize capital. The Webinars conducted by MSME-DI Thrissur on very relevant topics regarding business, branding etc also provided them with the valuable inputs to rearrange marketing and business strategy for growth.			



**M/s Mahila Apparels Private Limited, Ernakulam**

<b>Part - A: Details of entrepreneur</b>			
Name of the candidate: (Shri/ Smt./Kum.)	Smt. Gracy Thomas		
Address for correspondence:	Thaliyan House, Thuravoor P.O, Angamaly.Ernakulam District, Kerala State.		
Mob/Land line No.	9447717932		
Email ID.	mahilaapl@gmail.com		
Social status (SC/ST/OBC/PH/OC/Minority)	Minority		
<b>Part - B: Details of enterprise</b>			
Name of the Enterprise	Mahila Apparels Private Limited		
Address of the Enterprise	Inkel Tower II (We Space), Angamaly South, Ernakulam District.		
UAM Number/ Udyam Registration No.	KL02A00120828		
Category of the Enterprises ( please √)	Micro	Small	Medium
		✓	
Name(s) of the Products of manufacture/services provided	Manufacturing of PPE Kit, Mask, Surgical Gown, Hospital Products, Men's wear, Ladies Kurthis, etc  Providing Training in manufacturing apparels, PPE Kit, Mask, Surgical Gown, Hospital Products, Men's wear and Lady's Kurthis.		
Date of Commencement of Production/activity	09/12/2004		
Total capital investment(Rs.)	2 crores		
Annual Turnover (Rs)	3.25 crores		
Export Details if any	Exporting through Merchandiser		
Problems faced by the unit during COVID 19 Pandemic	Though the unit had bulk orders from KMSCL (Kerala Medical Service Corporation Limited), during the lock down period, due to COVID 19 pandemic they faced severe shortage of raw materials and problems related to transportation of finished goods etc.		
<b>Part - C: Details of assistance provided by MSME-DI to mitigate the problems (between 100 to 150 words)</b>			
During COVID 19 Pandemic period, as a part of export orders, their overseas buyer issued Letter of Credit (LC) for the 75% of product value. Unfortunately, their bank was not ready to grant pre-shipment financial assistance on the basis of the above said LC as a guarantee or accepting third party collateral. During such situation she approached MSME-DI, Thrissur and informed about the issues faced by her related to her financial crisis and MSME-DI, Thrissur took up the issue with Shri. Anil Kumar, Lead Bank Manager and he resolved the issue by providing third party collateral financial facility. The entrepreneur expressed her gratitude to the officials of MSME-DI, Thrissur for the support extended in getting timely support from financial institution.			



## Success Stories from State Champions Control Room, (Grievance Redressal Portal)

### Ms. Reshma Jayaprakash; M/s D2D Global Technologies

#### Description of Grievance

Ms. Reshma Jayaprakash is the MD of D2D Global Technologies [a start-up since 2018] which offers a wide range of services and solutions in the field of Embedded System Design, Robotics, Artificial Intelligence (AI), Internet of Things (IOT), Bio-Medical Engineering and Industrial Automation to emphasis emerging technologies. Theirs is a service oriented firm, mainly into Research and Development and Skill Development. The claimant had registered her grievance mentioning that they were looking for new opportunities in the field of adventure tourism and solicited guidance to start from scratch.

#### Support provided

MSME Champions team connected them to Kerala Startup Mission at Technopark, Trivandrum and gave other references based on IoT. They were able to share their projects and new prototype that they were working on. They thanked for giving such an opportunity to present their project before the above mentioned organizations. Apart from that we gave guidance for the certifications that has to be provided for Skill Development Programs.

#### Remarks (Tangible Benefits/ Customer remarks)

They thanked Ministry of MSME, MSME Champions and MSME-DI, Thrissur for the kindness and support during Covid-19 time. They appreciated our immediate attention to this matter and hoped that they will rely on your valued support and guidance in future.

