



**Government of India**  
**Ministry of MSME**



# **ANNUAL REPORT**

**2021-22**

**MSME-Development Institute, Thrissur**



**Government of India  
Ministry of MSME**

# **ANNUAL REPORT 2021-22**



## **MSME – Development Institute, Thrissur**

Ayyanthole P.O., Kanjani Road, Kerala – 680003

Email: [dcdi-thrissur@dcmsme.gov.in](mailto:dcdi-thrissur@dcmsme.gov.in)

Website: [www.msmedithrissur.gov.in](http://www.msmedithrissur.gov.in)

Phone: 0487-2360536, Fax: 0487-2360216

 MSME-Development Institute, Thrissur,  [dcdi\\_thrissur](https://twitter.com/dcdi_thrissur)

## FOREWORD

I am pleased to present the Annual Report of MSME - Development Institute, Thrissur for the year 2021-22. In the pages that follow, an attempt has been made to update on the progress made by the Institute in implementing the objectives of the Ministry of MSME in the State of Kerala for the sustainable growth of MSMEs. This Annual Report also outline the major initiatives took to provide handholding support to the MSMEs during the past year, especially in the time of enormous challenges faced by the Country as a whole, and MSMEs in particular due to the second wave of COVID -19 Pandemic. Government of India has taken several measures through the 'Atma Nirbhar Bharat' package to revive the MSME Sector which looks hit severely by the pandemic. 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 2021-22.

MSME-Development Institute, Thrissur has worked as an effective link between 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. During the year this Office has facilitated a total of 45452 prospective and existing entrepreneurs in the State through various platforms. A follow-up of 2379 candidates of various training programmes carried out by this Office during the last two years has been made and handholding supports were provided to the needy.

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.

Finally, I want to acknowledge the extraordinary efforts made by all the Officers and staff members of MSME-DI, Thrissur. The services and support provided by this Office to the Stakeholders in the MSME Sector have depended in full measure on their resourcefulness, flexibility and engagement over the past year. I look forward to serve the MSMEs in the State to the fullest extent possible in productively utilizing our resources as per the mandate given to us.

Thrissur  
02.05.2022



(G.S. PRAKASH)

Joint Director and Head of Office

## Table of Contents

Sl.No.	Content	Page No.
	Foreword	
1	Chapter 1 - Introduction	4-6
2	Chapter 2 - An Overview of MSME Sector and Latest Initiatives	7-13
3	Chapter 3 - Performance of Schemes for Improving Competitiveness and Marketing	14-20
4	Chapter 4 - Infrastructure Development for MSEs through MSE-CDP	21-29
5	Chapter 5 - Skill Development Initiatives	30-37
6	Chapter 6 - Other Major Activities 6.1. Champions Portal 6.2. Webinars for Stakeholders on various topics 6.3. "SAMBHAV" - National Level Awareness Programme on Entrepreneurship and Support 6.4. AKAM- Awareness and Publicity Programme - Summit of MSMEs in Kerala-2022" 6.5. Celebration of International Women's Day 6.6. Credit Related Activities of MSME-DI, Thrissur 6.7. District Industrial Potential Survey and District Development Plan Reports (DIPS & DDP) 6.8. Assistance Provided through Enterprise Facilitation Cell 6.9. Activities of Export Facilitation Cell 6.10. Technology Centre at Kochi 6.11. Technology Centre – Extension Centre at Thiruvananthapuram 6.12. Activities under 'Swachhta' Action Plan (SAP) 6.13. Hindi Section's Activities 6.14. Activities of RTI Section 6.15. Revenue Earning Statement	38-67
7	Chapter 7 - Conclusion	68
	Annexure - Success Stories of MSME-DI, Thrissur	69-85

# Chapter 1

## Introduction

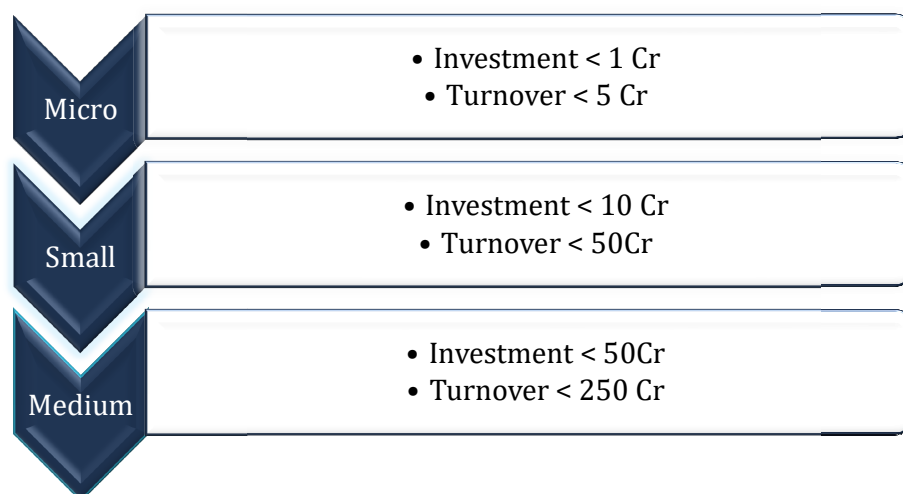
### 1.1. Importance of MSME Sector

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.

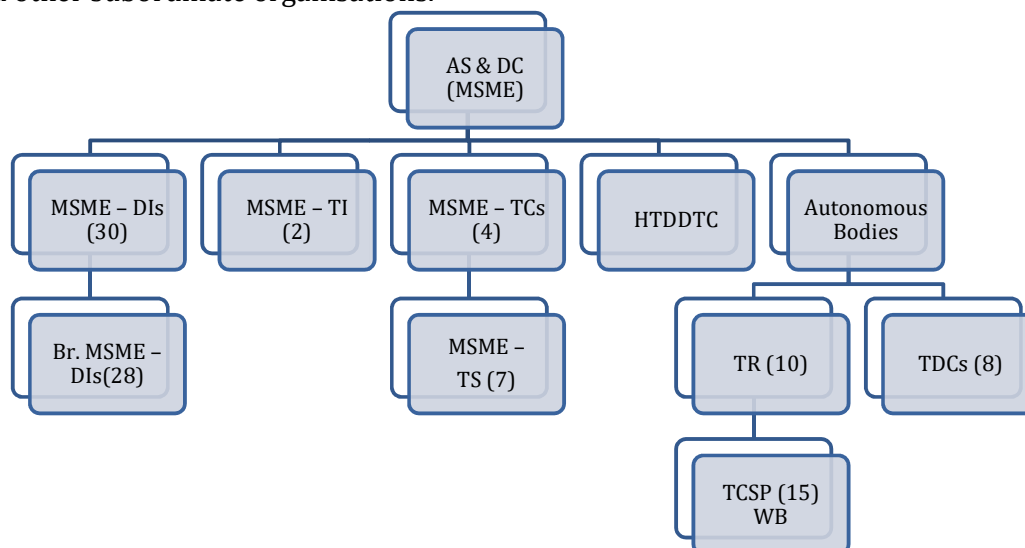
### 1.2. New Definition of MSMEs

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 Aatma Nirbhar 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 criterion 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:

- Implementation of Programmes and Policies of Ministry of MSME at State level and Coordination with Stakeholders
- Cluster Development Programmes
- Intellectual Property Facilitation Cell
- CLCS-TUS Scheme
- Marketing Assistance
- Promotion of Export
- Central Workshop facilities
- Business/Technical/Managerial/Entrepreneurial Consultancy and 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 Recent 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. 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.

The MSME sector in India is diverse in terms of size, levels of technology employed, and products. As per the 73rd round of NSS data for 2015-16, there were 633.88 lakh unincorporated non-agricultural MSMEs in the country engaged in different economic activities. 31 per cent MSMEs were found to be engaged in manufacturing activities, while 32 per cent were in trade and 33 per cent in other services (196.65 lakh in manufacturing, 230.35 lakh in trade, 206.85 lakh in other services and 0.03 lakh in non-captive electricity generation and transmission) excluding those MSMEs registered under Factories Act, 1948. MSME sector provided employment for 11.10 crore workers (3.60 crore in manufacturing, 3.87 crore in trade and 3.62 crore in other services and 0.007 crore in non-captive electricity generation and transmission) in the rural and urban areas across the country. Again, out of an estimated 633.88 lakh MSMEs, 324.09 lakh MSMEs (51 per cent) were in rural areas and 306.43 lakh MSMEs (49 per cent) were in the urban areas.

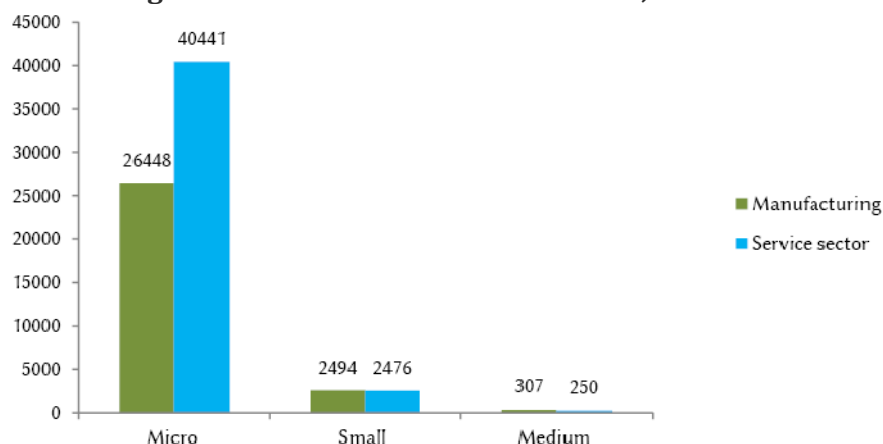
#### 2.2. MSME Sector in Kerala

The Micro, Small and Medium Enterprises (MSME) sector is emerging as a major income generating and employment providing 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. The economic growth of Kerala is related to the development of MSMEs. Department of Industries and Commerce, Government of Kerala is implementing various schemes for facilitating the MSMEs.

As per the Economic Review 2021 of Government of Kerala, in 2020-21, 11,540 new MSME units were started in the State with an investment of ₹1,221.86 crore and provided employment to 44,975 persons. In 2019-20, 13,695 new MSME units were created with an investment of ₹1,338.65 crore and provided employment for 46,081 persons. In FY 2021-22, 15,285 new units employing 56,233 persons started functioning. In 2021-22, the district with

the largest number of new MSME units was Thrissur (1,789 units) with an investment of 121.15 crore, generating 5,200 employment opportunities, followed by Kozhikode (1455 units) with an investment of 134.38 crore generating 4,738 employment opportunities and Thiruvananthapuram with 1,420 units providing employment to 5,142 persons. Kasaragod had the lowest number with 220 units, and generating employment for 959 persons.

**Fig 2.1. Total Number of Existing MSMEs under Manufacturing and Service sectors Registered with Government of Kerala, 2020-21**



(Manufacturing : 29,249 Nos; Services : 43,167 Nos; Total MSMEs: 1,15,830 Nos)

Source: Economic Review 2021

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	UdyogAadhaar Regd.(Manufacturing)	UdyogAadhaar 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 UdyogAadhaar 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  
(As on 02.05.2022)**

Sl No.	District Name	Total Count	Micro	Small	Medium
1	Alappuzha	12261	11750	490	21
2	Ernakulam	34331	31247	2812	272
3	Idukki	5284	4996	274	14
4	Kannur	12683	12144	495	44
5	Kasaragod	5892	5678	200	14
6	Kollam	12551	11781	730	40
7	Kottayam	11652	10917	678	57
8	Kozhikode	16841	16000	759	82
9	Malappuram	14451	13761	656	34
10	Palakkad	14433	13758	619	56
11	Pathanamthitta	6286	5999	271	16
12	Thiruvananthapuram	26671	25700	894	77
13	Thrissur	20730	19539	1091	100
14	Wayanad	4449	4275	164	10
	<b>Total:-</b>	<b>1,98,515</b>	<b>1,87,545</b>	<b>10,133</b>	<b>837</b>
	UT of Lakshadweep	269	269	0	0

The following table shows the top 10 sectors in the manufacturing activities among the MSMEs in Kerala:

**Table 2.3. Top 10 Sectors in Manufacturing**

Sl No	NIC Code	2 Digit NIC Code Description	Total Count	Micro	Small	Medium
1	10	Manufacture of food products	27908	26333	1354	221
2	32	Other manufacturing	9185	8381	699	105
3	13	Manufacture of textiles	6650	6430	193	27
4	41	Construction of building	6310	5943	349	18
5	43	Specialized construction activities	6103	5792	301	10
6	14	Manufacture of wearing apparel	5084	5005	69	10
7	42	Civil Engineering	4624	4188	395	41
8	31	Manufacture of Furniture	4132	3978	144	10
9	16	Manufacture of wood and products of wood and cork, except furniture	3801	3515	276	10
10	20	Manufacture of chemicals and chemical products	3655	3460	186	9

The following table shows the top 10 sectors in the service activities among the MSMEs in Kerala:

**Table 2.4. Top 10 Sectors in Services**

Sl No	NIC Code	2 Digit NIC Code Description	Total Count	Micro	Small	Medium
1	49	Land transport and transport via pipelines	18011	17706	287	18
2	96	Other personal service activities	12873	12723	146	4
3	56	Food and beverage service activities	11664	11083	552	29
4	79	Travel agency, tour operator and other reservation service activities	7521	7425	84	12
5	62	Computer programming, consultancy and related activities	6959	6817	127	15

6	63	Information service activities	6701	6653	48	0
7	74	Other professional, scientific and technical activities	6160	5851	290	19
8	77	Rental and leasing activities	4944	4817	122	5
9	82	Office administrative, office support and other business support activities	4734	4415	290	29
10	52	Warehousing and support activities for transportation	4544	3994	500	50

### 2.3. Recent Developments

The followings are the recent developments related to Udyam Registration, which is based on a composite criterion of classification of MSMEs based on investment in plant & Machinery/equipment and turnover of MSMEs:

- Inclusion of Retail and Wholesale Trade: With effect from 2nd July, 2021, the Government has included Retail and Wholesale Trades as MSMEs. They are allowed to be registered on Udyam Registration Portal. Benefits to them are restricted to Priority Sector Lending only.
- Inclusion of Urban Street Vendors in MSME Category: With effect from 2nd August, 2021, the Government has included Street Vendors as Retail Trades as MSMEs. They are allowed to be registered on Udyam Registration Portal. Benefits to them are restricted to Priority Sector Lending only. In Kerala, there are nearly 20,000 traders registered with Udyam Registration.

### 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 recent updates on the major Schemes announced:

#### 2.4.1. Emergency Credit Line Guarantee Scheme (ECLGS)

To overcome the financial deadlock faced by businesses throughout the country, Government of India launched the ambitious “Atma nirbhar Bharat” package to jump start the

businesses which were forced to shut shop due to the unavoidable lockdown implemented to contain the spread of Coronavirus. One of the verticals of the Atma nirbhar package was the Emergency Credit Line Guarantee Scheme (ECLGS). ECLGS was launched in May 2020 to support eligible Micro, Small and Medium Enterprises (MSMEs) and other eligible business enterprises in meeting their operational liabilities and restarting their businesses in the context of the disruption caused by the COVID-19 pandemic. It covered all the sectors of the economy. 100% guarantee is provided to Member Lending Institutions (MLIs) in respect of the credit facility extended by them under the scheme to eligible borrowers. ECLGS has been extended till 31.3.2023.

The structure of scheme allows easy access to credit as the lenders offer pre- approved loans based on borrower's existing credit outstanding and there is no fresh appraisal undertaken by lenders since additional credit is sanctioned over and above the credit facilities already assessed. Further, the interest rate is also capped with a view to lower the cost of credit and loans are sanctioned without any processing charges, pre- payment charges and guarantee fee.

