

ACTIVITIES AT A GLANCE (YEAR: 2008-2009)

Sr. No.	Activity Name	Target	Achievement
1	ESDPs		
	(i) No. of Programmes Conducted	32	33
	(ii) No. of Persons Trained	640	854
2	EDPs		
	(i) No. of Programmes Conducted	6	3
	(ii) No. of Persons Trained	120	88
3	MDPs		
	(i) No. of MDPs Conducted	6	2
	(ii) No. of Persons Trained	120	55
4	Motivation Campaigns	44	23
5	Reports/Profiles/Directories		
	(i) Project Profiles	14	14
	(ii) State Industrial Profile	1	1
	(iii) Industrial Potential Survey	1	1
6	Intensive Technical Assistance Provided	-	21
7	Programme on IPRs	2	2
8	Programme on WTO	1	1
9	Programme on Packaging for Exports	4	4
10	Programme on MSME Policy and Promotion	4	4
11	Seminar on Business Opportunities in Botswana	1	1
12	Entrepreneurship Motivation Training Courses	15	15
13	SDP (Machinist)	2	2
14	CNC Programming & Machining Course	7	7

Sr. No.	Activity Name	Target	Achievement
15	Other Activities		
	(i) Units benefited through workshops	-	207
	(ii) Jobs undertaken	-	368
	(iii) Persons trained in W/S programmes	-	101
	(iv) Units registered under signal point registration	-	135
	(v) Capacity assessment cases	-	1

Revenue Earning During the Year 2008-2009

Sr. No.	Activity	Cum. Total
1	Revenue from workshop	1,92,265
2.	Specialised Training Programmes (CAD/CAM)	12,72,000
3.	Seminar Fees (WTO)	3,200
4.	Capacity Assessment and Consultancy	3,000
5.	NSIC Regn. /GSPP	1,44,000
6.	Sale of Publications	1100
7.	PD Accounts (EDP)	14,000
8.	ESDP Fee	45,400
9.	MDP Fee	13,800
10.	SDP Fee	21,000
11.	EDP Fee	600
12.	SCX Fee	2,100
	Total	17,12,465

Section – 2

ACTIVITIES PERFORMED

The Micro, Small and Medium Enterprises Development Institute (formerly known as SISI) Ludhiana, is providing its techno-managerial assistance to existing as well as new industries in the State of Punjab and Union Territory of Chandigarh. The Institute creates an environment conducive for industrial growth by motivating the prospective entrepreneurs and by assisting the existing entrepreneurs through its multidimensional set-up of trade specific *Divisions* viz. Metallurgy Div., Mechanical Div., Chemical Div., Glass & Ceramics Div., Hosiery Div., Industrial Management Training Div. and Economic Investigation Div. equipped with expert officials providing techno-managerial solutions with a human face.

Highlights of Activities Undertaken

2.1 Human Resource Development

The importance of ‘Human Resource Development’ cannot be overlooked for overall development of any sector, the MSE Sector in particular. In the present world of competition trained men & women are the real assets of any Nation. The optimal utilization of this resource is the need of the hour. In this context, the Institute undertook following activities during the year 2008-2009.

2.1.1 Entrepreneurship Skill Development Programmes

The MSME-DI, Ludhiana, during the year, conducted 33 Entrepreneurship Skill Development Programmes. In these programmes total 854 persons, including 336 males (Gen-99, SC-89, Min-69, BC/OBC-3, PH-76) and 518 females (Gen-312, SC-169, Min-18, BC/OBC-15, PH-4) were provided training, at various places in the State. Out of these, 7 ESDPs were for Weaker Sections, while 6 programmes were exclusively for women participants. In these programmes, the educated unemployed youth were provided basic inputs covering both managerial and technical aspects to set up their own venture. Lectures covering philosophy of entrepreneurship, procedures to set-up small scale units, State & Central Government policies, achievement motivation, project identification, selection of appropriate technology, production management, financial management, marketing, quality systems, ethic & moral values, working capital assessment, the concept of export & international marketing, preparation of project reports etc. were delivered by the experts from respective fields. Practical demonstrations alongwith theoretical linkage, were arranged to provide comprehensive knowledge for concerned particular trades. The candidates were also provided opportunities to have interaction with successful entrepreneurs to know the practical problems they faced and how did they overcome to pave their way to success. A summarized information on the ESDPs is given in the following tables:

Trade of ESDPs	Place	Participants
Computer Hardware (6.03.2008 - 10.04.2008)	Ferozepur	29
Computer Hardware (14.03.2008 to 25.04.2008)	Tarn Taran	20
Painting, Phulkari and Cosmetic Products (25.02.2008 to 4.04.2008)	Sanour	26
Computer Hardware (8.03.2008 to 23.04.2008)	Malerkotla	27
Computer Hardware (20.03.2008 to 30.04.2008)	Malerkotla	29

Trade of ESDPs	Place	Participants
Fashion Designing (26.03.2008 to 9.05.2008)	Ludhiana	22
Textile Designing, Fabric Printing & Dyeing (10.03.2008 to 23.04.2008)	Golewala (Faridkot)	34
Computer Hardware (22.05.2008 to 04.07.2008)	Ferozepur	28
Mobile Repairing (28.05.2008 to 02.07.2008)	Talwara	23
Computer Hardware (14.05.2008 to 25.06.2008)	Sujanpur (Pathankot)	30
Computer Basics & Hardware (04.08.2008 to 15.09.2008)	Patiala	21
Computer Basics & Hardware (21.07.2008 to 01.09.2008)	Mani Majra	24
Computer Basics & Hardware (Weaker Section) (26.08.2008 to 08.10.2008)	Ferozepur	22
Fashion Deigning (Weaker Section) (25.08.2008 to 07.10.2008)	Tanda Urmur	25
Computer Basics & Hardware (Weaker Section) (08.09.2008 to 21.10.2008)	Gurdaspur	25
Fashion Deigning (Women) (10.09.2008 to 24.10.2008)	Malerkotla	25
Computer Basics & Hardware (09.09.2008 to 22.10.2008)	Gurdaspur	31
Computer Basics & Hardware (01.09.2008 to 14.10.2008)	Phillaur	25
Herbal Cosmetics Chemical and Allied Products (01.09.2008 to 14.10.2008)	Phillaur	25
Fashion Deigning (01.09.2008 to 14.10.2008)	Phillaur	22
Fashion Deigning (27.08.2008 to 08.10.2008)	Ludhiana	22
Computer Basics & Hardware (03.11.2008 to 19.12.2008)	Pathankot	30
Computer Basics & Hardware (Weaker Section) (25.11.2008 to 09.01.2009)	Chandigarh	25
Mobile Repairing (Weaker Section) (25.11.2008 to 09.01.2009)	Chandigarh	20
Computer Basics & Hardware (Weaker Section) (01.12.2008 to 13.01.2009)	Ferozepur	24

Trade of ESDPs	Place	Participants
Fashion Deigning (Women) (12.01.2009 to 24.02.2009)	Gurdaspur	25
Fashion Deigning (Women) (02.02.2009 to 17.03.2009)	Patiala	24
Fashion Deigning (Women) (11.02.2009 to 26.03.2009)	Ludhiana	26
Fashion Deigning (Women) (29.01.2009 to 6.03.2009)	Dulma Khurd (Malerkotla)	28
Mobile Repairing (Weaker Section) (27.01.2009 to 04.03.2009)	Chandigarh	34
Computer Basics & Hardware (Minorities) (27.01.2009 to 04.03.2009)	Malerkotla	28
Computer Basics & Hardware (Women) (06.02.2009 to 20.03.2009)	Rajpura	25
Computer Basics & Hardware (19.02.2009 to 31.03.2009)	Ludhiana	30

2.1.2 Entrepreneurship Development Programmes

The Institute during the year conducted 1 short term and 2 three-weeks Entrepreneurship Development Programmes, in which total 88 persons, including 20 males (Gen-20) and 68 females (Gen-20, SC-18, Min-30), were provided training. The main objective of such programmes was to train young people to make them successful entrepreneurs, who may set-up MSE units in the field of computer hardware, beauty & health care and other income generating activities. The candidates were provided managerial as well as technical inputs to provide comprehensive knowledge for concerned particular trades. A summarized information on the EDPs conducted during the year 2008-09 is given in the following tables:

Trade of EDPs	Place	Participants
Computer Hardware (16.06.2008-21.06.2008)	Ludhiana	28
Beauty and Health Care (Minorities) (16.06.2008-4.07.2008)	Tarn Taran	30
Income Generating Activities (ITI/Polytechnics) (9.01.2009-30.01.2009)	Pathankot	30

These EDPs include 1 EDP relating to previous year's sanction and one short term EDP against PD account along with 1 EDP especially marked for ITI/Polytechnics.