### Information of Enterprise

<b>Name of Enterprise</b>	<b>D2D Global Technologies</b>
<b>Claimant Name</b>	Ms. Reshma Jayaprakash
<b>UAM Number (If applicable)</b>	KL12D0018309
<b>Contact Details (Address with Mobile No/Email Id):</b>	9895496146, <a href="http://www.d2dglobaltech.com">www.d2dglobaltech.com</a> ; <a href="mailto:info@d2dglobaltech.com">info@d2dglobaltech.com</a>
<b>Grievance Number</b>	KL00018687
<b>Resolution time taken (No. of Days, Start Date and Close Date)</b>	6 Days

<b>Ms. Anzila Abdul Hakkin</b>
<b>Description of Grievance</b>
Ms. Anzila Abdul Hakkin had approached her bank to avail loan for her business but she was facing some delay from the part of the bank. On hearing about champions portal through one of her associates, she filed a grievance seeking our intervention to get the bank loan approval expedited.
<b>Support provided</b>
Thorough guidance on how to file the grievance in the Champions Portal was provided by MSME-DI Thrissur for the fast and smooth processing of her grievance.
<b>Remarks (Tangible Benefits/ Customer remarks)</b>
As a result of continuous effort of MSME-DI, Thrissur she received communication that the branch is sanctioning loan along with the request to visit her branch for completion of required formalities.

### Information of Enterprise

<b>Name of Enterprise</b>	<b>Anz Associates</b>
<b>Claimant Name</b>	Ms. Anzila Abdul Hakkin
<b>UAM Number (If applicable)</b>	KL12E0007606
<b>Contact Details (Address with Mobile No/Email Id):</b>	9847601843
<b>Grievance Number</b>	KL00032225
<b>Resolution time taken (No. of Days, Start Date and Close Date)</b>	4 Days

<b>Mr. Noby Joseph/ Millennium Rubber Technologies Private Limited</b>	
<b>Description of Grievance</b>	
Mr. Noby Joseph of Millennium Rubber Technologies Private Limited was not able to get the ECLGS fund of Rs 46 Lakh released which was sanctioned by South Indian Bank, Thrissur Main branch on 06/06/2020 itself. The reason for this delay was cited as the non-updating of ROC documents with regard to removal of one of their director Mr Joby Joseph from company directorship. They have request for this ROC updating ON 28-07-2020. He informed that their unit was facing severe financial difficulty due to non-receipt of this loan amount and requested for our help since their bank was insisting for this document updating as a condition to release the amount.	
<b>Support provided</b>	
The grievance was immediately forwarded to SLBC and LDM Thrissur and the matter was taken up with ROC Ernakulam. The reason for this delay from the part of ROC was that their office at cochin was under a containment zone multiple times.	
<b>Remarks (Tangible Benefits/ Customer remarks)</b>	
As a result of continuous effort of MSME-DI, Thrissur the ROC records were updated and South Indian Bank sanctioned the loan to the firm. He thanked our office for our timely support extended to him.	

### Information of Enterprise

<b>Name of Enterprise</b>	<b>Millennium Rubber Technologies Private Limited</b>
<b>Claimant Name</b>	Mr. Noby Joseph
<b>UAM Number (If applicable)</b>	KL13B0002525
<b>Contact Details (Address with Mobile No/Email Id):</b>	9349760014 noby1508@gmail.com
<b>Grievance Number</b>	KL00036897
<b>Resolution time taken (No. of Days, Start Date and Close Date)</b>	1 Day

<b>Mr. George Scaria / Kerala Voyages India Private Limited</b>	
<b>Description of Grievance</b>	
Mr. George Scaria, Director, Kerala Voyages India Private Limited approached this office with a grievance against Yes Bank. They conveyed that their OD account with Yes Bank and In spite of their repeated requests, bank has rejected their Covid Emergency Loan application under National Credit Guarantee Scheme without mentioning any specific reason. They also attached the rejection letter provided by the bank.	
<b>Support provided</b>	
The grievance was immediately forwarded LDM Ernakulam with a request to do the needful for allowing the firm to avail the benefits extended by Government of India.	
<b>Remarks (Tangible Benefits/ Customer remarks)</b>	
As a result of continuous effort of MSME-DI, Thrissur the party contacted us through email and informed us with great pleasure their acknowledgement of our support on the matter. They forwarded the letter from Yes Bank on sanctioning their loan.	