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 regard are as under:

**Table 2.5: Emergency Credit Line Guarantee Facility extended to MSME Borrowers**  
(as on 31.03.2022 and Rs. In Crores)

Financial Institutions	No. of eligible customers	Sanctioned		Disbursed	
		A/cs	Amt	A/cs	Amt
<b>Total- Public Sector Commercial Banks</b>	167615	132123	3349.46	110774	2837.97
<b>R R B - KERALA GRAMIN BANK</b>	35568	2497	27.22	2497	27.22
<b>Total- Pvt Sector Commercial Banks</b>	46567	21657	5216.11	18437	4722.59
<b>Total- Small Finance Banks</b>	0	0	0.00	0	0.00
<b>Total Co-operative Banks</b>	0	0	0.00	0	0.00
<b>Total - Banking Sector</b>	249750	156277	8592.80	131708	7587.79

Source: SLBC, Kerala

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

Government of India announced creation of 'Distressed Assets Fund - Subordinate Debt for Stressed MSMEs' on 13th May, 2020, under the Atma nirbhar Bharat Package. Accordingly, a scheme viz. 'Credit Guarantee Scheme for Subordinate Debt' was approved by the Government on 1st June, 2020 and the scheme was launched on 24th June, 2020 to provide credit facility through lending institutions to the promoters of stressed MSMEs viz. SMA-2 and

NPA accounts who are eligible for restructuring as per RBI guidelines on the books of the Lending institutions. In this scheme, 90% guarantee coverage would have come from scheme/ Trust [CGTMSE] and remaining 10% from the concerned promoter(s). 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. Initially the scheme was up to 31.03.2021. Now, on the basis of the requests received from the stakeholders of the scheme, the Government has decided to further extend this scheme till 31.03.2023.

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. 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

##### **3.1.i 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

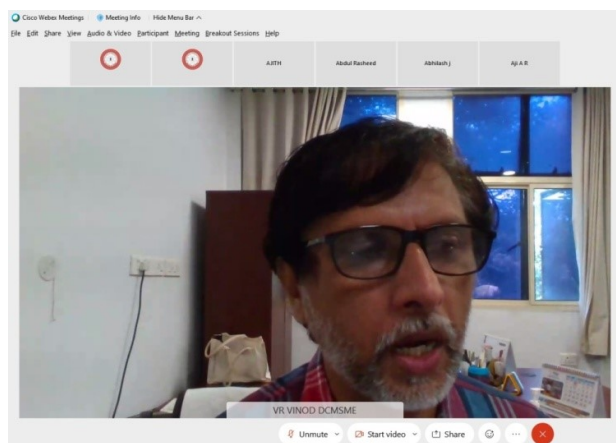
The following table shows the achievements of the IPFC at MSME-DI, Thrissur during the year 2021-22.

**Table 3.1: Achievements of IPFC**

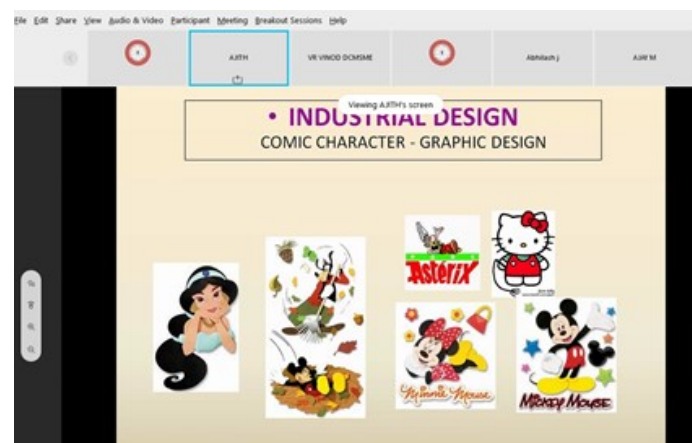
<b>No: of guidance on Trademark registration</b>	56
<b>No: of guidance given for Patent filing</b>	27
<b>Reimbursement of Trademark filing charges</b>	3 (Beneficiaries: M/s. Embright Infotech Pvt. Ltd & M/s. Dane Laboratories) Amount Reimbursed : Rs. 19275
<b>Visitors assisted in IPFC Thrissur</b>	83

### 3.1.ii. Brief of the Webinar Organised by IPFC

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 Webinar on Creation and Management of IP assets by MSMEs- Challenges & Prospects on “World IP day” on 26th April 2021 from 02.30 PM to 04.30 PM. Wide publicity was given through Social Media. Detailed introduction about the programme was explained by Shri. G.S. Prakash, Deputy Director, MSME-DI, Thrissur. He briefed about the importance of IP management and its various aspects. Shri. Ajith M., Deputy Controller of Patents, Patent Office, Chennai explained about the IPR and various services extended/ offered by Patent Office. Then followed a Question and Answer Session during which various queries from the entrepreneurs were answered by the Officer of Patent Office & MSME-DI, Thrissur.



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



*Session on IPR by Shri.M.Ajith, Deputy Controller of Patents, Patent Office, Chennai*

More than 62 stakeholders were present in the webinar. The programme was concluded by MSME DI Thrissur summarising the highlights of all sessions conducted and linking to the relevant schemes of the ministry for the better utilisation of the schemes.

### **3.1.iii. Industry Academia Collaboration and IPFC**

A discussion meeting on Industry Academia Collaboration was held on 19th November 2020 in virtual mode by IPFC at MSME-Development Institute, Thrissur in association with Dr APJ Abdul Kalam Technical University, Kerala. Based on various suggestions put forward for effective Industry Academia Collaboration, an Industry Attachment Cell was formed under KTU to address the problems of MSMEs utilizing expertise of Institutes under University. The technical problems faced by MSMEs can be brought to the notice of the Industry Attachment Cell. This will then be forwarded to the Institutes under University seeking solutions. Recently Kalady Rice Millers Consortium has approached MSME-DI, Thrissur seeking assistance in technology for manufacturing bricks/cement from Rice Husk Ash, which is a by-product of rice milling industry. The disposal of large quantity of husk has created serious concerns due to open field burning or uncontrolled dumping which causes environmental threats. The same was forwarded to KTU. Based on the discussions KRMC had with various institutes under KTU Kalady Rice Millers Consortium (KRMC) has handed over the first tranche of research incentives to various engineering colleges for their research activities in collaboration with all the colleges and industry.

Shri. P. Rajeev, Hon'ble Minister of Industries, Govt. of Kerala has handed over the initial payment cheques to the respective college representatives on 23rd March 2022. This paved the way for a research project to produce quality cement, bricks and silica from the ashes of Umi, currently the bio-waste of the rice milling industry.

The Research Division of Engineering Institutes - NIT Calicut, Providence College, Chengannur, Kalady Adi Shankara Institute of Technology and Engineering and Christ Engineering College, Iringalakuda will lead the research in the first phase. The function was

also attended by Director of Industries, college principals, project coordinators, researchers and representatives of the Kerala Technical University.



### 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 3.2: Public Procurement Policy – Support Provided**

No. of enquiries received for clarification/advice/grievance	169Nos
No. of Champions grievances received/Answered	13 Nos

Apart from the above, 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 3.3: Details of Virtual Vendor Development Programme 2021-22**

Sl No	Date of the Programme	CPSUs Interacted with MSEs	No of Participants
	13.07.2021	<ul style="list-style-type: none"> <li>• Food Corporation of India</li> <li>• Cochin Port Trust</li> <li>• Kochi Metro Rail</li> <li>• SreeChitraThirunal Institute for Medical Science and Technology</li> <li>• Airport Authority of India</li> <li>• IIT- Palakkad</li> </ul>	214
	12.10.2021	<ul style="list-style-type: none"> <li>• Indian Oil Corporation Limited, Mumbai (Special VDP for SC/ST/Women MSEs)</li> </ul>	91
	11.11.2021	<ul style="list-style-type: none"> <li>• IOC Limited, SRO, CHENNAI</li> </ul>	136

### 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 2021-22, MSME-DI, Thrissur has assisted 21 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.i. Reimbursement for Participating in Domestic Trade Fairs**

During the year 2021-22, administrative approval for 2 Domestic Trade Fairs has been obtained from O/o DC (MSME), New Delhi, i.e. for Kerala Agro Food Pro 2021 at Thiruvananthapuram and Machinery Expo 2022 at Ernakulam organised by Department of Industries and Commerce, Government of Kerala.

A financial sanction for reimbursement to 40 applicants of Kerala Agro Food Pro 2021 has been provided from O/o DC(MSME) on 11.03.2022. Rs. 5.90 lakhs have been reimbursed to 36 MSEs, who provided the required documents as per the Scheme guidelines.

### **3.2.3.ii. Participation in IITF 2021**

3 MSEs from Kerala were selected by the Empowered Committee at O/o DC(MSME)MSEs in the 40th India International Trade (IITF 2021) from 14-27 November 2021 at Pragati Maidan, New Delhi, through the MSME Pavilion of O/o DC(MSME), New Delhi. The selected MSEs were provided with all the assistance required to materialize their participation and they managed to get inquiries about their products at the National and International Levels.

### 3.2.3.iii. Brief About the 3 Days Webinar Series on Best Practices in Marketing for MSMEs in Post Covid Era

In order to empower MSMEs to attain best practices in marketing techniques, MSME Development Institute under M/o MSME, Government of India in association with SCMS Cochin School of Business, Amrita Viswa Vidhyapeetham and Varma & Varma Chartered Accountants organized a Webinar Series on Best Practices in Marketing for MSMEs in Post Covid Era from 23rd June 2021 to 25th June 2021 from 02.00PM to 05.30 PM in CISCO Webex Platform.

**AMRITA**  
VISHWA VIDYAPEETHAM

**GOVERNMENT OF INDIA**  
Ministry of Micro, Small and Medium Enterprises  
Office of Development Commissioner (MSME)  
MSME-Development Institute, Thrissur  
*with the support of*  
SCMS Cochin School of Business  
&  
Amrita Vishwa Vidyapeetham  
&  
Varma and Varma Chartered Accountants  
*organises*  
**Webinar Series**  
*on the Occasion of*  
**International MSME Day**  
**Best Practices in Marketing for MSMEs**  
**in Post Covid Era**  
From 23rd June, 2021 to 25th June, 2021 in Cisco WebEx Platform  
from 2.00 pm to 5.30 pm every day

**Experts will talk on**

- Importance of Marketing and Identifying Right Marketing Strategies
- Acquiring Information about Market and Facing Marketing Challenges
- Pricing Strategies in Post Covid Era and Achieving Break-Even Point
- Importance of Branding
- Distribution Strategy in the Post Covid Era
- E-Commerce and Amazon Market Place
- Marketing Assistance for MSMEs from various Government Organisations
- How to be a Vendor in GeM

**Inaugural Address**  
**SHRI. P. RAJEEVE**  
Hon'ble Minister for Industries and Commerce, Coir and Cashew Industry  
Government of Kerala  
on 23rd June, 2021 at 2.00 pm

**#Be Innovative in Marketing & Make Your Enterprise Looks Smart**

**FREE PARTICIPATION**  
Prior Registration Required  
Register @  
<http://bit.ly/MKTGWEB>

**Marketing promotion**

**LIMITED ENTRIES!!!**  
Register NOW @  
<http://bit.ly/MKTGWEB>

*For further details, contact:*  
Smt. Lachithamol U.C., & Smt. K. Rekha,  
Programme Coordinators;  
MSME - Development Institute, Thrissur,  
Ministry of MSME, Government of India  
Tel: 0487-2360536; 2360686  
Email: dcdi-thrissur@dcmsme.gov.in

Shri. P. Rajeeve, Hon'ble Minister of Industries, Govt of Kerala in his inaugural address appreciated MSME-Development Institute, Thrissur for the initiative taken to organize the Webinar Series. Shri. G.S. Prakash, IEDS, Joint Director & HOO, MSME-DI, Thrissur has highlighted the importance of best practices for marketing of MSMEs. There were 12 expert faculties in the programme, who made deliberations on various topics on marketing strategies.

481 stakeholders were attended the programme. The major contribution of the programme was creating awareness on importance of marketing and identifying right marketing strategies, pricing strategies in post covid era and achieving breakeven point, importance of branding, E-commerce and Amazon marketplace, marketing assistance for MSMEs from various government organizations, and how to be a vendor in GeM.

## 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.

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 2021-22 is as follows:

**Table 4.2: Status of Activities under MSE-CDP 2021-22**

**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, Changanacherry, Kottayam	239.89	-	26.65	266.54	Commissioned 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,	235.31	67.23	114.69	417.23	Commissioned

	Perumbavoor, Ernakulam					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

## ii. CFC Projects - On going

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

(Rs. in Lakhs)

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 ChevoorPvt. Ltd.</i> )	1,445.08	1,002.46	289.01	153.61
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
4	Kalady Steel Consortium, Ernakulam	1571.27	1050	300	221.71
5	Papadam Cluster,	576.06	403.25	115.20	57.61

## Trivandrum

**iii. ID Projects - Completed Industrial Estates**

Sl. No.	Name of the Project	Total Cost	GoI	GoK
1	New Industrial Estate at Kazhakuttam Distt. Trivandrum	502.00	200.00	302.00
2	KINFRA Small Industries Park, Kasaragod	567.00	194.00	373.00
3	KINFRA Small Industries Park, Wayanad	500.00	189.60	310.40
4	KINFRA Small Industries Park, Thalassery, Kannur	578.79	196.00	382.79
5	KINFRA IIDC, Malappuram	603.00	200.00	403.00
6	KINFRA Small Industries Park, Koratty, Thrissur	500.81	184.06	315.94
7	KINFRA Small Industries Park, Mazhuvannur, Ernakulam,	498.00	178.00	320.00
8	KINFRA Small Industries Park, Adoor, Pathanamthitta	465.05	278.98	186.02

**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
4	Rubber park, Ernakulam	971	582.6	388.4

**4.2. Foundation Stone Laying Ceremony of Common Facility Centre (CFC) of Steel Furniture Cluster, Ernakulam**

The Foundation stone laying Ceremony of Common Facility Centre (CFC) of Steel Furniture Cluster, Ernakulam has been held on 26.09.2021. Shri Bhanu Pratap Singh Verma, Hon'ble Minister of State, Ministry of MSME, Government of India was the Guest of Honour and addressed the gathering virtually. Shri P. Rajeeve, Hon'ble Minister for Law, Industries & Coir, Government of Kerala has laid the foundation stone of the CFC. Shri. G.S. Prakash, Joint Director and HoO of MSME-DI, Thrissur delivered felicitations. Dr. K. Ellangovan IAS, Principal Secretary (Industries) & Chairman, Kerala Bureau of Industrial Promotion (KBIP),

Shri Eldhose Kunnappilly, Member of Legislative Assembly Perumabvoor Constituency, Shri Benny Behanan Member of Parliament, Chalakudy Constituency, senior officers from other Departments of Government of Kerala and entrepreneurs attended the programme and addressed the participants.



*From the address by Shri Bhanu Pratap Singh Verma, Hon'ble Minister of State, Ministry of MSME Government of India as Guest of Honour*



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

#### **4.3.2<sup>nd</sup> State Level Steering Committee (SLSC) Meeting of MSE-Cluster Development Programme**

2<sup>nd</sup> State Level Steering Committee (SLSC) Meeting of MSE-Cluster Development Programme for Kerala has been held on 20.01.2022 under the Chairmanship of Dr.K.Ellangovan, Addl. Chief Secretary (Inds), Govt. of Kerala. The SLSC has approved 04 ID projects and 03 CFC Projects (Conditional approval) under MSE-CDP. Total Project cost of the approved projects is Rs.90.12 Crores. MSME-DI, Thrissur has co-ordinated the SLSC Meeting as the Member Secretary. Joint Director/HoO & Member Secretary SLSC along with JD&CDO MSME- Development Institute, Thrissur

coordinated the meeting. In the meeting 8 DPRs were presented. 30 members representing various stake holders were attended the meeting. The following proposals were cleared in the meeting.