2.1.3 Management Development Programmes

Then Institute conducted two MDPs during the year 2008-2009, in which the training was provided to total 55 persons, including 15 males (Gen-14, PH-1) and 40 females (Gen-40). Out of these two programmes, the first was conducted on export management, which provided comprehensive knowledge on Management of Self and Business. It was exclusively for women entrepreneurs who were either running their own enterprises or assisting their family business. The main aim of the programme was to provide the candidates effective methods and basic inputs for self-study to ascertain their strengths and weaknesses so that by enriching their strengths and abating their weaknesses they may increase their managerial effectiveness. The programme was conducted in workshop manner with active participation of each and every participant to learn about oneself by practical approach. The activities like micro lab, learning process, risk-taking behaviour, need to achievement, communication skills, personality development, philosophy of entrepreneurship, ethics & moral values in modern business and management of small ventures were covered in detail. The entrepreneurs were also provided detailed information on e-banking and tax management. The other MDP was on Modern Business Concepts. It covered various topics like changing business scenario, modern management concepts, product life cycle, Income Tax, VAT & other returns etc. The detail of Management Development Programmes conducted during the year is given as follows:

Title of MDP	Place	Participants
Management of Self and Business (23.04.2008-29.04.2008)	Phagwara	25
Modern Business Concepts (4.08.2008-11.08.2008)	Abohar	30

2.1.4 Motivation Campaigns

The motivation campaigns are of great impact to motivate the educated unemployed youth in the State to go for self-employment by setting up MSE ventures. Motivation Campaigns are prelude to EDPs/ESDPs. The Institute conducted 23 such Motivation Campaigns at different industrially backward and rural places in the State, in which 3852 persons participated.

Place of Campaign	Date	Participants
Ludhiana	1.06.2008	200
Tarn Taran	5.06.2008	135
Khemkaran	13.06.2008	150
Abohar	11.06.2008	200
Tanda Urmar	14.06.2008	225
Mani Majra	7.06.2008	150
Hoshiarpur	27.06.2008	155
Kakowal (Ludhiana)	20.07.2008	245
Gurdaspur	7.08.2008	155
Hoshiarpur	20.08.2008	210
Mohi Kalan (Rajpura)	21.08.2008	220
Phillaur	23.08.2008	180
Rajpura	4.09.2008	196
Pathankot	19.12.2008	190
Amritsar	2.02.2009	70
Pallahi (Phagwara)	6.02.2009	75
Susrali (Ludhiana)	19.02.2009	180
Dunera (Pathankot)	17.03.2009	85
Ludhiana	24.03.2009	125
Bal Kalan (Amritsar)	2.03.2009	190
Jalandhar	14.03.2009	140
Mandi Gobindgarh	20.03.2009	196
Fazilka	21.03.2009	180

2.1.5 Entrepreneurship Motivation Training (EMT) Course

To provide the necessary inputs to the prospective entrepreneurs for self-study and building self-confidence the Institute conducts EMT courses as a part of its training programmes. During the year, 15 EMT courses have been conducted for in-house EDPs/ESDP/MDPs, in which 398 persons were provided motivational

inputs. Activities like risk taking behaviour, micro-lab, project formulation, case study, self-analysis, communication skill, personality development, convince & crown, block building, creativity, mirror and you etc. were undertaken.

2.1.6 Skill Development Training Programmes (Regular)

The Institute conducts two SDPs of six months duration every year for machinist trade. The basic purpose for organising SDPs is to ensure trained and quality manpower to MSE units. In the first batch of SDP (April-September, 2008) total 10 male (Gen: 7, SC: 3) candidates were trained and in second batch (October 2008- March 2009) there were 10 male (Gen: 8, SC: 2) trainees.