### Information of Enterprise

<b>Name of Enterprise</b>	<b>Kerala Voyages India Private Limited</b>
<b>Claimant Name</b>	Mr. George Scaria
<b>UAM Number (If applicable)</b>	KL02E0023685
<b>Contact Details (Address with Mobile No/Email Id):</b>	9447034631 director@keralavoyages.com
<b>Grievance Number</b>	KL00034218
<b>Resolution time taken (No. of Days, Start Date and Close Date)</b>	3 Day

<b>M/S Clean Box Hygienic Laundry and Dry Cleaners/ Shri Kalesh Kumaran, Kollam</b>	
<b>Description of Grievance</b>	
The owner of the MSME unit wanted to obtain ECLGS benefit under the Atmanirbhar Bharat package launched to tackle the adverse impact of Covid-19 pandemic. The initial loan was from HDB Financial an NBFC and they were not disbursing the fund to the party.	
<b>Support provided</b>	
Shri Kalesh Kumaran registered his complaint at CHAMPIONS portal about the inability to obtain the ECLGS sanction. The CHAMPIONS team, Thrissur discussed the matter with him contacted the LDM, SLBC, RBI including the NBFC ombudsman to find the resolution for him. With the follow up from Champions Team, eventually the NBFC released the funds to him.	
<b>Remarks (Tangible Benefits/ Customer remarks)</b>	
Shri Kalesh Kumaran thanked the CHAMPIONS team, Thrissur for continuous support with respect to the follow up done for him and the timely advise he received which could help him get the benefit of ECLGS.	

### Information of Enterprise

<b>Name of Enterprise</b>	M/S Clean Box Hygienic Laundry and Dry Cleaners
<b>Claimant Name</b>	Shri Kalesh Kumaran
<b>UAM/UR Number (If applicable)</b>	UDYAM-KL-06-0002561
<b>Contact Details (Address with Mobile No/Email Id)</b>	9447141916, kalesh.kollam@rediffmail.com
<b>Grievance Number</b>	KL00033439 (27/July/2020)
<b>Resolution time taken (No. of Days, Start Date and Close Date)</b>	Four Months

<b>M/S PerfumeA/ Smt. Saritha K A, Thiruvananthapuram</b>	
<b>Description of Grievance</b>	
The owner of the MSME unit wanted to change details of Udyam Registration.	
<b>Support provided</b>	
Smt. Saritha K A, registered her complaint at CHAMPIONS portal about her requirement of renaming her business in the Udyam Registration. The CHAMPIONS team, Thrissur contacted her and got to know that she is also preparing pickles, does fashion designing work and has warehouse and storage activities as well apart from perfume manufacturing. Accordingly, the concerned NIC codes were added to her certificate with her consent and her initial query about change of name could be done. Further information on filing GST was also communicated.	
<b>Remarks (Tangible Benefits/ Customer remarks)</b>	
Smt. Saritha K A received the certificate and registered her business in amazon and made few sales when lockdown happened. She thanked the CHAMPIONS team, Thrissur for timely intervention and providing support for GST related information and requested for future support as well.	