**Table 4.3: Proposals Approved in the SLSC**

*(Rs. In Lakhs)*

Sl. No	Name of the Project	Total Cost	Contribution of GoI	Contribution of GoK	Contribution of Consortium
1	Common Facility Centre (CFC) in Cashew Cluster, Kollam	2251.02	1400	400	451.02
2	Common Facility Centre (CFC) in Wood Cluster, Kottayam	1720	1204	344	172
3	Common Facility Centre (CFC) in Paper Products Cluster, Kannur	1205.63	843.95	241.12	120.56
4	Up-gradation of Industrial Infrastructure Development Project at Kunnamthanam, Pathanamthitta	1000	600	400	NA
5	Up-gradation of Industrial Infrastructure development Project at Kochuveli, Thiruvananthapuram.	1000	600	400	NA
6	Up-gradation of KINFRA International Apparel Park, Kazhakuttam, Thiruvananthapuram	842.57	505.54	337.03	NA
7	Up-gradation of Industrial Infrastructure Development Project at Aroor, Alappuzha	1000	600	400	NA

#### 4.4. Other Major Activities

- i. Joint Director along with DD & CDO attended a meeting convened by the Principal Conservator forest which was attended Principal Secretary (Industries). Director of Industries and other stake holders on May 11th 2021 in virtual platform to discuss on the pending approvals by Forest Department for release of NOC to Wood based Common Facility Centre (CFC) projects being implemented in the State under the MSE-CDP Scheme of the Ministry of MSME. General Managers of DICs, officers from Directorate of Industries & Commerce and Members of MSME Associations participated in the meeting. During the meeting, it has been decided that State Government Implementing agency would approach the state forest department for necessary approval for the CFCs. One of the main reasons for the meeting is preliminary meeting conducted by MSME DI in which Conservator forest attended

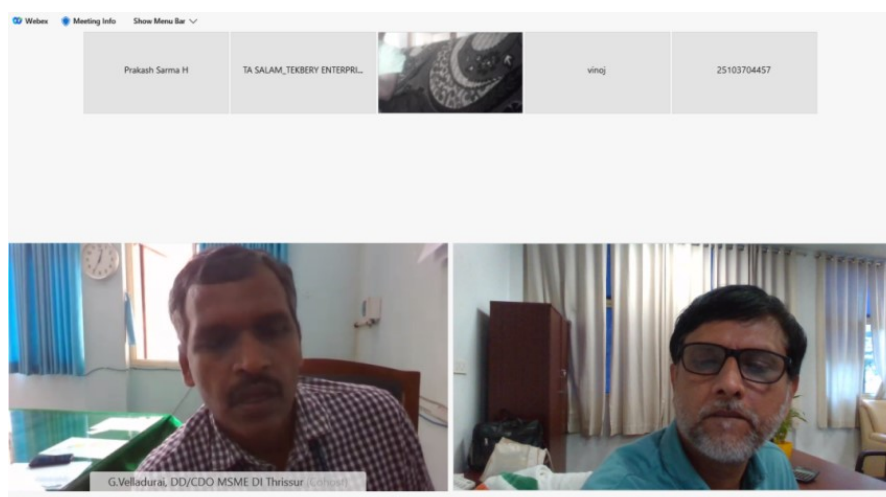
- and subsequent request by MSME DI to the chief conservator of forest & Principal Secretary (Industries) for an early settlement of the issue.
- ii. A Webinar on “Best Practices in Cluster Development” has been organized on 25<sup>th</sup> May 2021. Shri. G.S. Prakash, Joint Director-HOO, MSME-DI, Thrissur inaugurated the programme. Shri. V Padmanad - Faculty from Grand Thornton LLP handled technical session. Shri Er. Mariappan K. Vice President of Tamil Nadu Small Scale and Tiny Industries Association (TANSTIA) & Managing Director of a CFC namely - Steel Cluster Services Salem Pvt. Ltd., Salem explained activities of a dynamic and pro-active Industry Association and presented his experience in this field. Shri Vijay Kumar, General Secretary - Tiruppur Exporters Association (TTPK), Tiruppur –of Tiruppur Thozhil Pathukappu Kulu and their activities as a role model Industry Association. Dr.Ramakrishnan, O/o D.C (MSME), New Delhi explained about Implementing Lean Manufacturing practices (case study: Tiruppur). Mr. K. Raghavan of Krishnagiri Printing Cluster spoke about Operation of a raw material bank. Shri Shakthi Singh Sehkawat – Faculty from Grand Thornton LLP – elaborated Technology options for MSMEs – GEMs portal, Treads etc. The webinar was hugely successful and was attended by 170 participants.
  - iii. A group of MSME battery manufacturers visited MSME-DI, Thrissur on 05.08.2021 and had an interactive meeting with Joint Director and DD/CDO regarding a proposal for the CFC in their Cluster. JD and DD/CDO provided necessary guidance and support to the cluster members in this regard. The units in the cluster are spread across the state and they propose a battery recycling unit as CFC at the state level and the matter was further taken up with state level review meeting of MSE-CDP under the chairmanship of Principal Secretary (Industries), Govt. of Kerala held on 06.08.2021.
  - iv. Joint Director & DD/CDO attended a meeting on 09.08.2021 which was convened by principle secretary (Industries) in which Directorate of Industries and Commerce, General Managers of DICs and other officers and stake holders participated. The meeting reviewed the progress of the ongoing CFC and ID projects and MSME-DI, Thrissur has taken up various issues pertaining to the ongoing projects and requested Principal Secretary (Industries) for a regular review for the timely implementation of the projects. The non-submission of requisite information from State Government agencies was also taken up during the meeting.
  - v. Joint Director had a meeting with the CEO and Manager (Operation Business) of Care Kerala which is the confederation of the Ayurvedic manufacturers in Kerala. During the meeting Joint Director informed them details of MSE-CDP scheme and requested the CEO to explore the possibilities of implementation of MSE-CDP in the Ayurvedic Manufacturers cluster. Accordingly, they have provided detailed guidelines and copies of the format of PPR and concept note as required under MSE-CDP.
  - vi. Joint Director and DD/CDO attended the State Level Review meeting of MSE-CDP on 03.09.2021 chaired by Principal Secretary (Industries), Government of Kerala which was also attended by Director of Industries, Chief Executive Officer of State level implementing agency (K-Bip), General Manager DICs, SPVs and other stake holders. During the meeting, Joint Director and DD/CDO raised various issues regarding the

- implementation of ongoing 3 CFCs, 4 ID projects and 1 CFC Project pending for final approval.
- vii. Joint Director and DD/CDO attended the State Purchase Committee meeting under MSE-CDP on 10.09.2021. The meeting was chaired by Director of Industries, Govt of Kerala and was attended by General Managers of DICs, representatives from SPVs, CEO of State level implementing agency, technical experts etc. Purchase of the machinery for the CFC in Wood cluster, Kozhikode was finalized based on the recommendation of the SPV. The meeting also discussed about the construction of the building for the CFC for Steel Furniture Cluster at Kochi.
- viii. Joint Director and DD/CDO visited Edayar Industrial Estate along with General Manager, District Industries Centre Ernakulam on 26.09.2021 and had discussion with the Office bearers of Industrial Estate of Industries Association, Representatives of KSEB, Officers from state Industries department about the progress of the implementation of ID project under MSE-CDP Scheme of M/o MSME in the Edayar Industrial Estate. Various suggestions from the industries association was taken up with concerned agencies.



*From the Meeting at Edayar Industrial Estate*

- ix. MSME DI organized an awareness webinar on MSE-CDP on 28.10.2021. Joint Director delivered Key Note address and answered the queries of Entrepreneurs. DD/CDO made presentation on MSE-CDP, guidelines, eligibility and procedure. The programme had an interactive session was also handled by JD & DD/CDO. 85 existing entrepreneurs from various potential clusters attended the programme.



*Interactive session on the awareness webinar on MSE-CDP was handled by Joint Director & DD/CDO MSME DI Thrissur.*

- x. Joint Director and DD&CDO attended the review meeting on MSE-CDP chaired by Principal Secretary (Industries), Government of Kerala on 04.10.2021 which was also attended by Director of Industries. CEO of State level implementation agency (K-BIP) for MSE-CDP, GMs of DICs, and representatives from SPVs & Clusters. The meeting reviewed the implementation of MSE-CDP Scheme in Kerala. The meeting deliberated in detail on various aspects on setting up of CFC in Pappad Cluster, Thiruvananthapuram, CFC in Furniture Cluster Chevoor, Thrissur District, CFC in Steel Furniture Cluster, Ernakulam District, CFC in Plywood Cluster, Idukki, CFC in Furniture Industry Cluster at Kozhikode, ID project in Edayar, ID project Poovanthuruthu,, ID project Spices Park Idukki and ID project Rubber Park Ernakulam. MSME DI took various issues related to all these projects to State Government, SPVs, and the Implementing agencies for the time bound implementation of the CFC & ID projects.
- xi. Joint Director &HoO and JD/CDO convened a virtual interactive meeting on time bound implementation of Furniture Cluster, Kozhikode under MSE-CDP on 10.03.2022. General Manager, DIC Kozhikode, MD & members of SPV Furniture Cluster Kozhikode and Technical Expert for Furniture Cluster Kozhikode attended the meeting. The Joint Director &HoO requested all to expedite the implementation so as to complete the project without further delay.
- xii. Joint Director &HoO and JD /CDO attended the 58th National Level Steering Committee meeting of MSE-CDP under the Chairmanship of Secretary (MSME) on 15.03.2022 convened by O/o DC (MSME). During the meeting discussed about the proposal from Director of Industries and Commerce, Government of Kerala regarding approval on the change of plant and machineries procured in respect of CFC in Furniture Cluster, Thrissur NLSC approved the proposal and the SPV received the 4 th and final installment of the GOI grant for the CFC.
- xiii. Joint Director &HoO and JD/CDO convened a meeting of members of proposed Paper Cup Cluster at MSME-DI, Thrissur on 15.03.2022. Joint Director &HoO had a detailed discussion with the cluster members about their proposal and provided necessary guidance.



*Joint Director & HoO meet the members of proposed Paper Cup Cluster at MSME-DI, Thrissur on 15.03.2022.*

## 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.

#### 5.1. Activities under ESDP Scheme

During the year 2021-22, the Institute has organized the programmes as per the allocation from O/o DC (MSME), in such way that the MSMEs will be benefited. The targets assigned to MSME-DI, Thrissur and the achievements against this target are as follows:

**Table 5.1: Status of the Programmes 2021-22**

Name of Training	Target	Achievement	Trained	Expenditure (Rs.)
EAP	25	25	1822	Rs. 1,28,399/-
IMC - Y (Online)	2	2	513	Rs. 10,000/-
<b>Total</b>	<b>27</b>	<b>27</b>	<b>2335</b>	<b>Rs. 1,38,399/-</b>

From the above it is evident that MSME- DI has successfully achieved the targets allotted. The details of programmes organized for the entrepreneurship developments are explained below:

#### 5.1.1. Entrepreneurship Awareness Programmes (one Day EAPs) - 2021-22

As per the revised Scheme guidelines of ESDP Scheme, the One Day Entrepreneurship Awareness Programme are organized as 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. The programme has technical sessions and one-to-one discussions with interested participants for counselling and mentoring, which will impart knowledge to the trainees to start and run their own enterprises successfully.

As per Sanction order no: SD-20015/1/2021-DCMSME-DSEP-(D-09) dt.04.02.2022 from Office of DC(MSME), New Delhi, MSME-DI, Thrissur has been allotted with 25 Number of EAPs. Immediately on the receipt of the Sanction, MSME-DI, Thrissur has initiated action to

implement the programme effectively with the main objectives to create awareness about the importance of entrepreneurship and thus being job providers than job seekers, to create awareness about various support from Central and State Governments, and Financial institutions, to provide entrepreneurial motivation, to provide tips to prepare project reports, and to help them to find suitable sectors which are having potential in the State and to provide mentoring and future handholding.

**5.1.2. Publicity of the Programme**

The programmes were focused for prospective entrepreneurs. Brochures and posters for the publicity have been prepared for wide circulation through social media platforms like Official Facebook and Twitter pages; various WhatsApp groups of Stakeholders. Apart from that, to reach the benefit of the programme to prospective entrepreneurs in the State, the District Industries Centres and Financial Institutions were informed about the programme to get the detailed of applicants of PMEGP Scheme and the interested persons were requested to submit their registration through a Google Form or by email/whatsapp messages. Further, DAVP advertisements/press releases have been given. Based on these publicity measures, this Office has received a large number of enquires and selected prospective entrepreneurs were given entry to the programmes.



*A few Publicity Posters*

**5.1.3. Major Common Features of the EAPs Organised by MSME-DI, Thrissur**

MSME-DI, Thrissur has approached the programmes as one of the major assignments of the year and intended to utilize the same to awake the prospective entrepreneurs in the State by giving motivation to achieve their goals by with the support of various Schemes and Supports from Central and State Government Departments and financial institutions. Followings are the major common features of the programmes organized:

- i. The State Level launch of the 25 EAPs allotted to Kerala has been **inaugurated by Shri. P. Rajeeve, Hon'ble Minister for Industries, Government of Kerala**. The Hon'ble Minister has appreciated the efforts of MSME-DI, Thrissur as these

programmes will result in the further growth of MSME Sector and employment generation in the State.

- ii. In the programmes, the inauguration functions were attended by elected representatives, ranging from MLAs, Municipal Chairman, top level Officers from State Government, LDMs, Industrial Association Officer Bearers, etc.
- iii. The programmes were carried out in association with various State Government Organizations, like District Industries Centres, various Local Self Government Departments, SHGs, Industrial Associations, SC/ST Association, and also by utilizing the expertise and infrastructure facilities of prominent Academic Institutions.
- iv. Participants were selected prospective entrepreneurs
- v. Each programme had a session on experience sharing by the successful entrepreneurs
- vi. In the end of the programme, feedback forms with support needed and suggestions were collected. A common schedule followed for the programmes is as follows:

Sessions	Topic	Panel of Experts
Session 1 (9.30 am 11.00 am)	<b>Motivation for Prospective Entrepreneurs</b> Achievement Motivation/Opportunity Identification - Orienting a person towards continuous self-appraisal and Entrepreneurship Motivation and Mentoring <i>Or</i> Experience Sharing by Successful entrepreneur and also Case studies on failure	Expert/Certified Trainer/ Entrepreneurs/MSME-DI Officer/Consultant
<b>Step by Step Procedures for Establishing an Enterprise</b>		
Session 2 (11.00 am to 12.30 pm)	Support for Entrepreneurs from Government of Kerala	Official from Respective DIC
Session 3 (12.30 pm to 1.00 pm)	Support for Entrepreneurs from Govt. of India	Programme Coordinator, MSME-DI, Thrissur
Session 4 (1.00 pm to 2.30 pm)	Assistance from Financial Institutions/Alternative Sources	Lead Bank representative/FLC/RSETI Officials/SME Branch/Financial Experts/FLCs
Lunch Break 2.30 pm 2.45 pm		
Session 5 (2.45 pm to 4.00 pm)	Entrepreneurship Opportunity Guidance and One to one interaction to enable each participant to clear his/her doubts	Panel of DIC Official/Financial Institution/MSME-DI
Session 6 (4.00 pm to 4.30 pm)	Collecting Feedback (as per the specific feedback form)	Programme Coordinator, MSME-DI, Thrissur
<b>Concluding Address</b>		

The following table shows the details of the EAPs organized.

**Table 5.2.: Details of EAPs conducted during the year 2021-22**

Sl No	Programme Type	Venue	Date	Men	Women	Grand Total
1	EAP	Kalady, Ernakulam	19.02.2022	32	28	60
2		Thodupuzha, Idukki	21.02.2022	49	16	65
3		Thrissur	22.02.2022	53	25	78
4		Manjeri, Malappuram	22.02.2022	53	9	62
5		Kannur	23.02.2022	23	49	72
6		Vaikom, Kottayam	23.02.2022	21	29	50
7		Chathannur, Palakkad	24.02.2022	26	38	64
8		Thrissur	24.02.2022	77	18	95
9		Kasaragod	24.02.2022	39	11	50
10		Kollam	25.02.2022	37	45	82
11		Alappuzha	25.02.2022	65	36	101
12		Muttom, Idukki	25.02.2022	56	29	85
13		IES Engineering College, Thrissur	25.02.2022	38	29	67
14		Kaniyapuram, Palakkad	28.02.2022	48	21	69
15		Palakkad	28.02.2022	54	15	69
16		Karimannoor, Idukki	28.02.2022	39	24	63
17		Nagampadam, Kottayam	02.03.2022	45	16	61
18		Kodungallur, Thrissur	02.03.2022	42	19	61
19		Changanassery, Kottayam	03.03.2022	57	14	71
20		Kozhikode	03.03.2022	52	6	58
21		Thrissur	03.03.2022	26	88	114
22		Angamaly, Ernakulam	04.03.2022	48	40	88
23		Wayanad	05.03.2022	45	9	54
24		Ranni, Pathanamthitta	09.03.2022	64	42	106
25		Thiruvananthapuram	10.03.2022	57	20	77
<b>Total</b>				<b>1146</b>	<b>676</b>	<b>1822</b>

#### 5.1.4. Industrial Motivation Campaigns (IMC -Y) – Virtual Programmes

MSME-DI, Thrissur, Kerala, has organized two Industrial Motivation Campaigns for Youth on Entrepreneurship-Opportunities & Supports with focus on alternatives of Single Use Plastics, in Virtual Platform, for the benefit of prospective and existing entrepreneurs in the State as per the Development Commissioner (MSME)'s sanction order No.: SD-20015/1/2021-DCMSME-ESDP(D-09)/4471 dt 12.07.2021.