2.1.7 Skill Development Training Programmes (Specialized)

The Institute has completed 7 batches of CNC Programming with Computer Drafting on Auto CAD in which total 82 male (Gen: 66, SC: 16) candidates participated. The following table provides more details about duration and participants of these CNC courses held at Ludhiana:

Programme Duration	Participants
15.04.2008 – 9.07.2008 (Morning)	12
15.04.2008 – 9.07.2008 (Evening)	13
1.08.2008 - 30.10.2008 (Morning)	12
1.08.2008 - 30.10.2008 (Evening)	12
20.10.2008 -15.01.2009 (Morning)	9
25.11.2008 - 14.02.2009 (Morning)	12
25.11.2008 - 14.02.2009 (Evening)	12

2.1.8 Fourth Census of MSME Sector

The work of 4th All India Census of MSME sector is going on in the country with objective to create database for registered MSME sector including information regarding number of enterprises, employment, cluster, production, sickness; data on enterprises owned and /or managed by women; to collect information on KVI units set up under REGP, coir units and the units set up under PMRY scheme and to estimate the size of the unregistered MSME sector,

including KVI and coir industries. The information on allopathic pharmaceutical manufacturing unit is also being collected under First Pharmaceutical Census of India (2007-08). The Institute coordinated the census work in the state acting as nodal agency. The training was provided to all the enumerators and officials/staff members of DICs of the State and UT Chandigarh. The Institute conducted proper scrutiny and test checks of filled in formats. The field work in respect of registered MSME sector has been completed. The task of survey in respect of unregistered sector shall be taken up as per the guideline/directions of headquarters.

2.2 Export Promotion

In the present era of liberalization and globalization, foreign trade is an important determinant of health of any economy. In order to keep Balance of Payments at a comfortable level, exports from the country require to be increased. There is a need to identify more and more items, locate new markets, and promote new exporters. The efforts put in by the Institute in this regard are enumerated below.

2.2.1 Participation in International Trade Fairs & Exhibitions

The Office of the Development Commissioner, (MSME), New Delhi, participates on behalf of and for the benefit of MSE units in trade fairs & exhibitions in different countries every year. Products manufactured by these units are displayed in such events and business inquiries generated are passed on to them for compliance. This is one of the most important activities of MSMEDO in promoting exports from the micro & small sector. Various MSMEDIs are entrusted to identify export-worthy units and to motivate them to send their products to such trade fairs and exhibitions. The Institute motivated various units to participate in the following trade fairs & exhibitions during the year 2008-2009:

- SAARC Fair, Colombo, Sri Lanka (Aug. 28-31, 2008)
- Japan DIY, Home Centre Show, Chiba, Tokyo (Aug. 28-30, 2008)
- Budapest International Trade Fair, Budapest, Hungary (Sept. 10-14, 2008)
- 5th China Small & Medium Enterprises Fair, Guangzhou, China (Sept. 22-25, 2008)
- Af'L Artigiano in Fiera-Intl. Craft Selling Exhibition, Milan, Italy (Nov.29-Dec.8, 2008)
- Cairo International Fair, Egypt (Mar. 15-25, 2009)
- INDEE-Kuala Lumpur, Malaysia(Sept. 25-27, 2008)
- 8th Tehran Intl. Industry Fair, Tehran, Iran (Oct. 6-9, 2008)
- APLF-Asia Pacific Leather Fair, Hong kong (Mar. 26-29, 2008)
- 5th Commodities Fair, Fujian, China (May 18-22, 2008)

2.2.2 Workshop on Packaging for Exports

To make the entrepreneurs aware about the importance of packaging in export, the Institute conducted the following four workshops on Packaging for Exports exclusively for women participants:

Workshop	Place	Participants
Packaging for Exports (16.05.2008)	Jalandhar	25
Packaging for Exports (21.10.2008)	Patiala	85
Packaging for Exports (6.03.2009-7.03.2009)	Jalandhar	25
Packaging for Exports (14.03.2009-15.03.2009)	Ludhiana	30

In these workshops, the expert faculty from Indian Institute of Packaging, New Delhi provided comprehensive information on importance of packaging and emerging modern concepts and techniques in packaging of general industrial products particularly handicraft and handloom products. In these programmes total 165 women participated

2.3 Economic Investigation

This activity has its own significance. The studies conducted & result arrived at, act as basis for formulating/chalking-out various development policies and programmes by the Organizations entrusted with the job. The

Industrial Potential Surveys & State Industrial Profile are used as guide for prospective entrepreneurs.

