

“आत्मनिर्भर पात्रिका”

ई-बुलेटिन

April 1st Edition 2022



“Way To Atmanirbhar”

UDYOG MITRA
— Sanstha —

President : Pradeep Peshkar

Leaders at SIDBI ET summit discuss ways of propelling MSMEs and startups to new orbits of growth

The MSME sector has been the engine of economic growth in India for several decades now. The country's entrepreneurial ecosystem has promoted equitable development and has given way to immense innovativeness and adaptability in the industrial economy. Today, the MSME sector's contribution not only accounts for 29% of Indian GDP but also employs over 11 crore people in its 6.3 crore enterprises. As India enters its 75th year of independence, SIDBI, the apex regulatory body for overall licensing and regulation of MSMEs in India, joined hands with The Economic Times to host the SIDBI-ET MSMEs-Startups @75 Summit that takes a look at the vibrant journey of this sector and the role it plays in driving the aspirations of *Atmanirbhar Bharat*. The event covered several key areas surrounding the MSME industry like the breakout time for Indian Manufacturing MSMEs to the next orbit of growth, policies required to springboard MSMEs into the next growth trajectory, the need for digital infrastructure, and DigiTech trends among others.

The event featured several industry stalwarts like Uday Kotak, Managing Director & CEO Kotak Mahindra Bank Limited; Jayant Sinha, Chairperson of the Standing Committee on Finance, and Member of Parliament; S Ramann, CMD, SIDBI; Sanjay Agarwal, MD & CEO AU Small Finance Bank; Anil Kumar Sharma, Executive Director, RBI; Shreekant Somany, Chairman & Managing Director of Somany Ceramics Limited; Ramesh Iyer, Vice Chairman & Managing Director - Mahindra & Mahindra Financial Services; Sudatta Mandal, DMD SIDBI; Sanjeev Bikhchandani, Founder of Info Edge India Ltd.; Sharad Sharma, Co-founder, iSPIRT Foundation; Dr Saurabh Garg, CEO of Unique Identification Authority of India; Karthik Reddy, Co-founder and Managing Partner at Blume Ventures; and Padmaja Ruparel, Co-Founder & President of Indian Angel Network (IAN).

The welcome address was delivered by S Ramann, CMD, SIDBI who discussed the path forward for Indian MSMEs. He spoke about its powerful ecosystem of talent and capital supported by a robust institutional framework built over 75 years. He set the context for the event and further spoke about how the sector moved from where it was a few years back, where it stands today and what lengths it can travel, leveraging the unprecedented institutional financing support. He also highlighted that the share of MSMEs in India's growth, employment, exports are 30%, 40% and 50% of GDP and that in the last 18 months, there has been an 'explosion of startups'.



PM steps in to launch national mission to meet \$400 billion export target

Prime Minister Narendra Modi on Friday will launch a national effort to achieve the target of \$400 billion worth merchandise exports in the current fiscal. India has met nearly a third of its annual target in the first four months of 2021-22.

Modi will virtual interact with heads of Indian Missions abroad, along with various other stakeholders in the trade and commerce within the country .

Over the last nine years, merchandise exports from India have hovered around \$260-330 billion, with the highest ever being \$330 billion in 2018-19. Robust exports can boost economic growth at a time when other factors such as private consumption as well as investment have been tepid due to the disruption caused by the Covid-19 pandemic.

July saw the highest ever merchandise exports at \$35.17 billion, with the cumulative exports in the first 4 months at \$130 billion. The government has set up a target of \$1 trillion in 2027-28 for merchandise exports and \$500 billion exports in the next two years.

The department of commerce has worked out a detailed strategy to reach the \$400 billion target this fiscal. This will include focus on existing and new markets, existing and new products and also on lost market shares in the past few years, both in countries and in products.

The targets have been disaggregated via regions and countries, commodity groups, and export promotion councils. Ambassadors and high commissioners have also been given the targets for their territory, breaking it up into various commodity groups. The government is also working out detailed strategies for trade deals, promoting districts as export hubs, import monitoring and using market intelligence for exporters.



MSME Champions Scheme

Hon. Minister Shri Narayan Rane launches **MSME Innovative Scheme (Incubation, Design and IPR) & MSME IDEA HACKATHON 2022** under

MSME CHAMPIONS SCHEME

Union Minister for MSME Shri Narayan Rane today launched the MSME Innovative Scheme (Incubation, Design and IPR) along with the MSME IDEA HACKATHON 2022.