The objective of the two days' programmes was to create awareness about importance of entrepreneurship, various opportunities and supports available for the prospective and existing entrepreneurs. The programmes had a focus on alternatives of single use plastic. Single Use Plastic Alternatives is an exploration of how we can reduce or eliminate the use of single use plastics, find and source highly sustainable alternative bio-based materials design and create biodegradable, reusable, and compostable products and packaging solutions, encourage marketing of highly sustainable products catering to consumer demands and showcase circular business models. Hence, the programmes had a focus on business opportunities in single use plastics.

The targets assigned to MSME-DI, Thrissur and the achievements against this target are as follows:

Sl No	Programme Type	Date	Men	Women	Grand Total
1	IMC for Youth	22.07.2021 & 23.07.2021	110	48	158
2		27.07.2021 & 28.07.2021	300	55	355
<b>Total</b>			<b>410</b>	<b>103</b>	<b>513</b>

##### 5.1.4.i. Faculty and Participants

14 eminent resource persons, in total, were made deliberations in the above mentioned two programmes. Each programme had four sessions in each day. 513 was the total number of participation in the programmes. The participants were comprised of existing and prospective entrepreneurs. All the sessions were very interactive with the active participation of the participants.

##### 5.1.5. Feedback of the Programmes

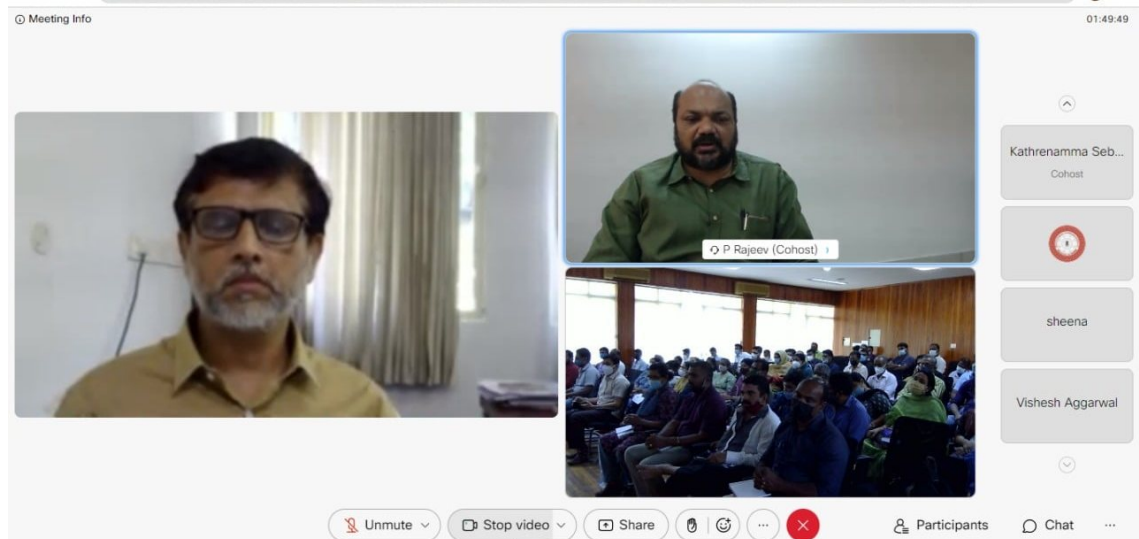
At the end of the programmes, feedbacks from the participants were collected through the feedback form for physical programmes and through Google Form for virtual programmes. As per the feedback received from the participants, the programmes were really vibrant and beneficial. As per the feedback, the course content/ information were excellent and duration of the sessions were sufficient and all are stated that they are interested in participating in similar programmes.

### 5.1.6. Outcome of the Programmes

The programmes have created awareness among the prospective entrepreneurs to understand basics on bankable project report preparation, services provided by Financial Institutions, Industries Department, GoK, M/o MSME etc. Need based handholding support is being provided to participants in preparation of project reports, credit facilities, etc. from MSME-DI, Thrissur.

Various programmes organized by MSME-DI, Thrissur under ESDP Scheme during the year 2021-22 has resulted in providing entrepreneurial development which instilled self-confidence in stakeholders which in turn will results in their competence to perform to the best of their ability and thus they can be proactive to the swings in the market.

A few photographs of the programmes under ESDP are as follows:



*State Level Launch of EAPs by Shri. P. Rajeeve, Hon'ble Minister for Industries, Govt. of Kerala*



*From one of the Inauguration Functions of EAP – Address by Shri.Sunilkumar, Hon'ble MLA, Kodungallur*



*From one of the Presidential Addresses by Shri.G.S.Prakash, JD &HoO in one EAP*



*From one of the Technical Sessions of an EAP*



*View of the Participants of EAP Conducted at MSME-DI, Thrissur*

## 5.2. Activities under Central Workshop and Leather Workshop

MSME-DI, Thrissur is attached with Mechanical workshop and Leather 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, 192 MSME units were benefited from the service of Workshop. The total revenue earned is Rs. 2,19,638/-.

**Table 5.3: Performance in 2021-22**

a) No. of units benefited through services of workshop	192
b) No. of jobs undertaken.	256

## 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 11th 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 a template reply has been created 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 provides solution/guidance were provided as the case may be. Further, a feedback register is being maintained and all queries received are contacted to assess the level of their satisfaction with respect to the solution provided.

Director 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 there are Four Regional Champion WhatsApp groups all of which are actively functioning for further linkage. A total of 730 members form part of these five groups.

**Table 6.1.: Status of Grievances**

Received Grievances	336
Grievance resolved in 24 hours	154
Replied Grievance	336
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 second wave of 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**

Sl. No.	Date on which webinar organized	Topic on which webinar organized	Total no of participants attended
1	21.04.2021	One Person Company (OPC)	102
2	26.04.2021	Creation of IP assets for MSMEs- Challenges & Opportunities on occasion of World IP day	62
3	27.04.2021	Grid connected Solar Roof Top Power System	190
4	11.05.2021	Oxygen Enrichment Technology & Latest Financial Assistance from SIDBI to MSMEs in the Healthcare sector	201
5	19.05.2021	Restructuring of MSME Loans based on RBI Resolution Framework 2.0 – Micro, Small and Medium Enterprises (MSMEs) and Udyam Registration	320
6	25.05.2021	Best Practices in Cluster Development	170
7	31.05.2021	Entrepreneurship in meat products	120
8	02.06.2021	Support to Start-ups	200
9	04.06.2021	GST for MSMEs	195
10	10.06.2021	Social Entrepreneurship Relevance & Ecosystem	187
11	23.06.2021 to 25.06.2021	Best Practices in Marketing for MSMEs in Post Covid Era	481
12	30.06.2021	Animal Husbandry Infrastructure Fund (AHIDF) and value addition Animal Husbandry sector	70
13	06.07.2021	Policies, programs and financial support to MSMEs in Health Service Sector	120
14	22.07.2021 to 23.07.2021	Entrepreneurship : Opportunities and Financial and other Supports with a focus on Women Entrepreneurship and alternatives of Single Use Plastic	158
15	27.07.2021	National Workshop on E Waste Management and Alternate Materials to Single Use Plastics	355
16	28.07.2021	Awareness Programme on Entrepreneurial Opportunities and Support	
17	22.09.2021	Bio Plastics: Technology, Opportunities, Policies & Challenges	292
18	01.10.2021	Pre-packed resolution process for MSMEs [Private Limited Enterprises & LLP] and the Account Aggregator Network platform	83
19	12.10.2021	VDP for SC/ST and Women MSE	91
20	21.10.2021	Testing Needs of MSMEs	150
21	02.11.2021	Alternative Methods of Banking and Insurance related Financial Disputes resolution for MSMEs	43
22	19.01.2021	Transforming Waste into Wealth: Global Challenge, Local Solutions	192
<b>Total No of Participants</b>			<b>3680</b>

A total of 3680 stakeholders participated in these webinars. 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. “SAMBHAV” - National Level Awareness Programme on Entrepreneurship and Support

As a part of Azadi Ka Amrut Mahotsav, Ministry of Micro, Small & Medium Enterprises, Government of India, has organized “SAMBHAV”, a National Level Awareness Programme on Entrepreneurship and Support offered by M/o MSME, Government of India.

The programme was inaugurated by Shri. Narayan Rane, Hon’ble Union Minister of MSME on 27<sup>th</sup> October 2021 Nationwide in the presence of Shri. BhanuPratap Singh Verma, Hon’ble Union Minister of State for MSME, Govt of India. The objective of the programme was to inculcate the culture of Entrepreneurship among youth and invite their attention to the World of Entrepreneurship.

MSME-DI, Thrissur had initially contacted all the major technical institutes in Kerala for their association. Accordingly, 18 various Engineering Colleges and other Institutes registered under this to conduct the prominent programmes. These Institutes include Indian Institute of Information Technology, Kottayam, Amrita Viswa Vidhyapeetham, Government Engineering College, Thrissur & Palakkad etc.

MSME-DI, Thrissur organizes 15 different programmes covering 19 colleges and a total number of 2320 students attended the programme. MSME-DI, Thrissur gave wide publicity for the programme through social media. MSME-DI, Thrissur has added English subtitles to all the three promotional Hindi videos provided by the Ministry and these videos were played in all programme. Different prominent Entrepreneurs from the State attended in all the programmes and shared their Entrepreneurial experiences. Joint Director & Head of MSME-DI, Thrissur made introductory remarks in 14 out of 15 programmes. The programme coordinating officers from MSME-DI, Thrissur made power point presentations on Programmes and Policies of M/o MSME, Govt of India in all these programmes. MSME-DI, Thrissur prepared a presentation suitable for the students for this purpose. Programmes were generally appreciated by the Stake holders. The following table shows the details of the programmes:

**Table 6.3.: Details of e-NLAP organized by MSME-DI, Thrissur**

Sl.No	Date	College/Institute associated with	Total number of participants benefitted
1	17/11/2021	Government Engineering College, Thrissur	57
2	17/11/2021	Indian Institute of Information Technology, Kottayam	224
3	18/11/2021	Government Engineering College, Palakkad	168
4	18/11/2021	St. Joseph’s College, Irinjalakuda	216
5	18/11/2021	Mangalam Engineering College, Kottayam	95

6	20/11/2021	Sreepathy Institute of Management And Technology, Palakkad	130
7	20/11/2021	Jyothi Engineering College, Thrissur	89
8	20/11/2021	Amrita School of Engineering, Kollam	115
9	23/11/2021	Christ College of Engineering, Irinjalakuda	100
10	24/11/2021	Thejus Engineering College, Thrissur	100
11	24/11/2021	Mar Baselios College, Peerumed, Idukki	100
12	24/11/2021	St. Alberts College (Autonomous), Ernakulam	136
13	25/11/2021	AdiShankara Institute of Engineering and Technology, Kaladi	220
14	29/11/2021	Lead College of Management, Palakkad; SNES Institute of Management Studies & Research, Kunnamangalam, Ferook Institute of Management, Feroke & SAFI Institute of Management Studies, Vazhayoor	450
15	11/03/2022	St.Thomas College, Ranni, Pathanamthitta	120
<b>Total no: of students Participated</b>			<b>2320</b>

#### 6.4. AKAM- Awareness and Publicity Programme - Summit of MSMEs in Kerala-2022”

In accordance with the spirit of the Azadi Ka Amrit Mahotsav, MSME Development Institute Thrissur has organized a programme namely “Summit of MSMEs in Kerala-2022” on 24<sup>th</sup> March 2022 at IMA Hall, Kochi as per instructions of Office of Development Commissioner (MSME), Ministry of MSME, Government of India. The programme has been organized with the following objectives:

- To create awareness about the various initiatives, supports and schemes for prospective and existing entrepreneurs from the Ministry of MSME, Government of India
- To bring together the important stake holders together to synergize the MSME supporting ecosystem in the state.
- To facilitate to tap further potential of MSME sector in the State and to create platform to interact, update and prepare a way forward.

The Summit has been envisaged as an one day event with sessions on evolving MSME ecosystem, programmes and policies of Ministry of MSME, Govt. of India, Interventions at the State level, Experience sharing from other States, Leveraging from recent budgetary pronouncements and initiatives, Emerging Export Scenario- Potential for MSMEs, Credit to MSMEs & Evolving ecosystem for credit support, Technology Sourcing & Support from Academia, Honouring National & State MSME award winners, MSME Supporting Ecosystem for the MSME sector and other sessions.

The program has been attended by 242 stakeholders of the MSME Sector. Further, the program had live streaming through the Official YouTube channel of MSME DI Thrissur through which 642 persons watched the event online. The delegates of the event were mainly

prominent MSME Entrepreneurs, leaders of MSME associations, media persons, GMs of DICs & other stakeholders.

**Shri. G.S. Prakash IEDS, Joint Director and Head of Office** introduced the theme of the Summit to the dignitaries and participants.



*Introduction of Theme by Shri. G.S.PRAKASH, Joint Director &HoO*

**Shri.P.Rajeeve, Hon'ble Minister of Industries, Government of Kerala** inaugurated the program virtually. The Hon'ble Minister has appreciated the initiatives being taken by MSME-DI, Thrissur for strengthening the MSME ecosystem of the State. He has also stated about the initiatives taken by the State Government for facilitating the MSMEs, including the Grievance Redressal mechanism, functioning of private industrial parks, etc.



*Inaugural Address by Shri. R. Rajeeve, Hon'ble Minister for Industries, Govt of Kerala (Virtual Platform)*

Immediately after the inaugural address by the Hon'ble Minister, the following **winners of the National & State MSME award were honored** during the Summit (From 2014 to 2016). Shri.K.J.Louis of M/s. HIGH RANGE Rubber & Coir Products Private LTD; Smt.Biji Sony of M/s.Aerath Business Corporation; Shri.M.M.AbdulJabbar of M/s. Vajra Plastics; Smt.K.P.Beena of M/s. Lumix Kids Wear; Shri.M.M.Jayakumar of M/s.Sowparnika Thermistors & Hybrids Pvt Ltd; Smt.JollyEapen of M/s.Jolly Food Products.



*From the Honoring of winners of the National & State MSME award*

In the introductory panel discussion on the theme “**MSMEs in Kerala – Opportunities, Challenges & Way forward**” Shri. Harikishore IAS, Director of Industries and Commerce, Govt of Kerala, Shri. Balagopal, Chairman of the Federal Bank Limited, Dr. Saji Gopinath, Vice-Chancellor of the Digital University of Kerala, Dr. George Sreeba, Chairman of Kerala Productivity Council, Shri. K.A. Joseph, General Secretary of Kerala State Small Industries Association, Shri. P.S. Rajesh, Board Member, Coir Board & State Secretary, Laghu Udyog Bharati were made deliberations and interacted with participants.



*From one of the Panels*

**The programme had 7 theme-based Panel discussions. In these, selected themes were discussed in which eminent speakers shared their knowledge. At the end of each session, there was an open forum with Q & A. The themes of the panel discussions was** Emerging Export Scenario; Credit to MSMEs & Evolving ecosystem for credit support; Technology Sourcing & Support from Academia; Synergizing with Schemes and programs of various ministries of Govt. of India TReDS; National Best practices on interventions made & successful models by MSME associations/clusters; Role of National and State level MSME Associations in supporting an MSME Ecosystem; Leveraging from Best practices and way forward. These panel discussions were coordinated by the Officers of MSME-DI, Thrissur. **25 expert faculties were part of the program** and addressed the audience on various topics, including Shri K.M Harilal ITS, Jt DGFT Kochi, Shri Boni Prasad Rao, DDC, Cochin SEZ, Shri K.A Ajayan Managing Partner, Vrdhi Consulting & Training Services, Shri. Kaushalendra, Manager, SIDBI, Shri C.G. Andavar, Director, KVIC, Shri Paul Bright Singh, Chief Manager of Manager NSIC Kochi, Shri. Sethumdhvan UK, CMD, Xenturian Fintech, Shri. Krishnakumar, Walker Chandniok & Co LLP, Dr. Dinesh Jagadeesan, Associate Professor, Indian Institute of Technology, Palakkad, Shri Arun Alex, Coordinator Industry Attachment Cell, APJ Abdul Kalam Technical University, Shri Joydeep Nag, Head & Advisor Technology Enabling Centre, DST, Amrita Viswa vidyapeetham, Shri Prem Kumar, DGM, MSME-TC, Kochi, representatives of various clusters/association in Tamil Nadu, Nagpur and Hariyana and Shri Savio Mathew Head- FICCI Kerala State Council, Shri Geemon Korah, Executive Director, and CEO, Mane Kancor Ingredients Private Limited and Chairman, CII Kerala, Shri Narayana Pillai, State President, LUB, Shri Mariappan, Chairman, TANSTIA, Shri Manohar Bhojwani, Dal Mill Cluster Nagpur, Shri Raghavan, Printing Cluster Krishnagiri, Shri R L Sharma, President, Haryana Pharmaceutical Manufacturers Association, and representatives of CODISSIA-TEA Faridabad Small Industries Association & Trichi Engineering Cluster.