2.3.1 State Industrial Profile

State industrial profile is a useful document for agencies involved in the policy formation and development of industry as whole and MSE units in particular. It contains latest relevant data on major macro-economic variables. This year the institute updated State industrial profile of Punjab by incorporating the latest information collected from primary & secondary sources. The chapters on industrial infrastructure, available resources and status of industry have been thoroughly re-written and revised.

2.3.2 Industrial Potential Survey

The Institute conducted Industrial Potential Survey of Fatehgarh district and prepared the report. It covered the existing industrial status, local resources and skill availability, and adequacy of infrastructure and economic facilities, & problems of existing industry. The report also identified viable products on the basis of local demand and resource availability for future industrial development.

2.4 Promotional Programmes

Promotional programmes cover various activities undertaken by the Institute, which act as catalyst in promoting the growth of MSME sector in the region. The following paragraphs highlight the detailed information on each activity.

2.4.1 Seminar on MSME Policy and Promotion

To provide the information about the schemes and policy measures of Ministry of MSME for the benefit of micro, small and medium sector, the Institute organized four seminars as per following details:

Seminar	Place	Participants
MSME Policy and Promotion (11.09.2008)	Ludhiana	40
MSME Policy and Promotion (12.09.2008)	Malerkotla	35
MSME Policy and Promotion (16.09.2008)	Ludhiana	38
MSME Policy and Promotion (29.09.2008)	Ludhiana	42

These programmes were conducted in association with different industrial associations viz. Machine Tools Manufacturers Association, Chill Roll Manufacturers Association, Offset Printers Association and The Ludhiana Electroplaters Associations. In these seminars the total 155 entrepreneurs were provided comprehensive information about various incentives available under different schemes meant for strengthening of micro, small and medium enterprise.

2.4.2 Sensitization Programme on IPRs

The Institute, to make state industry aware about Intellectual Property Rights, conducted two Sensitization Programmes on IPRs as per following details:

Programme	Place	Participants
Sensitization Programme on IPRs (13.02.2009)	Chandigarh	40
Sensitization Programme on IPRs (13..03.2009)	Jalandhar	60

The programme organised at Chandigarh was organised in association with CII, Chandigarh while at Jalandhar it was joint effort with NIESBUD,

Noida and Sports Goods Manufacturers Association, Jalandhar. In these programmes the expert faculty from Punjab Council Science and Technology, NIPER, SEDL and NIESBUD discussed in detail the concept behind IPRs & TRIPS and the importance of Patents, Copyrights, Trademarks, Industrial Designs, Trade Secrets along with the government incentives and concessional funding for IP promotion. These programmes were attended by total 100 participants from various industrial streams.

2.4.3 Sensitization Programme on CLCSS

The Institute conducted four Sensitization Programmes on Credit Linked Capital Subsidy Scheme during the year. In these programmes the participants from different industrial segments were provided comprehensive information on the scope of the scheme, eligibility criteria, procedural aspects and other parameters of the scheme. In these programmes total 325 entrepreneurs participated as per following detail:

Programme	Place	Trainees
Sensitization Programme on CLCSS (31.05.2008)	Ludhiana	80
Sensitization Programme on CLCSS (6.06.2008)	Ludhiana	85
Sensitization Programme on CLCSS (23.10.2008)	Mandi Gobindgarh	90
Sensitization Programme on CLCSS (20.02.2009)	Ludhiana	70

2.4.4 Sensitization Programme on WTO

The Institute conducted Sensitization Programme on WTO at Mandi Gobindgarh on 26.03.2009. The programme was conducted in association with Regional Institute of Management and Technology, Mandi Gobindgarh. In this programme the expert faculty provided comprehensive information on the different aspects of WTO agreements and their effect on industrial sectors. The programme was attended by 73 participants.

2.4.5 Seminar on Business Opportunities

The Institute, in association with NSIC, Ludhiana, conducted one day seminar on Business opportunities in Botswana on 12.12.2008. In this seminar the entrepreneurs were apprised of the potentialities of industrial and business development in Botswana. The entrepreneurs expressed their keen interest and raised their queries. The seminar was attended by 45 entrepreneurs.