Speaking on the occasion Shri Rane said MSMEs have an important role to play in Atmanirbhar Bharat. He said these schemes will help entrepreneurs in developing new ventures. MoS, MSME Shri Bhanu Pratap Verma said that MSME Innovation “Scheme will promote and support untapped creativity of MSME sector Shri B.B Swain, Secretary MSME gave the keynote address during the launch of MSME Innovation Scheme and said that it will act as a hub for innovation activities facilitating and guiding development of ideas into viable business proposition which benefits society directly.

MSME Innovative is a holistic approach to unify, synergize and converge 3 sub-components and interventions with a single purpose. MSME Innovative is a new concept for MSMEs with a combination of innovation in incubation, design intervention and by protecting IPR in a single mode approach to create awareness amongst MSMEs about India’s innovation and motivate them to become MSME Champions. This will act as a hub for innovation activities facilitating and guiding development of ideas into viable business proposition that can benefit society directly and can be marketed successfully. Details of the sub-schemes are as under:-

Incubation : The primary objective of the scheme is to promote and support untapped creativity and to promote adoption of latest technologies in MSMEs that seek the validation of their ideas at the proof-of-concept level. Financial assistance up to Rs. 15 lakh per idea and up to Rs. 1.00 crore for relevant plant and machines will be provided.

Design : The objective of this component is to bring Indian manufacturing sector and Design expertise/ Design fraternity on to a common platform. It aims to provide expert advice and cost-effective solution on real time design problems for new product development, its continuous improvement and value addition in existing/new products. Financial assistance up to Rs. 40 lakh for design project and up to Rs. 2.5 lakh for student project will be provided.

IPR (Intellectual Property Rights): The objective of the scheme is to improve the IP culture in India with a view to enhance the awareness of Intellectual Property Rights (IPRs) amongst the MSMEs and to encourage creative intellectual endeavor in Indian economy. It also aims to take suitable measures for the protection of ideas, technological innovation and knowledge-driven business strategies developed by the MSMEs for their commercialization and effective utilization of IPR tools through IP Facilitation Centre. Financial assistance up to Rs. 5 lakh for Foreign Patent, Rs. 1.00 lakh Domestic Patent, Rs. 2.00 lakh for GI Registration, Rs. 15,000/- for Design Registration, Rs.10,000/- for Trademark in the form of reimbursement.



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SME IPO; Booster for the MSME's Growth

The Debt or Loan is a traditional source of finance for any kind of businesses. To raise equity capital by way of issue new capital and or dilute the exiting equity via primary capital market is also the another way and most importantly, to raise equity capital are no more monopoly of big corporate. Thanks to SME IPO Platform of BSE and NSE and Government incentives for it. Traditional sources of finance like loans or debts have limitations and cost on it whereas the equity has its own advantage .Exponential growth of business is possible with equity capital. Equity capital helps to improve the Net Profit Margin by avoiding and decreasing interest cost of loans and advances, the same can be reinvested in the business.



Mr. Tushar Galinde
Director of Balaji Mudra Services
Pvt. Ltd

Benefits of SME IPO:

Easy access to Capital

- ^ Visibility, Brand Building and Credibility, Evolvement as a BRAND and creation of Goodwill for stakeholders
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- ^ New fund raising options to meet future expansion.
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- ^ Employee incentive possibility by way of ESOP to retain the talent

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- B) Post issue Paid up share capital should be less than 25 cr.
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- D) Net worth should be positive.
- E) 100% underwriting mandatory.
- F) Entity type allowed Proprietorship Firms, Partnership Firms and Pvt Ltd Company.

*These are the basic criteria and subject to approval of various merchant bankers and both the exchanges.

(The author **Mr. Tushar Galinde** is Ex Banker and Director of Balaji Mudra Services P Ltd which is a consultant of SME IPO, Private Equity and MSME Loan. The contact details for more info call on **9960565111** or mail on **ceo@balajimudra.com**)



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🌐 www.metaforgeindia.com

✉ mktg@metaforgeindia.com

MSME CLINIC

What is MSME Clinic ?