**Helpdesks for Udyam registration, GeM, and TReDS** were also set up as a part of the Summit to provide handholding support to the entrepreneurs.



*From Open Forum & Q&A*



*The view of the Participants*

The program got concluded by 6.30 PM by the valedictory address of Shri. Rajamanickam, IAS, Managing Director, Kerala Small Industries Development Corporation. Grand Thornton was the knowledge partner of the program. At the end of the program, a way forward has been presented.



*Valedictory address by Shri. Rajamanickam, IAS, Managing Director, KSIDC*

**A special interaction with the media has been arranged** and Shri. G.S. Prakash, Joint Director and HoO of MSME DI Thrissur has interacted with the media. **The event was widely covered by print & visual media. Sanction amount: Rs. 2.5 lakhs. Expenditure: Rs. 2.5 lakhs.**

## 6.5. Celebration of International Women's Day –Women Entrepreneurs Day

In association with Laghu Udyog Bharati , Kerala chapter , MSME-DI Thrissur organised a program on 8<sup>th</sup> March, 2022 - Women's Day –WOMEN ENTREPRENEURS DAY, so as to disseminate the schemes available for both existing and prospective women entrepreneurs of MSME sector with special drive for on boarding women entrepreneurs on to the Udyam Registration Portal. Shri. Narayana Pillai, State President, Laghu Udyog Bharathi , Kerala Chapter presided over the inaugural function. Guest of Honour was Smt. Elavarasi, Managing Director, Aswathi Hot Chips (P) Ltd. Shri G.S.Prakash, Joint Director, MSME-DI, Thrissur gave the key note address. Officials from MSME-DI, Thrissur gave an elaborate picture of the schemes of Ministry of MSME, also officials from the NSIC and SBI participated in the program giving the participants an overall picture of the services offered by the respective Institutions. Further a panel discussion of officials of various Financial Institutions was done for the benefit of the participants of the program where in the financial assistance provided by the government for MSME sector was dealt in detail. More than 160 MSME units participated in the program, of which 128 were women entrepreneurs. Arrangements were also done at MSME-DI, Thrissur for availing Udyam Registration. Almost 14 women entrepreneurs availed this benefit on the day and got on boarded to Udyam Registration Portal.



*Shri.G.S.Prakash, Joint Director handing over memento to Guest of Honour Smt. Elavarasi, Managing Director, Aswathi Hot Chips (P) Ltd.*



*Smt. Lachithamol U.C., Assistant Director, taking a session on the benefits of Udyam Registration and the procedure of Udyam Registration*



*View of Participants on the occasion of Women's Day Celebration*



*Udyam Registration Handholding of Women Entrepreneurs*

## 6.6. Credit Related Activities of MSME-DI, Thrissur

Officers from MSME DI provided assistance to individual entrepreneurs on credit related matters and undertaken various other activities. Officers participated in various forums like State Level Review Meeting (SLRM) organised by State Level bankers Committee (SLBC) under the chairmanship of Chief Secretary, Government of Kerala and District Level Credit Review Meetings (DLRC) under the chairmanship of respective District Collector to review the credit flow to different sectors as organised by Lead District Banks. Officers requested the SLBC & DLRC forums to review the progress of various credit facilities extended to MSMEs regularly so that these forums could effectively monitor the credit flow to MSME sector. Apart from these, officers also attended the Empowered Committee Meetings on MSME held under the chairmanship of Regional Director, RBI to review the performance of banks with respect to the MSME Sector.

## 6.7. District Industrial Potential Survey and District Development Plan Reports (DIPS & DDP)

MSME DI Thrissur through a series of actions collected various information from number of state and district level stake holders including DICs, State Planning Board, LDMS, MSME Associations etc and prepared the DIPS & DDP reports in respect of Wayanad District

(Aspirational District) and Ernakulam District [Industrially Developed District]. The information and inputs collected from various reports available from Govt. departments, Banks, DICs and other agencies were also utilized to prepare DIPS. The report was prepared under the guidance of Shri G.S. Prakash, JD&HOO & Smt. Kathrenamma Sebastian, DD(EI) by the team of two ADs(Stat.) from MSME-DI Thrissur, one AD(G&C), MSME-DNC Amini, UT of Lakshadweep and One AD(Stat) from MSME TI Ettumanur. The final DIPS & DDP report was submitted to Headquarters as well as the stakeholders in Wayanad District.



*Joint Director & Assistant Director (Statistics) handed over copy of District Industrial Potential Survey Report and the District Development Plan of Aspirational District Wayanad to Ms.Priyanka G IAS, District Development Commissioner*

## 6.8. 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 2021-22**

Sl No.	Description	No. of units assisted
1.	Assistance given to prospective entrepreneurs who visited this office and through correspondence	20136
2.	No. of existing entrepreneurs assisted	25316
<b>Total assistance = (1) + (2)</b>		<b>45452</b>

## 6.9. 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. The EFC has supported exporters from MSME sector for getting their issues resolved. The Cell has provided necessary support to the prospective exporters in collecting statistics regarding the global market, identifying suppliers, guidance on the financial support schemes for export finance and supported for taking IE Code.

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

1. As per instructions from Office of DC(MSME), New Delhi, the Export Facilitation Cell of MSME-DI, Thrissur has prepared a detailed report about top Products of export and import from Kerala, during the last two years. The report has been prepared in consultation with JDGFT, Cochin and FIEO, Kerala Chapter. The report has also mentioned about the state level data deficiency of export from MSME Sector.
2. Provided inputs on the Strategies to Boost Export from MSME Sector, for formulating a vision for the FTP 2021-26, which contained major recommendation for the benefit of MSME Sector
3. Provided inputs on the export target of US\$ 400 Billion(Target 400) for FY 2021-22 set by Hon'ble PM of India along with Strategies to Boost Export from MSME Sector.
4. Provided inputs on the efforts that can be taken in the field level with the support of District Level Export Promotion Committees (DLEPCs), for the promotion of exports from MSMEs

#### **6.10. Technology Centre at Kochi**

Ministry of Micro, Small and Medium Enterprises, Government of India have established 18 Technology Centres (TCs) earlier known as Tool Rooms (10 Nos) and Technology Development Centres (8 Nos) spread across the country. The Technology Centres' primary focus is to support industries particularly MSMEs in the country through:

- Access to advanced manufacturing technologies ·
- Skilling manpower by offering opportunities for technical skill development to the youth at varying levels ranging from school dropouts to graduate engineers and, ·
- Providing technical and business advisory support to MSME entrepreneurs

Recent evaluation studies have reported success of TCs in serving MSMEs and therefore there is a strong need to replicate these at more locations across the country so that MSMEs in the remaining states can also benefit from such centres. Accordingly, the Government of India has approved to upgrade and expand the network of MSME Technology Centres across India. Towards achieving this objective, Ministry of MSME, Government of India is in the process of establishing 15 Technology Centres (TCs) and upgrading / modernizing the existing TCs under the Technology Centre Systems Programme (TCSP).

One such Technology Centre in General engineering sector is coming up at Angamali, Ernakulam District. It will be a Centre of Excellence for Manufacturing Skill Development in

Kerala. Kerala represents a key industrial hub of the country with significant presence of large and medium manufacturers. In order to supply skilled manpower to this hub and other states, the TC is going to play a vital role. It shall work as a nodal skill development centre. It shall not only provide advanced training in manufacturing technology but also work as a key facilitator for existing ITIs and polytechnic institutions in the catchment area.

The following are the infrastructure of the proposed TC at Kochi

- **Production Block:** The highest priority has been given to the allocation of space for installation of machines for production activities. 5 Axis CNC Milling Machine, 3 Axis CNC High Precision Vertical Machining Centre, CNC Turning Centre, CNC Wire EDM, CNC EDM Die Sinking , 3D Scanner, 3D Poly Printer , CNC CMM, Vacuum Heat treatment Plant and testing and Certification labs are proposed in the production Block.
- **Training Block:** This area have classrooms, labs, conference hall, faculty rooms and facilities for training / seminars/ workshops etc. The TC at Kochi will provide professional training in various courses with focus on general engineering. The duration of courses will be both short and long term, ranging from 1 month to 48 months in various specializations like; Tool Room & CNC Manufacturing, CAD/ CAM, Advance Welding, Training on Testing, etc.



*Construction of Training Block on Progress at Technology Centre Angamali*

- **Administrative Block:** This block has GM and DGMs Office and secretariat. It also house office and desk space of all management, professional staff, administrative and support staff.
- **Utilities Block:** The utilities block comprises of areas that house main electrical meter, VCBs, HT panel, distribution panel and power back up DG plant. The utilities block also house water pumps, purification plant and chilling plant, water treatment plant etc.
- **Hostel and staff accommodation:** A girl's hostel facility also provided in addition to staff quarters.

- Open Areas: The open areas comprise of drive way, rain water harvesting pit and landscaped areas including the facade and main entry of the TC.
- Basic amenities: Apart from the above facilities the campus has basic amenities with provision for drinking water, toilets, dining room, personal storage, fire safety provisions and others.

Kochi TC will provide space for new age entrepreneurs and young minds to transform their innovative ideas into viable business propositions. The major role of TC will be to facilitate a platform for a budding entrepreneur to start a business venture with minimum risks. The incubation centre proposed at the Kochi TC will offer the basic infrastructure and access to latest technologies, world class manufacturing plant and machinery.



*Training Block*



*Boys Hostel*



*Girls Hostel*



*Dining Building*

The above infrastructure facilities in the proposed MSME Technology centre Kochi, is expected to fuel the growth of enterprise in the Engineering sector and create many new enterprises in the field of precision Engineering. It is expected that all the civil work will be completed by the end of December, 2022.

### **6.11. Technology Centre – Extension Centre at Thiruvananthapuram**

Revenue Department of Government of Kerala has allotted 10 acres of land from the land earmarked for Space Park Project at Technocity, Thiruvananthapuram, as per the request from Office of Development Commissioner (MSME), New Delhi to establish Technology

Centre Extension Centre at Thrivuananthapuram which will be an added advantage for the industrial development of Kerala.

### 6.12. Activities under ‘Swachhta’ Action Plan (SAP)

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 6.4: Fund Utilization under SAP, 2021-22**

<b>Total Allocated under OE (SAP)</b>	<b>Fund utilized</b>	<b>Brief description of activities performed (In 150 words)/Remarks</b>
<b>O/o DC MSME VIDE NO. D-64[06]/DI/SAP/2021-22 DATED 03.05.2021 For Rs.3,00,000/-</b>	Rs.1,06,382/-	Purchased sanitary items for cleanliness drives; Purchased LED tubes; Cleaning for Plantation of trees
	Rs. 1,22,570/-	Purchase of plants and fertilizers; Procuring hands free sanitizer dispenser
	Rs.71,048/-	Purchase of plants and fertilizers, Procuring hands free sanitizer dispenser and Misc exp.

‘SwachhtaPakhwada, 2021’ was organized by MSME-DI, Thrissur in a befitting manner as per instructions received from HQ and going with the spirit of Swachhta Abhiyan from 16<sup>th</sup> to 31<sup>st</sup> December, 2021, to spread the message of cleanliness and sustainability. During the period, all officers and staff of this office have taken Swachhta Oath. Shri G.S. Prakash, Joint Director & HoO administered the Pledge. He paid tribute to the Father of the Nation by reinstating the importance of a clean environment and motivated all to take necessary steps on an everyday basis to move towards a cleaner and greener tomorrow.



*Shri G.S. Prakash, Joint Director and HoO taking Swachhata Pledge along with other officials*



*Shri G.S. Prakash, Joint Director & HoO planting tree*



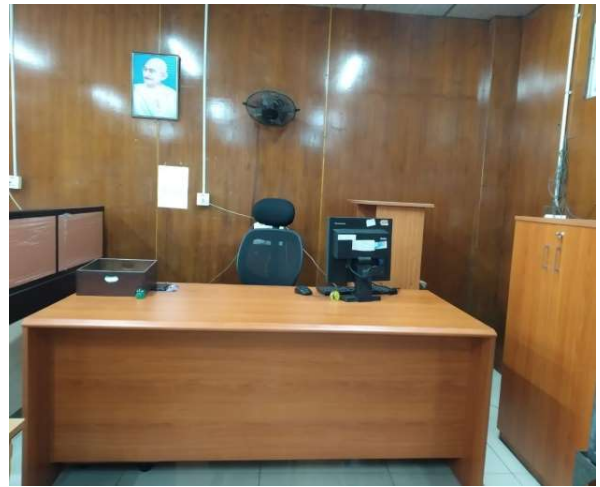


*Officials of MSME-DI, Thrissur planting trees*

### 6.12.1. Cleanliness Drives

During the Swachatha Pakhwada various cleanliness drives by different sections and all officials actively participated. All officers and staff were fully involved in cleaning their concerned sections by cleaning cupboards, furniture, dusting of files and arranging of files neatly in the respective cupboards, wiping of computers and other peripherals, etc. Compiled below are the pictures of different rooms / sections after cleanliness drive :





**Leather Workshop**





*Before Cleaning*

*After Cleaning*

### Intellectual Property Facilitation Cell



### Recreation Room



*Before Cleaning*



*After Cleaning*

### Cleaning of Stores



*Before Cleaning*



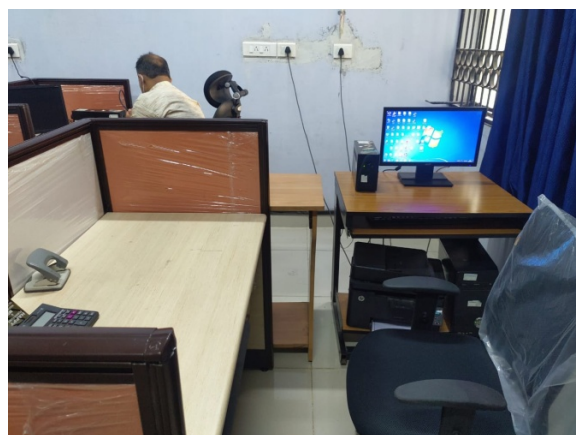


*After Cleaning*

**Central Workshop Section**



*Before Cleaning*



*After Cleaning*



*Before Cleaning*



*After Cleaning*

## 6.12.2. Webinars

In order to bring awareness among the public on alternate technologies available and management of Plastic Waste MSM-DI, Thrissur has organised two webinars on the theme 'waste to wealth'. The brief about the webinars are as follows:

### 6.12.2.i. National Workshop on Bio Plastics: Technology, Opportunities, Policies

The webinar organised on 22nd September 2021 highlighted the current status plastic waste management in India, the existing policies, technology to manufacture bio plastics and the way ahead. The webinar was attended by waste management practitioners, prospective and existing entrepreneurs, officials from central and state urban departments and municipalities, urban and town planners, academicians, students, NGO representatives, etc. A maximum of 292 participants attended the programme.