2.4.6 Follow-up Meetings (EDPs)

The Institute organized Follow-up Meetings of its EDP candidates who have attended the programmes upto 2006-2007 on 9.03.2009, 16.03.2009, 20.03.2009 and 25.03.2009. In these meetings, the discussions were held regarding the progress of the candidates in achieving their goal of self-employment in their concerned technical field. The problems faced by the candidates in establishing their own ventures were discussed in detail to provide them possible solutions. The candidates were also informed about Prime Minister's Employment Generation Programme and Rajiv Gandhi Udyog Mitra Scheme.

2.4.7 Marketing Assistance

The Institute provides assistance and guidance in the field of marketing to the MSME units through a number of activities like Ancillary Development, Participation in International Trade Fairs & Exhibition, Registration under GSPP etc. International Trade Fairs & Exhibition are covered at para 2.2.1, while GSPP has been discussed as follow:

2.4.7.1 Government Stores Purchase Programme

The Single Points Registration Scheme being operated by National Small Industries Corporation Ltd. helps the MSE units marketing their products to Government Departments, Corporations, Autonomous Bodies, Agencies, etc. The registration under the scheme is considered at par with DGS&D.

The units registered under the scheme are eligible to avail of various incentives like supply of Tender Application Forms free of any charges, exemption from depositing earnest money and guarantee money limited to the registered monetary capacity.

The units desirous of getting registration under the scheme apply to the NSIC Ltd. in the prescribed application forms, in turn, the applications after preliminary scrutiny by them are forwarded to MSMEDI for assessing the technical capability of the units. The units are visited and operation-wise capability to produce quality goods are assessed by the Officers and based on the merit of the cases, are recommended to NSIC Ltd.

During the year under report, the Institute finalized 103 cases (Fresh-54, Addl. Amend.-49) of MSE units under Government Stores Purchase Programme, thus earning revenue of Rs. 1,44,000/-.

2.4.8 Common Facility Services

The common facility services are the significant elements of Promotional Activities of the Institute. These services are rendered in two trades, Mechanical Engineering, and Chemical through the Engineering Workshop and Chemical Laboratory. The precision machines installed in the Workshop assist entrepreneurs in developing products requiring higher accuracy in cylindrical & surface grinding, milling and turning, The Chemical Laboratory helps entrepreneurs in formulating products like soaps, detergents, phenyl, cleaning powder, printing inks, etc. through demonstrations. The Institute earned revenue amounting to Rs. 1,92,265 through its Workshop. Total 368 jobs were undertaken and 207 units were benefited.

2.5 Consultancy Services

This is one of the important activities being carried-out by the Institute. Consultancy services include not only providing guidance to set-up new units but also to the existing MSME units pertaining to techno-managerial-cum-marketing assistance.

Prospective entrepreneurs are guided in identifying the viable products/projects, selection of appropriate technology, manufacturing processes and techniques, selection of machinery & equipment, raw materials, standardization and specifications and quality control techniques. Information is also provided about various facilities being provided by other Organisations like DIC, PFC, NSIC etc.

While providing consultancy services to existing units, developments taking place in various fields like technology, manufacturing processes, market trends, environmental protection, energy conservation etc. were taken care of. These factors lead to improve the quality of their products vis-a-vis to improve their overall productivity.

2.6 Project Profiles

The Institute, during the year prepared 14 Project Profiles in various trades, as per targets received from Headquarters. Some of the Profiles are prepared for new items having market potential in its region and others are revised & updated versions of already existing ones. The list of Project Profiles prepared during the year has been given in the Annexure-1.

2.7 CO-ORDINATION WITH CENTRAL AND STATE GOVERNMENT ORGANIZATIONS

Under this activity, officers of the Institute participate in various meetings of the Committees constituted by different Central & State Government

Organisations to help them in implementing Government policies for the development of MSME sector in the region.

2.7.1 Prime Minister's Employment Generation Programme

The Officers of the Institute attended various task force committee meetings to identify the beneficiaries and recommend them to financial Institutions for disbursement of loan under PMEGP.