### Information of Enterprise

<b>Name of Enterprise</b>	M/S PerfumeA
<b>Claimant Name</b>	Smt. Saritha K A
<b>UAM/UR Number (If applicable)</b>	UDYAM-KL-12-0009950
<b>Contact Details (Address with Mobile No/Email Id)</b>	7736246267, sarisarithakkm@gmail.com
<b>Grievance Number</b>	KL00048194 (30/March/2021)
<b>Resolution time taken (No. of Days, Start Date and Close Date)</b>	One Day

<b>M/s HEREATAGEKERALA/ Shri Dominic T J, Kottayam</b>	
<b>Description of Grievance</b>	
The owner of the MSME unit while taking the Udyam Registration had mistakenly entered the address and he was struggling to get it updated due to lockdown. He wanted to apply for electricity connection and obtain discount on the billing of Kerala State Electricity Board (KSEB) by furnishing the Udyam Certificate	
<b>Support provided</b>	
Shri Dominic T J registered his complaint at CHAMPIONS portal about the rectification of the certificate. The CHAMPIONS team, Thrissur discussed the matter with him and telephonically advised him through his son in law about how to make the corrections and got confirmation that the certificate has been rectified.	
<b>Remarks (Tangible Benefits/ Customer remarks)</b>	
Shri Dominic T J received the certificate and thanked the team and informed that he will be submitting his Udyam Certificate to the KSEB authorities once the lockdown is lifted.	

### Information of Enterprise

<b>Name of Enterprise</b>	M/s HEREATAGEKERALA
<b>Claimant Name</b>	Shri Dominic T J
<b>UAM/UR Number (If applicable)</b>	UDYAM- KL-07-0004680
<b>Contact Details (Address with Mobile No/Email Id)</b>	9495021719, hereatagekerala@gmail.com
<b>Grievance Number</b>	KL00051200 (15/May/2021)
<b>Resolution time taken (No. of Days, Start Date and Close Date)</b>	Two days

<b>COCHIN PORT TRUST, KOCHI (CPSU)</b>	
<b>Description of Grievance</b>	
<p>Cochin Port Trust wanted CHAMPIONS team, Thrissur to clarify:</p> <p>whether few firms whose particulars were attached in the grievance were eligible for exemption of EMD for the tender issued by the Chief Mechanical Engineer, Cochin Port Trust vide tender No.D3/T-2/COT/Painting/20-M opened on 22-06-2020 for the Painting of Marine Loading Arms, Pipelines, Monitor Towers and Structures at Cochin Oil Terminal, as the activities mentioned in the MSME certificates are not matching with the item tendered.</p>	
<b>Support provided</b>	
<p>The CHAMPIONS team, Thrissur clarified to the COCHIN PORT TRUST that under Public Procurement Policy of Ministry of MSME, Govt. of India, Micro and Small units are eligible for EMD exception only for the services/ products they are registered as MSME unit. The Port trust accordingly verified the relevant documents to substantiate the services/ products of MSME units matching the work tendered.</p>	
<b>Remarks (Tangible Benefits/ Customer remarks)</b>	
<p>The information provided by MSME DI was very much helpful to Cochin Port Trust in making appropriate decision in their bidding process.</p>	

### Information of Enterprise

<b>Name of Enterprise</b>	Cochin Port Trust (CPSU)
<b>Claimant Name</b>	Shri V Thuraipandian, Chief Mechanical Engineer
<b>UAM/UR Number (If applicable)</b>	NA
<b>Contact Details (Address with Mobile No/Email Id)</b>	9444610664, cme@cochinport.gov.in
<b>Grievance Number</b>	KL00035740 (17/Aug/2020)
<b>Resolution time taken (No. of Days, Start Date and Close Date)</b>	One day

<b>M/s IMPERIAL ENGINEERING / Shri Binu John Easo, Kochi</b>	
<b>Description of Grievance</b>	
The MSME Unit conveyed that they have quoted one IOCL tender. IOCL rejected them for not meeting the similar work criteria without considering the public Procurement Policy of MSME. They sent this matter to Indian Oil Corporation who did not responded to their appeal and went ahead with the procurement avoiding them by rejecting their bid. And requested to do the needful in this regard.	
<b>Support provided</b>	
Shri Binu John Easo registered his complaint at CHAMPIONS portal. The CHAMPIONS team, Thrissur wrote to IOCL regarding the grievance and apprised them about relaxation provided to MSME / Start up units on prior experience/ turn over criteria.	
<b>Remarks (Tangible Benefits/ Customer remarks)</b>	
Shri Binu John Easo felt satisfied with the intervention of MSME DI and is expecting for orders in the upcoming tenders.	