**Government of India**  
Ministry of Micro, Small, Medium Enterprises  
**MSME-Development Institute, Thrissur**  
Organizes  
**National Workshop on**  
**Bioplastics : Technology, Opportunities, Policies & Challenges**  
#bioplastic #zerowaste #biodegradable #gogreen #compostable #reuse #saynotoplastic

**INAUGURAL ADDRESS**  
Shri. Devendra Kumar Singh ,IAS  
Additional Secretary &  
Development Commissioner  
(MSME) , Ministry of MSME,  
Govt of India

**Here is an Opportunity!!!  
Welcoming MSMEs to this Workshop**

For more details : Smt. Lachithamol U.C, Assistant  
Director, Smt. Rekha.K, Investigator,  
MSME-Development Institute, Thrissur, Tel:  
0487-2360536, 2973636, Email-  
dcdi-thrissur@dcsme.gov.in

**22** FROM  
**SEPT.** 10.30AM  
**2021**

Highlight-  
Technology for  
Manufacturing  
Biodegradable  
Plastic Bags from  
DRDO

**Sessions will be in  
English !!!!**

**Highlight**

Introduction about the Programme  
Shri.G.S.Prakash  
Joint Director  
MSME-Development Institute, Thrissur

Plastic Waste Management Rules 2021 & EPR  
Dr. Hiten Bheda  
Chairman, Environment Committee, All India  
Plastic Manufacturers Association (AIPMA)

Development of Biodegradable/ Compostable  
Bags- Transfer of Technology and Marketing  
Dr. K.Veera Brahmam, Scientist F  
Project Director, BDB  
Advanced Systems Laboratory, DRDO, Hyderabad

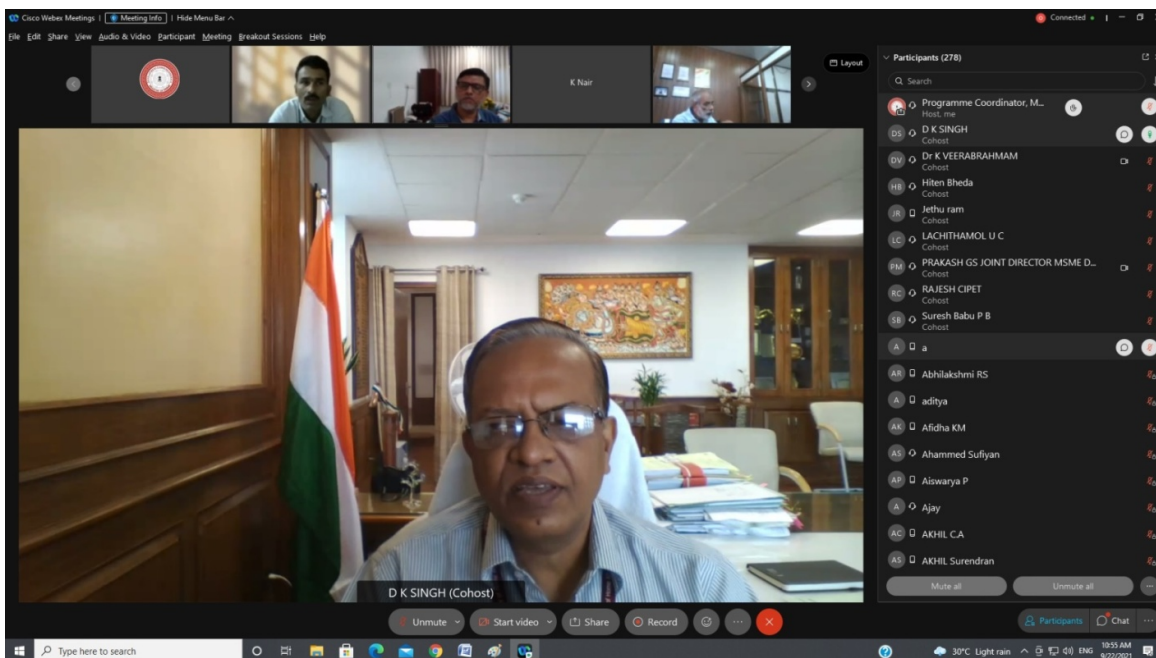
Testing and Certification of Biodegradable Plastics  
Shri.K.A.Rajesh  
Joint Director & Head  
Central Institute of Petrochemical Engineering &  
Technology (CIPET), Kochi

Biodegradability Industry Aspect  
Ms.Supriya Mantri  
Lead- Products and R&D  
International Council for Circular Economy (ICCE)

**Free Registration. Registration Link-**  
<https://bit.ly/BIOPLASTICS>

Shri.G.S.Prakash, IEDS, Joint Director, MSME-Development Institute, Thrissur explained the theme and idea behind conceptualizing this Webinar. He also apprised that there is an urgent need for a detailed assessment of the current & future scenario including quantification of existing disposal practices, environmental impacts of waste generated, scope of manufacturing alternative material, biodegradable plastics, circular economy etc. The inaugural address was delivered by **Shri. Devendra Kumar Singh, IAS, Additional Secretary & Development Commissioner (MSME), M/o MSME, GoI**. He has stated that the production of plastic material has grown at an alarming rate and a huge volume of non-biodegradable waste now litters the surface of the planet creating a major global problem. To reverse this problem, we need to consider both obvious and novel behaviour change and product

development. In order to achieve this, it is necessary to explore all options relating to the way we design, produce and consume products and determine what acceptable waste is.



*Inaugural address by Shri. Devendra Kumar Singh, IAS, Additional Secretary & Development Commissioner (MSME), M/o MSME, GoI*

Shri. Hiten Bheda, Chairman, Environment Committee, All India Plastic Manufacturers Association, Dr K Veera Brahmam, Scientist F, Advanced Systems Laboratory, Defence Research and Development Organization (DRDO), Hyderabad, Shri.K. Rajesh, Joint Director & Head, Central Institute of Petrochemicals Engineering & Technology, Kochi, Ms. Supriya Mantri, Lead-Products –R&D, International Council for Circular Economy (ICCE) were the expert faculties in the programmes and addressed the participants.

#### **6.12.2.ii. Webinar on waste management “Transforming waste into wealth: Global challenge, Local solutions**

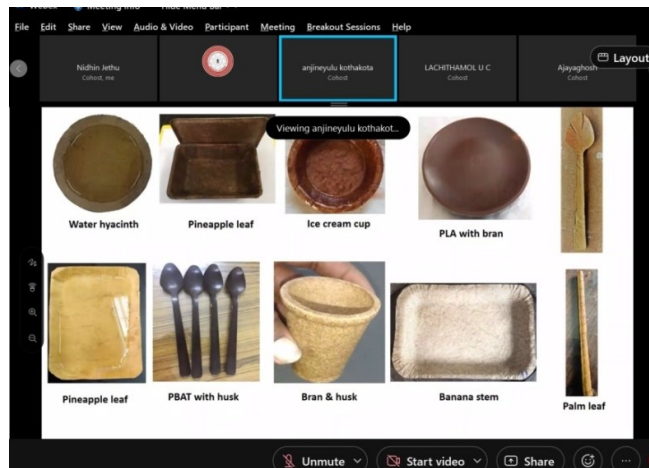
On 19.01.2022 MSME-DI, Thrissur has organized a webinar on waste management **“Transforming waste into wealth: Global challenge, Local solutions”** in association with Council of Scientific & Industrial Research (CSIR)- National Institute for Interdisciplinary Science and Technology (NIIST) , Thiruvananthapuram. The impact of plastic ban, importance of alternative technologies of single use plastics etc was specified during the introductory remarks by Shri. G.S. Prakash, IEDS, Joint Director & Head, MSME-DI, Thrissur. The event was inaugurated by Dr. A. Ajayaghosh, Director, CSIR-NIIST, Thiruvananthapuram. During his inaugural address he specified various technologies developed by CSIR laboratories and offered support to MSMEs for technological advancement and collaboration.

Various technologies to manufacture biodegradable cutleries from agro residues which can later be converted to animal feeds, bio based coatings as green alternatives to single use plastics, value added products from cashew nut liquid, manufacturing building materials from MSME- Development Institute, Thrissur

industrial waste, Seaweed based functional foods, nutraceuticals, and edible food packaging film, terms and conditions of technology transfer etc was disseminated by technical experts of CSIR-NIIST and Central Institute of Fisheries Technology.



*Inaugural Address by Dr. Ajayghosh, Director, NIIST, Thiruvananthapuram*



*Session on Technology to manufacture biodegradable cutleries*

### 6.12.3. Other Initiatives under SAP

- i. Waste management and energy saving are given much importance under Swachhta activities. For saving energy and also with a purpose of protecting environment (chemicals used in mfg. T5 lamps such as mercury, phosphorous are hazardous for the environment) this office replaced the existing T5 lamps with 114 LED lamps by utilizing SAP fund.
- ii. With the intention of giving an impetus to the plantation drive, this office under the guidance of Joint Director and HoO, Shri. G.S. Prakash, IEDS proposed to clear the area behind the main building and plant 140 fruit bearing plants, so as to develop the same into a fruit orchard. An area of 1 acre was cleared using earth mover. The wild shrubs and bushes were also creating nuisance as a safe ground for snakes



*Before Clearing of land*



*Clearing the land with an earth mover*



*Preparing Land by putting fertilizers, after cleaning*



*Trees planted covered with tunnel net in the cleared land. The big trees in the land cleared were retained as it is*

- iii. Another activity taken up under SAP was procurement and distribution of Touchless Sanitizer Dispenser in Distric Industries Centres, Corporation Office, Kerala Small Scale Industries Association Office, Laghu Udyog Bharathi Office, for the purpose maintaining health and safety of general public as per Covid protocols. The pictures with regard to the same is as follows:



*Shri G S Prakash, Joint Director and Ho handing over automatic hand sanitizer machine to General Manager, DIC, Ernakulam*



*Shri G S Prakash Joint Director and Ho handing over automatic hand sanitizer machine to the General Manager, DIC, Thrissur*



*Shri G S Prakash, Joint Director and Ho handing over automatic hand sanitizer machine to the President, KSSIA, Thrissur*



*Shri G Velladurai, Joint Director handing over automatic hand sanitizer machine to General Manager, DIC, Pathanamthitta*



*Shri Martin P. Chacko, Assistant Director handing over Touchless Sanitizer Dispenser to the General Manager, DIC, Malappuram*



*Shri P B Suresh Babu, Assistant Director handing over the sanitizer machine to the General Manager, DIC, Kannur*



Smt. C S Anusha, Assistant Director handing over automatic hand sanitizer machine to the Mayor, Thrissur Corporation



Shri Visheh Aggarwal, Assistant Director handing over automatic hand sanitizer machine to General Manager, DIC, Idukki

### 6.13. Hindi Section's Activities

#### एम.एस.एम.ई विकास संस्थान तुश्शूर

#### राजभाषा कार्यान्वयन की संक्षिप्त रिपोर्ट अप्रैल 2021-मार्च 2022

संस्थान के संयुक्त निदेशक व कार्यालय अध्यक्ष श्री जी एस प्रकाश व नामित राजभाषा अधिकारी श्री विशेष अयवाल राजभाषा के कार्यान्वयन में अत्यधिक रुचि लेते हैं। संबंधित उपबंधों के अनुपालन को सुनिश्चित करने का उनका प्रयास रहता है।

1. वर्ष 21-22 के वार्षिक कार्यक्रम में निर्धारित लक्ष्यों का परिचालन किया गया। हिंदी कार्यशालाओं व राजभाषा कार्यान्वयन समिति की बैठकों में लक्ष्य-प्राप्ति पर विस्तृत चर्चा की गई। इस दृष्टि से नेमी कार्यालयी टिप्पणी व शब्दावली इत्यादि के द्विभाषी रूप का भी परिचालन किया गया। राजभाषा विषयक उपबंधों के अनुपालनार्थ समुचित रणनीति की सृष्टि करना इसका मकसद रहा, ताकि भारत सरकार की राजभाषा नीति व संबन्धित वार्षिक कार्यक्रम में निहित लक्ष्यों को प्राप्त किया जा सके।
2. राजभाषा अधिनियम 1963 की धारा 3(3) का शत प्रतिशत अनुपालन किया गया है और इस नियम के अधीन कुल 85 कागजातों का द्विभाषी रूप में तैयार कर प्रस्तुतीकरण किया गया, जिसमें सभी प्रकार की संस्वीकृति आदेश, परिपत्र आदि समाविष्ट हैं।
3. मासिक रिपोर्टों का द्विभाषीकरण किया गया।
4. संस्थान की वार्षिक रिपोर्ट का द्विभाषीकरण किया गया।
5. हिंदी में कुल 39 पत्र प्राप्त हुए, जिनमें एक पत्र का उत्तर अंग्रेजी में दिया गया।
6. उपलब्ध 34 फॉर्म द्विभाषी रूप में प्रयुक्त किए जा रहे हैं।
7. कार्यालय के पत्र-शीर्ष रबड की मोहरें, नामपट्ट साईनबोर्ड इत्यादि द्विभाषी व त्रिभाषी रूप में उपलब्ध हैं।
8. हिंदी व हिंदी टंकण व हिंदी आशुलिपि के साथ-साथ कंप्यूटर पर हिंदी के प्रयोग के प्रशिक्षण की स्थिति से जुड़े नियम 10(4) के अंतर्गत कार्यालय अधिसूचित है। इससे संबन्धित दृष्टिकोण से इस कार्यालय में कुल 9 अधिकारियों में से 6 अधिकारी व 24 कर्मचारी हिंदी का कार्यसाधक ज्ञान रखते हैं। तीन अधिकारियों (इनमें से एक अधिकारी नामित राजभाषा अधिकारी का अतिरिक्त पदभार संभाल रहे हैं व एक अधिकारी ऑनलाईन माध्यम से पारंगत का प्रशिक्षण

प्राप्त कर रही हैं) व वरिष्ठ हिंदी अनुवादक व एक आशुलिपिक जो हिंदी में प्रवीणता प्राप्त है शेष दो अधिकारियों व एक बहुकार्य कर्मचारी के साथ-साथ हिंदी आशुलिपि के प्रशिक्षण हेतु तृशूर न.रा.का.स. से संपर्क किया गया है। प्रत्योत्तर की प्रतीक्षा है। एक कार्यालय अधीक्षक व चार अपर श्रेणी लिपिक हिंदी टंकण प्रशिक्षित हैं।

9. राजभाषा संबंधी निर्देशों का परिचालन समय-समय पर किया जा रहा है।
10. हिंदी कार्यशालाओं व राजभाषा कार्यान्वयन समिति की बैठकों का आयोजन प्रत्येक तिमाही की समाप्ति के पश्चात नियमिततः किया जाता है।
11. वेबसाइट का द्विभाषीकरण:-कार्रवाई जारी है।
12. हिंदी पत्राचार-का प्रतिशत- क क्षेत्र-33 प्रतिशत; ख क्षेत्र-75 प्रतिशत; ग क्षेत्र- 38 प्रतिशत।
13. फाइलों पर हिंदी में टिप्पण लेखन हिंदी में -53 अंग्रेजी में-168 कुल-221 टिप्पण लेखन का प्रतिशत-23.98।
14. अन्य अनुभागों द्वारा हिन्दी में कार्य, लेखा अनुभाग के समस्त आवरण-पत्र द्विभाषी रूप में प्रयुक्त किए जा रहे हैं। सतर्कता अनुभाग से संबंधित पत्राचार हिंदी/द्विभाषी रूप में किए गए। क्रमशः स्थापना व लेखा अनुभागों को, राजभाषा नियम 8(4) के अंतर्गत शत-प्रतिशत कार्य हिंदी में करने के लिए विनिर्दिष्ट कर दिया गया है।
15. सितंबर 2021 के दौरान संस्थान द्वारा हिंदी पखवाडे का आयोजन किया गया,जिस दौरान हिंदी में विभिन्न प्रतियोगिताएँ व हिंदी कार्यशाला/बैठक संचालित हुई। विभिन्न प्रतियोगिताओं के विजेताओं को संयुक्त निदेशक व कार्यालयाध्यक्ष श्री जी एस प्रकाश द्वारा अपने कर-कमलों से पुरस्कृत कर गौरवान्वित किया गया।
16. हिंदी में मूल सरकारी कार्य हेतु लागू की गई प्रोत्साहन योजना का व्यापक प्रचार-प्रसार किया गया। समस्त अधिकारियों व कर्मचारियों को इस योजना में भाग लेने के लिए प्रेरित किया गया। चालू वित्त वर्ष के दौरान, दो आशुलिपिक व तीन अपर श्रेणी लिपिक इस योजना में भागीदार हैं। एक आशुलिपिक व एक अपर श्रेणी लिपिक द्वारा कंप्यूटर पर हिंदी में कार्य किया जा रहा है।
17. संस्थान के पुस्तकालय के लिए हिंदी पुस्तकें खरीदी गईं।
18. संस्थान की राजभाषा कार्यान्वयन विषयक क्रमशः मासिक, तिमाही, छमाही व वार्षिक रिपोर्ट, विधिवत् तैयार कर प्रस्तुत की गईं।
19. तृशूर न.रा.का.स की दो बैठक क्रमशः 15.03.2021 व 23.11.2021 को ऑनलाईन माध्यम से आयोजित हुईं। दोनों बैठकों में संस्थान के संयुक्त निदेशक व कार्यालयाध्यक्ष व नामित राजभाषा अधिकारी व वरिष्ठ हिंदी अनुवादक उपस्थित हुए। इस बैठक में संस्थान की छमाही रिपोर्ट का मूल्यांकन किया गया।

#### 6.14. Activities of RTI Section

The basic object of the Right to Information Act is to empower the citizens, promote transparency and accountability in the working of the Government, contain corruption, and make our democracy work for the people in real sense. It goes without saying that an informed citizen is better equipped to keep necessary vigil on the instruments of governance and make the government more accountable to the governed. The Act is a big step towards making the citizens informed about the activities of the Government. MSME Development Institute has

been diligently following the ethos of RTI and the following are the statistics on RTI with respect to MSME-DI, Thrissur for the year 2021-22.