2.7.2 Miscellaneous

The Senior Officers of the Institute attended a number of other following meetings convened by various Departments or Organisations. Which were:

- *State Level Bankers' Committee Meeting*
- *Sub-regional Committee Meeting on Quality Complaints*
- *Accepting Committee Meeting of NSIC for appraisal of hire purchase loans.*
- *IMPCC meeting conducted by Min. of Information & Broadcasting.*
- *Cluster Meeting for Fastener Panel conducted by EEPC*
- *Productivity Award Meeting at Directorate of Industries (Punjab)*

2.8 Other Activities

2.8.1 Cluster Development Programme

Under the Cluster Development Programme, the Institute has taken up the 6 clusters upto the year 2008-2009 as per following details:

- Sewing Machine and Parts Cluster at Ludhiana
- Agrl. Impliments at Moga
- Knitted Outerwear at Ludhiana
- Builders' hardware Cluster at Ludhiana
- Valves and Cocks at Jalandhar
- Fasteners at Ludhiana

First two clusters have been completed while the other four are in progress. The details regarding cluster development activities have been provided separately at Annexure -1.

2.8.2 Contact with Associations of Industries

The following Industrial Associations were visited either for getting varied information concerning their industry to have first- hand knowledge or to chalk out various programmes with their co-ordination.

- Punjab Agriculture Implements Manufacturers Association, Ludhiana
- United Cycle & Parts Manufacturers Association, Ludhiana
- Ludhiana Sewing Machine Dealers & Assemblers Association, Ludhiana
- Bhadur Ke Textile & Knitwear Association (Regd.), Ludhiana
- Punjab Brick Kiln Owners Association, Ludhiana
- Moga Brick Kiln Owners Association, Moga
- Ludhiana Sewing Machine Industries Association, Ludhiana
- Ludhiana Spinners' Association, Industrial Area 'A' Ludhiana
- Bajwa Nagar Hosiery Manufacturers Association, Bajwa Nagar, Ludhiana
- Appeal, Industrial Area 'A', Ludhiana
- Knitwear Club (Regd.), Cemetery Road, Ludhiana
- REHMA, Sunder Nagar, Ludhiana
- Mohali Industries Association, Association Bhawan, Mohali
- Textile Manufacturers Association, Amritsar
- Federation of Small Industries Association, Phagwara
- Punjab Chamber of Small Exporters, Phagwara
- Association of Sports Goods Industries (Regd.), Jalandhar
- Punjab Leather Federation, Jalandhar
- Hand Tools Manufacturers & Exporters Association, Jalandhar
- Machine Tools & Accessories Association, Jalandhar
- Auto Parts Manufacturers Association, Jalandhar
- Federation of Tiny & Small Industries of India, Ludhiana
- Ludhiana Motor Parts manufacturers Association, Ludhiana
- Punjab Forging industries Association, Ludhiana,
- Ludhiana Machine Tool Makers Association, Ludhiana
- Moga Agro Industries Association, Moga
- Fasteners Manufacturers Association, Ludhiana
- Chamber of Industrial & Commercial Undertakings, Ludhiana.
- All India Valves & Cocks Mfr. Association, Jalandhar
- The Punjab Surgical Instruments Mfr. & Suppliers Association (Regd.), Jalandhar
- Small Hand Tools Mfr. Association, Jalandhar
- Industrial Focal Point Association, Jalandhar
- Builders hardware Manufacturers Association, Ludhiana
- Pipe Fittings Mfr. Association, Jalandhar
- Indian Printing Packaging and Allied Machinery Mfrs' Association, Noida
- Northern India Chamber of Industries, Jalandhar
- North India Printers Association, Ludhiana
- Offset Printers Association, Ludhiana
- Mandi Gobindgarh Infrastructure Cluster, Mandi Gobindgarh
- Garment Machinery Manufacturers and Suppliers Association, Ludhiana

2.8.3 Parliament Question

During the year the Institute received the following parliament question:

- Rajya Sabha Question Dy. No. U1162 regarding closure of small industries due to increase in prices of metal.

The Directorate of Industries (Punjab), Directorate of Industries (UT, Chandigarh) & other concerned sources were contacted to expedite the matter. The required information was sent to headquarters.

2.8.4 National Awards

The Government of India, Ministry of MSME has established the following National Awards to honour and commemorate the MSE entrepreneurs for their outstanding achievements:

- *National Awards for Outstanding Entrepreneurs*
- *National Awards for Quality Products*
- *National Awards for Research & Development*

The Directors of MSME-DIs throughout the country are the conveners of the State Level Selection Committees for these awards. Applications from eligible MSE entrepreneurs and units are scrutinized and the team members to ascertain the authenticity of the data provided by them visit the units. The State Level Selection Committees headed by the Secretary Industry, Punjab Government, review these cases. Deserving entrepreneurs and units, as per the criterion laid down in the Scheme are recommended to the Office of the Development Commissioner (MSME), New Delhi, for further processing.