MSME Clinic is a unique concept to provide handholding support to all MSMEs to resolve their day-to-day or incidental hurdles in ease of doing business. Subscriber can register his doubts / Problems / grievance regarding Government authorities and book an appointment with subject experts. UMS administration team will arrange a virtual meeting with concerned experts / Govt. Authorities as appropriate. Subscriber will get advise or suggestions to handle the situation. This is not only problem-specific but subscribers can get advise growth ,business development .



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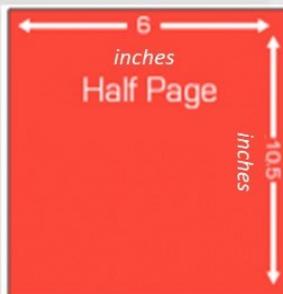
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WAY TO ATMANIRBHAR

About Udyog Mitra Sanstha

Udyog Mitra Sanstha is dedicated to work for entrepreneurs, industrialists engaged in manufacturing, services, trade and budding start-ups.

Our Vision

To strengthen Indian Micro, Small & Medium Enterprises (MSME) and making them competitive in the global market.

Our Mission

To increase Micro, Small & Medium Enterprises (MSME) contribution in Indian GDP as well making Bharat Atmanirbhar. To Support Honorable Prime Minister Shri Narendra Modi's initiative of Atmanirbhar Bharat and Vishwa Guru Bharat.

Scope of Work

To achieve goal of Atmanirbhar Bharat Udyog Mitra Sanstha is dedicatedly working as knowledge partner with all MSME's.

We Provide

- Solutions to various issues through **MSME Clinic**.
- Awareness drive through meaningful **Seminars & Webinars**.
- To get acquaintance with new schemes, GRs, Policies of MSME ministry, policies, and circulars of RBI through "**Atmanirbhar Patrika**".
- Assistance & guidance to resolve **Banking Issues** like fund raising, NPA, rehabilitation of sick units.
- Vendor development help through arranging B2B meet and virtual Expo, in association with PSUs, Govt. agencies, large industries.
- Platform to get the latest technology and knowledge developed by renowned Govt. agencies.
- Hand holding service to grow, to expand the business and to become competitive in the global market.

In short becoming **ATMANIRBHAR**.

Our Network

Nashik | Ahemadnagar | Jalgoan | Dhule | Pune | Kolhapur | Sangali | Satara
Aurangabad | Solapur | Hingoli | Akola | Thane | Palghar



Nature of Service

- MSME Clinic
- Atmanirbhar Patrika
- Webinar (Free/Paid)
- On field Seminars
- Training
- Start-up Support (Incubation Support)

Subscription plan

• **Executive subscription** -(Rs –1000/- Per annum)

Services include:

- √ -MSME clinic
- √ -Atamnirbhar patrika (E-Bulletin) fortnightly
- √ -Informative seminars (Free seminars only)
- √ -President's address once in a month

• **Premium subscription** -(Rs –5000/- Per annum)

Services include:

- √ -All services available to executive membership
- And
- √ -Free advertisement in special edition of E-Bulletin
- √ -President's Exclusive address/seminars.
- √ -Meet with exclusive guest /government officials
- √ -Business meets



Associate partner



President's Profile



Mr. Pradeep Peshkar
President of Udyog Mitra
Sanstha, Maharashtra

Mr. Pradeep Peshkar, President of Udyog Mitra Sanstha, is a renowned businessman and activist in the industrial sector, active state leader of BJP for the last 15 years. He is presently working as President of the BJP Industrial Cell of Maharashtra. He has a reputation as a dynamic leader leading from the front to resolve any industrial issue. Implementation of central and state government schemes for MSME is his specialty. As a recognition of his work, MSME ministry appointed him as a MEMBER of the National Board for MSME, Government of India.

Contact Details

- 📍 Plot no. K-38, Behind Hotel Gateway, MIDC Ambad, Nashik, Maharashtra
- 📞 Nashik Office : +91-8378976275
- ✉️ udyogmitra1@gmail.com
- 📞 Mr. Rakesh +91-9322429831
- 🌐 www.udyogmitraonline.com

UDYOG MITRA

Sanstha

www.udyogmitraonline.com

Office Address

Plot No-K-38, MIDC Ambad,
Behind Gateway Hotel, Nashik-422010

 +91 8378976275  udyogmitra1@gamil.com