RTI received: 11  
 RTI disposed: 11  
 RTI Appeal received: 1  
 RTI Appeal disposed: 1  
 Fees Collected: 140  
 RTI/Appeal Pending: 0

#### 6.15. Revenue Earning Statement

The following table shows the revenue earning statement of the Institute. Total revenue earning of the year was Rs. 3,51,418/-.

**Table 6.5: Details of Revenue 2021-22**

Sl.No.	Particulars	Total Earning (Rs.)
1	C/F Workshop Revenue	2,19,638
2	Sale of Scrap/Machinery	1,30,560
3	Others (Pl. specify) (Misc. Receipts)	1110
4	Application fee under RTI Act	110
	<b>Total:</b>	<b>3,51,418</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. 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 2021-22, 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. 3,51,418/- 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.

.....

## Success Stories of MSME-DI, Thrissur

### 1. Name of the Entrepreneur :Shri. Akshay M.S.

Name of the Enterprise	<b>M/s. Lewenholk Technologies</b>	
Address	Marottikkal House Thekkumpadam, Pattikkad Thrissur-680 652	
Phone No.	7356732099	
Email	akshayms099@gmail.com	
Products	prototype of PCB etching process	
Udyam Registration No.	TN03A0096969	
No: of Persons Employed	2	
Revenue of the Enterprise	Rs.10,000/-	

### Assistance Given by MSME-DI, Thrissur

Shri.Akshay.M.S is an Engineering graduate from Nehru College of Engineering, Thrissur in Kerala. He is an aspiring student with enterprising character and always wanted to be his own boss. During graduation through IEDC he started to develop prototype of PCB etching process and make the printing faster and cheaper. It caused less pollution and low material wastage. Even though under the technical guidance of College officials he was successfully able to develop the prototype; he wanted to establish the production on commercial basis and setup a MSME unit manufacturing the same. During this time he got the information about the Entrepreneurship Awareness Programme offered by MSME-DI, Thrissur through newspaper advertisement. He joined the programme and completed the course. The EDP training session made him aware about the legal formalities of MSME unit.

PRESENT STATUS- After the completion of the EAP courses successfully he started to produce PCB on commercial basis with an initial investment of Rs.50,000/( Own Money) and Rs.1 Lakh as grant from IEDC of Nehru College. He has also filed patent for his innovation- Patent application no: TEMP/E-1/38694/2021-CHE dated 01/08/2021 and is currently under examination. He is establishing his business through digital platforms and supplying to LED manufacturers, surveillance camera manufacturers etc. He whole heartily thanked MSME-DI for giving him the bright future and guiding him to the entrepreneurial path.

**2. Name of the Entrepreneur : Dr.RemyaPankajakshan**

Name of the Enterprise	<b>M/s. Winsome Leaves</b>	
Address	Pavithram, Seetharam Mill Road Punkunnam P.O.Thrissur-680 002	
Phone No.	9447832989	
Email	<a href="mailto:dr.remyaindus@gmail.com">dr.remyaindus@gmail.com</a>	
Products	Ayurvedic cosmetology products	
No: of Persons Employed	1	
Revenue of the Enterprise	Rs. 30,000/- per month	

**Assistance given by MSME-DI, Thrissur**


Dr.RemyaPankajakshan is an Ayurveda Doctor doing practice along with her husband and family at RudrakshaAyurvedic Holistic Centre. Even though she was into her practice, she wanted to establish her Centre. During this time she came to know through the social media platform about the Entrepreneurship Awareness Programme offered by MSME-DI, Thrissur. The EDP training session gave her an idea about various licensing procedures, GST regime, GMP license etc.

PRESENT STATUS- After the completion of the EAP courses successfully she with the support of her family has established a new Ayurvedic Cosmetology wing named Winsome Leaves. The centre is providing pure ayurvedic beauty therapy, producing ayurvedic cosmetology products etc. Dr.Remya is promoting her business through digital platforms and networks. She whole heartily thanked MSME-DI for giving her guidance in establishing the centre.

**Some other Products**



### 3. Name of the Entrepreneur :Shri. Christo Kollannur


Name of the Enterprise	<b>M/s. Estro Tech Robotics and Innovations Pvt Ltd</b>	<p><b>HEALTH INNOVATION FELLOWSHIP</b> by The George Institute India Health Accelerator Programme</p> <p><b>Meet our Innovators</b> Estro Tech Robotics</p> <p>Estro Tech Robotics is developing a self-contained, portable, electrically powered device designed to concentrate oxygen from ambient air which offers 25 liters per minute (LPM) of oxygen with more than 92% concentration and aims to battle any oxygen crisis.</p> <p>Christo Kollannur, Christo Varghese, Athul C K, Albin Saju George, Joseph Kuruvilla, Ajith Vijay, Aghesh Babu Innovators, Estro Tech Robotics</p> 
Address	Kollannur House Pullanikadu Wadakkancherry Thrissur-680623	
Phone No.	9496633309	
Email	<a href="mailto:christok1212@gmail.com">christok1212@gmail.com</a>	
Products	Automation	
Udyam Registration No.	KL-13-0003135	

#### Assistance Given by MSME-DI, Thrissur

Shri.ChristoKollannur is an Engineering graduate from Government Engineering College, Thrissur in Kerala. He is an aspiring student with enterprising character and always wanted to be his own boss. During graduation; through IEDC he started to develop prototype of medical devices, robots used in healthcare sector. Even though under the technical guidance of College officials he was successfully able to develop the prototype; he wanted to establish the production on commercial basis and setup a MSME unit manufacturing the same. During this time he came to know through social media platforms about the ESDP on Industrial Automation & Robotics offered by MSME-DI, Thrissur. Later he joined, learnt, and completed the course.

PRESENT STATUS- After the completion of the ESDP courses successfully he started to various automation processes on commercial basis with an initial investment of Rs.50,000/( Own Money) and Rs.1 Lakh as grant from IEDC of College. Their product UV Sterilizing Robot got Asia Book of Records 202. He is doing business networking through digital platforms and supplying his Robots to hospitals, offices etc for disinfecting. He whole heartily thanked MSME-DI for giving him the opportunity to get hands on training on robotics, business networking, legal formalities etc.

#### 4. Name of the Entrepreneur - Shri.Jinny V. J.

Name of the Enterprise	<b>M/s Jinny</b>	
Address	Vazhappilly House, Arthat P.O. Thrissur-680 521	
Phone No.	9961244334	
Email	<a href="mailto:jinnyvj@gmail.com">jinnyvj@gmail.com</a>	
Products	Food products	
UAM No.	KL 13 0000516	
No: of Persons Employed	3	
Revenue of the Enterprise	Rs.45,000/-	

## Assistance given by MSME-DI, Thrissur

Shri.Jinny V J is from Thrissur in Kerala. He completed his post-graduation in business administration. He is an aspiring entrepreneur and always wanted to be self-employed and was in search of a viable product. During this time he came to know through the advertisement in the newspaper about this Entrepreneurship Awareness Programme offered by MSME-DI, Thrissur. With the support of his family he joined, learnt, and completed the course. The EDP training session increased his confidence and aware about the opportunities.

PRESENT STATUS- After the completion of the EAP course successfully he started a food products (mushroom, virgin coconut oil, jack fruit powder) manufacturing MSME unit in Thrissur. He started to sell his products through online portal amazon under the brand Jinny Food Products. He invested Rs.20, 000/- to start the unit. Presently he is supplying his products to outside Kerala. Hewhole heartily thanked MSME-DI, Thrissur.

### Some of the Products



### 5. Name of the Entrepreneur : Smt. Girija E.

Name of the Enterprise	Sreekrishna Food Products
Address	Thaikkattussery, Thrissur
Phone No.	8301873508
Products	Dairy Products, Panneer, Pickles, Cake and rendering service like catering "Sadya"
Date of Commencement	08.02.2021
Revenue	2.5 lakh / Month
No. of Employees	5 Nos

### Assistance given by MSME-DI, Thrissur

Smt. Girija is a graduate in Food Technology and started her career as an instructor in the field. While carrying on with her routine job, she happened to see one DAVP advertisement by MSME-DI, Thrissur in 2020 inviting applicants for one month training on Entrepreneurship Skill Development Programme (ESDP) on Dairy and Confectionery products. She has undergone one month training programme and successfully completed and secured a certificate from the Ministry of MSME, Govt. of India. During the training, she could acquire multiple skills like processing and packaging of 40 Dairy and Confectionery products. Also she could get entrepreneurial skill such as marketing, finance management, manpower management and other resource management.

After the training she started a mini unit producing panneer and cakes under the name sreekrishna food products at Thaikattussery, Thrissur with a small own investment of Rs. 2 lakhs. Later she started a small cantering service also. Now her unit is having a monthly turnover of Rs.2.5 lakhs per month and is happy about her empowered journey.

#### 6. Name of the Entrepreneur : ShriAnand C.P

Name of the Enterprise	M/s United Industries
Address	Arani, Shornur
Phone No.	9961990232
Email ID	anandlal20@yahoo.com
Products	Agricultural Implements
Udyam Registration No.	UDYAM-KL-10-0003531
Date of Commencement	16.02.2020
Revenue	4.5 Cr/Year
No. of Employees	16 Nos

### Assistance Given by MSME-DI, Thrissur

Shri. Anand C.P is coming from a business family and had entrepreneurial wishes from childhood. After his studies he attended the Industrial Motivation Campaign conducted by MSME-DI, Thrissur on 14.11.2019 which shaped his dreams in a right path and started an Engineering unit named M/s United Industries making agricultural implements. The company adopted the direct marketing method to the hardwareshops in central and northern districts in Kerala, Karnataka and Coimbatore through 2 own Pick-up Vans, Gradually business and turnover increased and at present touches Rs. 4.5 crore/year. Now he has plans to add more agricultural implements to the product list and enlarge the business area. He also started "United Agencies" which supplies raw materials for his manufacturing Co., besides supplies roofing materials to the shops. 16 employees are working in the unit. He is availing overdraft facility of ICCI Bank

### 7. Name of the Entrepreneur :Shri. Aneesh T.G.

Name of the Enterprise	M/s Diary Village
Address	Potta, Chalakkudi, Thrissur
Phone No.	8943200169
Email ID	anandlal20@yahoo.com
Products	Milk, Curd, Butter & Ghee
Date of Commencement	December 2020
Revenue	10 lakhs/month

#### Assistance Given by MSME-DI, Thrissur

Shri. Aneesh was a Manager in a Dairy Farm and had plan for starting his own enterprise. So he attended the one month Entrepreneurship Skill Development Programme (ESDP) on Dairy and Confectionery products conducted by MSME-DI, Thrissur. As per the advices and classes of experienced faculties, officers in MSME-DI and on his own experience, he decided to start his Milk Products enterprise at Chalakkudi, Thrissur District. He is collecting around 350 Litres milk per day from surrounding milk societies and makes the milk products like curd, Butter and ghee. He is selling the products under the brand name “Diary Village” through supermarkets and Bakeries in central part of Kerala State.

Now his unit is having a monthly turnover of Rs.10-15 lakhs per month. COVID affected his business and now trying to develop the business as the situation is improving. Fund shortage is his main obstacle for development of his business and the banks are yet to grant sanction for his mudraloan application.

### 8. Name of the Entrepreneur : Smt. Simla Kumari M.A.

Name of the Enterprise	M/s Thanima Milk Products
Address	Kodungallur, Thrissur
Phone No.	8547941672
Email ID	jayanunited@yahoo.com
Products	Dairy Products, Panneer, Pickles, Milk confectioneries, Milk based sip-up
Udyam Registration No.	UDYAM - KL-10-0002318
Date of Commencement	05.11.2020
Revenue	1.5 lakhs / Month
No. of Employees	3


#### Assistance Given by MSME-DI, Thrissur

Smt. Simla Kumari is a graduate in Commerce and was engaged in domestic work. While carrying on with her routine house hold work, she happened to see one DAVP advertisement by MSME-DI, Thrissur in 2019 inviting applicants for 10 days training on Skill Development

Programme on Dairy and Confectionery products. She has undergone 10 days training programmes successfully and secured a certificate from the Ministry of MSME, Govt. of India. During the training, she could acquire skills like processing and packaging of 30 Dairy and Confectionery products.

After the training she started a mini unit producing Milk pannier and Milk confectioneries under the name “Thanima Milk Products” at Kodungallur, Thrissur with own investment of Rs. 1 lakhs. Initially it had a turn over of 50,000 per month and within two years increased to 1.5 lakhs per month. She is marketing her products in Kodungalur, Chalakkudi and slowly expanding sales arer nearby small towns. Now her unit is having a monthly turnover of Rs.2.00 lakhs per month and she enjoys her business life.

### 9. Name of the Entrepreneur: Shri.Naufal K.P.

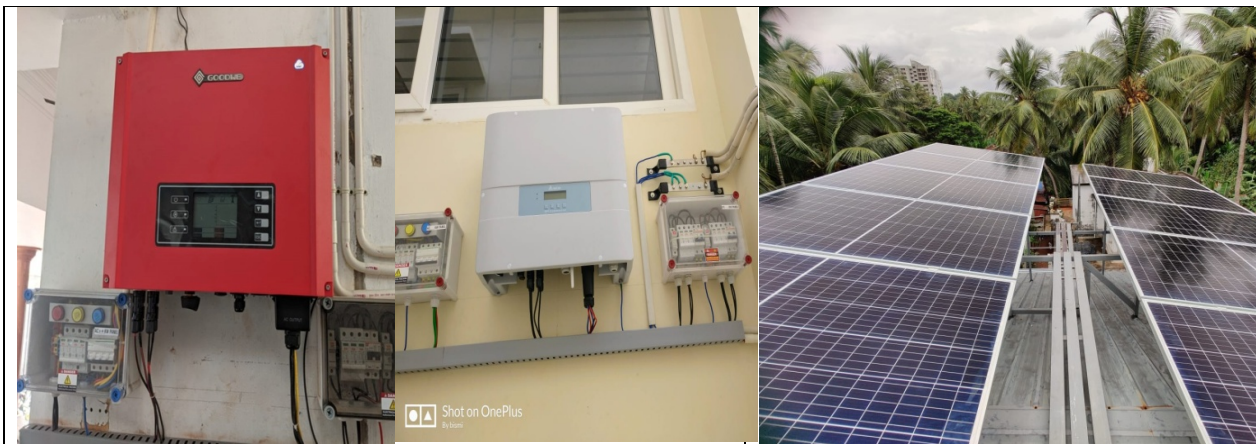
Name of the Enterprise	<b>M/s Sunpass Energy</b>	
Address	13/609E, Perumanna Block, Puthoormadam, Kozhikode	
Phone No.	9745343330	
Email	kpndufalbismi@gmail.com	
Products	Installation of ON Grid and Off Grid Solar Photo Voltaic Power System.	
Udyam Registration No.	UDYAM-KL-08-0003818	
Date of Commencement	05.11.2020	
No: of Persons Employed	3	
Revenue of the Enterprise	8 lakhs	

### Assistance given by MSME-DI, Thrissur

MSME-DI, Thrissur organized two weeks Skill Development Programme on Solar Photovoltaic Power System from 14.12.2020 to 31.12.2020 on line with site visit and two days practical training at MSME-DI, Thrissur. Shri.Naufal K.P attended the said training and acquired knowledge on Solar Photovoltaic Power System components, its working principles, hands-on Training on Assembling and Testing of Solar PV Components, manufacturer and supplier details, tips on marketing, and Schemes of Ministry of MSME, Government of India and also Schemes of Industries Department, Government of Kerala.

Shri. Naufal K.P started his own business on installation of Solar Photovoltaic Power System. The enterprise has received the Udyam Registration on 22.02.2021.


## Some of the Products



## Achievement by the Enterprise

He has completed a few Solar Installation including 11KW installation at Kozhikode. This unemployed youth could able to start the unit successfully during the pandemic situation with the support given by MSME-DI, Thrissur and now earn revenue to survive his family.