During the year Institute received 23 applications for *National Award-2007 for MSMEs* under different categories. Out of these 13 incomplete applications were rejected while 10 cases were presented before State Level Committee for consideration. The following units of Punjab were awarded National Award/ Special Recognition Award.:

- National Award for Research and Development Efforts: M/S A.P. Organics (P) Ltd., Dhuri –Rice Bran Oil
- National Award for Outstanding Efforts in Entrepreneurship: M/S Adinath Dyeing & Finishing Mills, Ludhiana – Service Sector
- National Award for Quality Products: M/S Vinco Auto Industries Ltd., Jalandhar – Rubber Goods
- Special Recognition Award for Quality Products: M/S Duke Fashions (India) Ltd., Ludhiana – Readymade Garments

- Special Recognition Award for Quality Products: M/S Falcon Industries, Ludhiana - Agriculture Implements
- Special Recognition Award for Entrepreneurship: M/S Moonlight Auto (P) Ltd., Ludhiana – Auto Parts

The National Awards were awarded in function held at New Delhi on 30.08.2008, while the Special Recognition Awards were awarded in the function held at Ludhiana on 10.03.2009.

2.8.5 Trade Related Entrepreneurship Assistance and Development (TREAD)

This scheme is being implemented by Ministry of MSME for the empowerment of women as the women have been among the most disadvantaged section of our country with regard to access and control over the resources. In this state, a selected NGO viz. The Patiala Handicraft W.C.I.S. has planned training programmes to develop the skill in rural women under this scheme. This NGO has undertaken two such ESDPs under TREAD scheme for the upliftment of the rural women section during the year.

2.8.6 International Co-operation Scheme

This scheme is being implemented for technology infusion & upgradation, modernisation and promotion of exports of MSEs. Under this scheme ten applications from the different trade associations have been forwarded. Out of these, two associations viz. Mohali Industries Association, Mohali and Knitwear Club (Regd.), Ludhiana, have visited the International Trade Fairs and their claims have been disbursed. The approval in principal with regard to three applications has been received

2.8.7 Marketing Development Assistance Scheme

Under this scheme total seven units were made disbursement under this scheme. Eleven units were forwarded for participation in different International Trade Fair, whereas seven units participated in MSME India 2008.

2.8.8 Capacity Building Scheme

This Institute motivated the competent associations of the State to reap the benefit of this scheme. Mohali Industrial Association has availed grant under this scheme for upgradation of office. A proposal from Sports Goods Mfrs. Association has been forwarded to the office of DC (MSME), New Delhi

2.8.9 Implementation of NMCP Schemes

- Proposals for establishment of facilitation centres under National Campaign for Investment in Intellectual Property are underway with Auto Parts Mfrs. Association, Ludhiana and Deptt. of Business Mgnt., Ludhiana
- The proposal for establishment of Mini Tool Room is underway with United Cycles & Parts Mfrs. Association, Ludhiana

2.8.10 ISO-9001/14001

The Institute motivated the MSME units of the state to adopt quality management systems by obtaining ISO certification. Under the Incentive Scheme for ISO-900/14001/HACCP certification, the Institute disbursed an amount of Rs. 53,03,302/- as one time re-imburement to 73 applicants.

2.8.11 Training of Officials

To update the knowledge of the officers regarding the latest developments in the field of technology, management, marketing strategies etc. the Institute deputed its Officers for undergoing refresher courses of the specialized training institutions during the year on different topics as per following details:

<i>Name & Designation</i>	<i>Training subjects</i>
Sh R.C.Chopra, Director	MSME Policy and Promotion
Sh. Brajendra Kumar, Asstt. Dir. (Chem)	RGUMY/IPRs
Sh. Viney Kumar, Asstt. Dir. (Stat.)	Export Procedures / Barcoding
Sh. Anil Kumar, Asstt. Dir. (Admn.)	Personality Development Workshop
Sh. N.S. Mann, Sr. Accountant	Six Sigma Black Belt
Sh. Gopal Krishan, P.A. to Director	Personality Development Workshop