### Information of Enterprise

<b>Name of Enterprise</b>	M/s Imperial Engineering
<b>Claimant Name</b>	Shri Binu John Easo
<b>UAM/UR Number (If applicable)</b>	KL02B0008468
<b>Contact Details (Address with Mobile No/Email Id)</b>	9447764256, info@imperialengg.com
<b>Grievance Number</b>	KL00037608 (08/Sep/2020)
<b>Resolution time taken (No. of Days, Start Date and Close Date)</b>	One day

## Success Stories from the Trainees of Various Programmes

### Berry Bean India

'Berry Bean India' is a successful woman enterprise run by Smt. Usha Radhakrishnan, who got support under PMEGP of Government of India.

From its very humble beginnings, today, the enterprise stands tall with 9 various packaged products under coffee and tea and numerous other customized merchandise. Smt. Usha reaches to her customers through online platforms too. With each of their carefully curated products, they aim to take their customer one step closer to refreshing and healthy taste of traditional Indian coffee.

She is participated in various skill development programmes and Management Development Programmes organized by MSME-DI, Thrissur, which equipped her to come up with wide varieties of products. Apart from the same, she is in regular contact with MSME-DI, Thrissur for clarifications/updates required for the growth of her enterprise.





## Angel Bees Pvt Limited

'Angel Bees Pvt Ltd' is a startup company run by Shri. Cyriac T. Meppuram, who is a trainee of various training programmes conducted by MSME-DI, Thrissur. The training and individual consultancy provided from the Institute has supported Shri. Cyriac to strengthen his enterprise. "Angel Bees" is an ISO 9001:2015 certified kids clothing brand and also certified by Kerala Startup Mission. They have revolutionized retailing for children by understanding their needs & delivering the products as per the requirement in a fun-filled environment. "Angel Bees" presents an exciting range of baby cloths & accessories for children in the age group of 0 – 12 years. As of now, they are running 7 units and around 100+ people working in these units. Directly and indirectly we are able to create employment and wealth generation in this project.



## UdupiBrahmins Edible Pvt Ltd

UdupiBrahmins Edibles Pvt Ltd company, under Dr. Mohan Krishnan is in the field of traditional flour manufacturing. The enterprise is located at Palakkad. At present they manufacture Steamed Rice Puttupodi, Wheat puttupodi, Ragi Puttupodi, and Chemba Puttupodi. In future, the enterprise will launch all varieties of edible flour and spices and will enter into exports onwards 2021. The products are being prepared in traditional manner by using high quality selected grains from different region of India.

Dr. Mohan Krishnan is the participant of various training programmes conducted by this Office and he has equipped with knowledge of export documentation and marketing strategies through the training programmes conducted by MSME-DI, Thrissur. He admires the support and confidence provided by this Office for setting up of his enterprise.



## Plantzaa Foods India Pvt Ltd

Plantzaa Foods India Pvt.Ltd. at Ernakulam District is being run by Shri. Dileesh T and his wife Renitha K.M. They manufacture value added jackfruit products. Major products are Chips, Pickles, Squash, Halwa, RawJack Powder, Jack Seed Powder and Jackfruit Puzhukku etc. Jackfruit Puzhukku is their key product and the product has been developed using Retort technology at ICAR- CIFT (Central Institute of Fisheries Technology, Cochin).

The firm is in receipt of the Best Entrepreneur (Third) Award during the International Food Convention 2017 held at CFTRI campus Mysur organized by AFSTI ( Association of Food Scientists and Technologists India) and selected RAFTAAR PACE Incubate at Agricultural University, Thrissur.

Shri. Dileep T is a trainee of MSME-DI, Thrissur, who is regular contact with the Office for scaling up his business. Information about various financial supports and export documentation procedures were explained to him by MSME-DI, Thrissur, which supported him in his entrepreneurial journey.





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