### 10.Name of the Entrepreneur :Shri. Ajith Kumar T.R

Name of the Enterprise	<b>M/s Sun Energy System</b>	
Address	Pulimel, Padanilam, Pattoor P.O, Nooranad, Alappuzha	
Phone No.	9446711796	
Email	trajithkumar@gmail.com	
Products	Installation of ON Grid and Off Grid Solar Photo Voltaic Power System.	
Udyam Registration No.	UDYAM-KL-01-0004775	
Date of Commencement	20.03.2021	
No: of Persons Employed	2	
Revenue of the Enterprise	1 lakhs	

## Assistance given by MSME-DI, Thrissur

MSME Development Institute under M/o MSME, Government of India Vide sanction No. 4(1)/20-21/ESDP-SD/4424 dt 20.01.2021 organised Entrepreneurship Skill Development Programme on “Solar Photovoltaic Power System” from 05.02.2021 to 16.03.2021 at Micro College of Engineering & Computer Technology, Pandalam, Patyhanamthitta District. Shri.Ajith Kumar T.R attended the said training and he acquired knowledge on Solar Photovoltaic Power System components and its working principles, hands-on Training on Assembling and Testing of Solar PV Components, manufacturer and supplier details, tips on marketing, project report preparation and Schemes of Ministry of MSME, Government of India and Schemes of Industries

Department, Government of Kerala. Site visit of On Grid and off Grid also arranged for the trainees which helped the trainees to get more practical aspects on Solar PV Power systems.

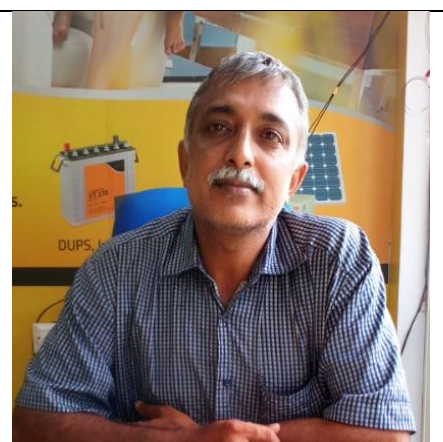
Shri.Ajith Kumar T.R. started his own business on installation of Solar Photovoltaic Power System. The enterprise registered underUdyam Registration on 29.03.2021.

### Some of the products



### 11.Name of the Entrepreneur :Shri. Krishna Kumar P.B

Name of the Enterprise	<b>M/s RK Associates</b>
Address	PuLathaNilayam, Thiruvanchoor P.O, Kottayam
Phone No.	9446921672
Email	rkassociates370@gmail.com
Products	Installation of ON Grid and Off Grid Solar Photo Voltaic Power System.



### Assistance given by MSME-DI, Thrissur

Shri. Krishna Kumar P.B from Kottayam District attended two weeks Skill Development Programme on Solar Photovoltaic Power system from 14.12.2020 to 31.12.2020 organized by MSME-DI, Thrissur. It was an on-line programme with site visit of Solar power Installed at Municipal corporation Building Thrissur and two days practical training at MSME-DI, Thrissur. Shri. Krishna Kumar P.B acquired knowledge on Solar Photovoltaic Power System components and its working principles, hands-on Training on Assembling and Testing of Solar PV Components, manufacturer and supplier details, tips on marketing, project report preparation and Schemes of Ministry of MSME, Government of India and Schemes of Industries Department, Government of Kerala from the training and started a micro unit named RK Associates.

### Some of the products



### 12. Name of the Entrepreneur: Shri.Vinodkumar

Name of the Enterprise	<b>M/s Sai Enterprises</b>
Address	Vazhapully House Milk Society Road, Peramangalam Thrissur-680 545
Phone No.	9495883796
Email	<a href="mailto:vinodkumar_sp@yahoo.com">vinodkumar_sp@yahoo.com</a>
Products	Food Products
Udyam Registration No.	KL-13-0000-986
No: of Persons Employed	2
Revenue of the Enterprise	Rs. 15,000/-



### Assistance Given by MSME-DI, Thrissur

Shri. Vinodkumar, a commerce graduate from Thrissur was a gulf returnee and wanted to be self-employed. During the search of starting a viable industry, he approached MSME-DI, Thrissur for guidance and he got the information about the upcoming Entrepreneurship Awareness Programme offered by MSME-DI, Thrissur. He joined the programme and

completed the course. The EDP training session he understood aware about the opportunities and legal formalities.

PRESENT STATUS- After the completion of the EAP courses successfully he started to produce fried food items in his home itself with an initial investment of Rs.25,000/- and started to supply to nearby Supermarkets. During the lockdown period, he started to do home delivery of the items and now established into success. Hewhole heartily thanked MSME-DI, Thrissur.

**13.Name of the Entrepreneur : Sreejith Pallikudath Chandran**

Name of the Enterprise	<b>M/s Archana Flour Mills &amp; Food Products</b>	
Address	Pallikudath House P.O.Kuttur,Thrissur-680 013	
Phone No.	9961985322	
Email	<a href="mailto:sreejithpc77@gmail.com">sreejithpc77@gmail.com</a>	
Products	Food Products	
No: of Persons Employed	5	
Revenue of the Enterprise	Rs. 50,000/- per month	

**Assistance given by MSME-DI, Thrissur**

Shri. Sreejith P.C is a commerce graduate and was in the field of Educational consultancy. He loves to travel and he is a blogger too named umami. He met with an accident and due to this he lost his job. He was not happy and wanted to be self- employed. During his search he came to know through his friends about the Entrepreneurship Awareness Programme offered by MSME-DI, Thrissur. With the support of his family, he joined the session and completed the course. The EDP training session increased his confidence and aware about the opportunities. Guidance for KSEB permission for flour mill, FSSAI license etc was provided by this Institute.

PRESENT STATUS- After the completion of the EAP courses successfully he started to produce food items including curry powders, rice powder, pickles etc. He established his flour mill and shop with an initial investment of Rs.1 lakh. He is promoting his business through digital platforms and supplying the items as home delivery, within a circle of 10Km in and around Thrissur. He whole heartily thanked MSME-DI for giving him the bright future and guiding him to the entrepreneurial path.

**14. Name of the Entrepreneur :Shri. Ajayakumar M A**

Name of the Enterprise	<b>M/s Prerana Systems and Solutions</b>	
Address	Marakath Kandanissery Post Thrissur-680102	
Phone No.	9188822288	
Email	<a href="mailto:maajay69@gmail.com">maajay69@gmail.com</a>	
Products	security solutions and automation	
Udyam Registration No.	KL-13-0000594	

**Assistance given by MSME-DI, Thrissur**

Shri. Ajaykumar is from Thrissur district in Kerala. He completed his diploma in Electrical Engineering. His family is into food industry, but Ajaykumar is an aspiring entrepreneur and always wanted to be self-employed and was in search of a viable product. During this time he came to know through social media platforms about the ESDP on Industrial Automation & Robotics offered by MSME-DI, Thrissur. Later he joined, learnt, and completed the course. The ESDP training session increased his confidence and aware about the opportunities.

PRESENT STATUS- After the completion of the ESDP course successfully he started a MSME unit in Thrissur providing security solutions and automation. He invested Rs.50, 000/- to start the unit. Presently he is supplying his products to outside Kerala. Service is based on the order. He whole heartily thanked MSME-DI for giving him the bright future and guiding him to the correct path.

**15.Name of the Entrepreneur : Shri. MadhuPathanipadam**

Name of the Enterprise	<b>M/s Solar Tech</b>	
Address	Room no 149, ARS Shopping Complex Shornur, Athani Thrissur	
Phone No.	8086935842	
Email	<a href="mailto:info@solartechind.com">info@solartechind.com</a>	
Products	Solar Panels	
No: of Persons Employed	18	
Revenue of the Enterprise	1 crore per year	

### About M/s Solar Tech and Assistance given by MSME-DI, Thrissur

M/s SolarTech Renewable Energy Pvt Ltd is a leading EPC Company for Solar industry in Kerala and has been in this field since 2012 when Solar was first introduced in Kerala through ANERT 10000 Roof Top Program. Apart from Solar power plants they are also dealing with Energy Efficient products like Superfan, Gorilla fan etc. Wind mills, Electric Vehicles and Hybrid systems.

M/s SolarTech Renewable Energy Pvt Ltd has participated in Green Power Expo 19 Renewable Energy Seminar & Expo organized from 01/11/2019 to 03/11/2019 at Kochi, Ernakulam and got assistance under 5(A) component of PMS Scheme. The participation in the Expo, with the support of the Ministry of MSME has facilitated the enterprise to broaden its customer base. Further, Shri.Madhuis regularly in touch with MSME-DI, Thrissur for various guidance including financial assistance, new marketing avenues etc. Shri.Madhu has happily acknowledged the support provided by MSME-DI, Thrissur.

### Some of the Products



### 16. Name of the Entrepreneur: Smt. Sabitha . C

Name of the Enterprise	<b>M/s Indo-Euro Food Factory</b>	
Address	No.IX/585-A, Kolangattukara, Choolissery Post, Thrissur	
Phone No.	9847450203	
Email	sabithagirish1981@gmail.com	
Products	Dry Feast - Dehydrated Fruits And Vegetables	
No: of Persons Employed	4	
Revenue of the Enterprise	15 lakhs per year	

### About M/s Indo-Euro Food Factory and Assistance given by MSME-DI, Thrissur

M/s Indo Euro was founded by Smt.Sabitha C. in the year of 2017, produces healthy dehydrated fruits and vegetables. The enterprise aims to provide healthier and nutrition-packed food in the market to promote good eating habits. Smt. Sabitha C. was the participant of participant of various training programmes organized by MSME-DI, Thrissur and those trainings imbibed her with the spirit of entrepreneurship and led the establishment of her own enterprise.

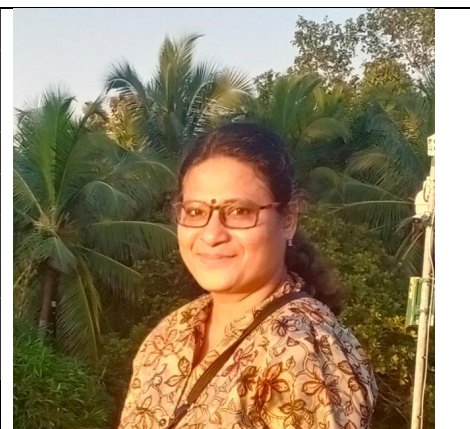
Smt. Sabitha was looking forward for opportunities to expand the market for her unique, especially, outside State and also enter into international market. At the right point of time, Smt. Sabitha could participate in the in the IITF 2021 held at PragatiMaidan, New Delhi under 5(B) component of PMS Scheme as the women entrepreneur from Kerala to participate in the Fair under the Pavilion of Ministry of Stall at free of cost. As per Smt. Sabitha C., the participation in the IITF was an eye opener which helped her to understand the customer requirements and also about the competitor. According to her, the B2B sessions were very useful and enabled her to obtain international enquired, which might have been very difficult to obtain by women entrepreneur from a rural background. She has acknowledged the support extended by MSME-DI, Thrissur and Ministry in her entrepreneurial journey.

#### Some of the Products



### 17.Name of the Entrepreneur : Smt. Lekha S Nair

Name of the Enterprise	<b>M/s Mathasree Products</b>
Address	No.IX/585-A, Kolangattukara, Choolissery Post, Thrissur
Phone No.	9846160453
Email	mathasreeproducts@gmail.com
Products	different types of food supplements
No: of Persons Employed	4
Revenue of the Enterprise	6 lakhs per year




### About M/s Mathasree Products and Assistance given by MSME-DI, Thrissur

Smt. Lekha S. Nair has started her entrepreneurial journey in the year 2011, by producing healthy food supplements, which helps digestion. In the initial stage, she has faced various struggles including financial and marketing challenges. But, with her passion about entrepreneurship, she overcame those challenges and created regular customers for her products

Smt. Lekha has found the importance of trade fairs as these fairs helped her to achieve new customers. And she has participated in the Kerala Agro Food Pro - 2019, at Erankulam from 20/12/2019 to 23/12/2019 under 5(A) component of PMS Scheme as the women entrepreneur and received 100% reimbursement. The participation in the Expo, with the support of the Ministry of MSME has facilitated the enterprise to broaden its customer base. She is in regular touch with MSME-DI, Thrissur for various guidance including financial assistance, new marketing avenues etc.

### 18. Name of the Entrepreneur : Shri. Rafeek K.K.

Name of the Enterprise	<b>M/s KKR Extractions Private Limited</b>	
Address	14/110, Kambilichungam Thekkedesom P.O. Nallepilly, Palakkad	
Phone No.	9605100027	
Email	infococofino@gmail.com	
Products	Coconut oil and other Products	
No: of Persons Employed	12	
Revenue of the Enterprise	1.6 crore per year	

### About M/s KKR Extractions Private Limited and Assistance given by MSME-DI, Thrissur

M/s KKR Extractions Private Limited is incorporated on 24 June, 2014 and is located in Palakkad, Kerala, under the Directors Shri Rafeek K.K. and Smt. Shabna. The enterprise is engaged in manufacturing and supply of Coconut oil, Virgin coconut oil, and hot processed Virgin Coconut Oil (Vantha Velichenna).


M/s KKR Extractions Private Limited has participated in Kerala Agro Food Pro 2019 organized from 20/12/2019 to 23/12/2019 at Jawaharlal Nehru International Stadium, Kallur, Ernakulam and got assistance under 5(A) component of PMS Scheme. As per Shri. Rafeek, the participation in the Expo helped to enhance the demand for his products as the

Expo created a platform to introduce his products to many new customers. He admired the support provided by the Ministry of MSME and MSME-DI, Thrissur.

### Some of the Products



### 19. Name of the Entrepreneur :Shri. T.C. JOSEPH

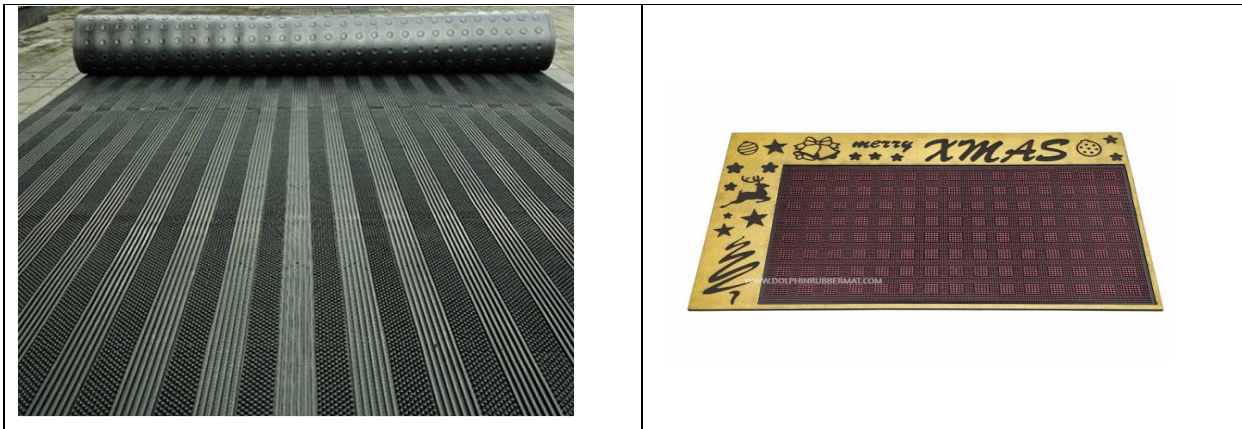
Name of the Enterprise	<b>M/s DOLPHIN RUBBER INDUSTRIES</b>	
Address	ID PLOT NO.39, POOVANTHURUTHU P O, KOTTAYAM 686012	
Phone No.	9447134076	
Email	sales@dolphinrubbermat.com	
Products	Rubber products	
No: of Persons Employed	15	
Revenue of the Enterprise	10 crore per year	

### About M/s Dolphin Rubber Industries and Assistance given by MSME-DI, Thrissur

In 1995, Shri. T.C. Joseph has launched M/s Dolphin Rubber Industries and began making high quality rubber products from pure latex, sourced from local plantations. The enterprise also produces eco-friendly rubber mats and rubber products for commercial use in restaurants.

M/s M/s Dolphin Rubber Industries has participated in the ManarcadAgriFest from 06/12/2019 to 15/12/2019 held at Kottayam under component 5(A) of PMS Scheme. According to Shri.T.C. Joseph, the participation in the Expo with the support of the Ministry of MSME has helped him improving his customer base. He is in regular contact with MSME-DI, Thrissur for various updates related to MSME Sector.

### Some of the Products



-----



MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES  
GOVERNMENT OF INDIA

**VISIT CHAMPIONS AT**

**[www.champions.gov.in](http://www.champions.gov.in)**



**Our small hands to  
make you LARGE**