

GOVERNMENT OF ODISHA,
MSME DEPARTMENT.

No.VII-MSME-15/2012 15815 /MSME, dated the 23/3/13

OFFICE MEMORANDUM

Sub: Key Performance Indicators on Promotion and Development of MSMEs at grass root level.

After creation of a separate Department for MSME, it was under consideration of the Government to inter alia issue suitable guidelines to the DICs for promotion and development of MSMEs at grass root level. A stake holders meeting was held on 19.01.2013 to discuss the issue and after careful consideration, the Government is pleased, inter alia, to issue the following guidelines which must be scrupulously followed by the DICs.

A. For creation of new entrepreneurs / generation of self-employment:

- (i) The Director of Industries will give target to each DIC for motivating unemployed youth to become self-employed in their respective districts (at least one in each block). The DICs may use the fund allocated to them for the purpose and may take the help of NSIC/MSMEDI/KVIC etc. as they have provision for conducting such programmes. Each DIC may chalk out the programme in consultation with the concerned agencies. The detail planning may be done before the start of each financial year.
- (ii) The DICs may then take the next step to identify potential entrepreneurs from the motivated youth to provide Entrepreneurship Development Training. During the training, they may prepare projects for the proposed self employment venture.
- (iii) At this stage, the actual handholding supports are to be provided to the trained youth. The DIC may facilitate handholding support such as credit, technology, land etc. Efforts may be made to cover them under Government sponsored schemes. Banks may also be

approached directly to provide credit support. Banks may be involved from the beginning to facilitate locating the potential entrepreneurs which will be a win win situation for both the financial institutions and the youth.

B. The DICs are supposed to provide various services to the newly grounded units as envisaged under IPR, 2007, MSME Development Policy, 2009 and National Manufacturing Policy (NMCP Components) in the areas of technology, quality, bar coding, design product, manufacturing, energy, conservation, marketing etc. DIC should identify the various Government Departments (Central and State) to develop synergy and provide various supports in the areas stated above. The DICs may submit a Key Performance Indicator report to Director of Industries on monthly basis indicating the core performance of the DIC on the aforesaid subjects in the enclosed format. The report in the enclosed format may be sent to the Director of Industries with a copy to MSME Department in the first week of the succeeding month. They may include the other activities undertaken by them during the month in the report.

A quarterly review of the performance of the DICs will be done at the level of Government in MSME Department.

By order of the Governor


Special Secretary to Government.

Memo No. 1582/MSME, dated, Bhubaneswar, the 23/3/13

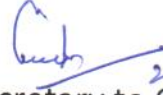
Copy forwarded to P.S. to Hon'ble Minister, Health & F.W. and MSME, Odisha/ P.S. to Chief Secretary, Odisha/ P.S. to Commissioner-cum-Secretary to Govt./Special Secretary to Govt., MSME Department for kind information of Hon'ble Minister, Chief Secretary, Commissioner-cum-Secretary and Special Secretary respectively.


Deputy Secretary to Government.

23/3/13

Memo No. 1583 /MSME, dated, Bhubaneswar, the 23/3/13

Copy forwarded to Director of Industries, Odisha, Cuttack/Director, EP&M, Odisha, Bhubaneswar / All Collectors & District Magistrates/ All General Managers of DICs/ RICs / All PSUs under MSME Deptt./ Director, MSMEDI, Cuttack / Chief Manager, NSIC, Bhubaneswar / State Director, KVIC, Gandamunda, Bhubaneswar / PSUs of Govt. of India in Odisha for information and necessary action.

 23.3.13

Deputy Secretary to Government

Memo No. 1584 /MSME, dated, Bhubaneswar, the 23/3/13

Copy forwarded to All Officers of the MSME Department for information and necessary action.

 23.3.13

Deputy Secretary to Government

Key Performance Indicator for
Efforts for Generation of Self-Employment

Name of the DIC : _____

Month : _____

Sl. No.	Place of conduct of programme	No. of youth motivated	No. of youth identified for EDP/Skill Training	No. of youth actually attended EDP/Skill Training.	No. of youth Provided hand holding support.	No. of units Actually Granted.	Remarks.
1	2	3	4	5	6	7	8

- The figures for Col. 4, 5, 6, & 7 may be related to previously conducted motivational programme.

Key Performance Indicator for Support to MSMEs

Name of the DIC : _____

Month : _____

Sl. No	Name of the units.	Working capital require- Ment.	Techno- logy require- ment.	Quality certifi- cate ISO	Bar Coding.	Package	Design support	Lean	IPR related support	Monitoring	Release of Int.	Release of CIS	VAT reimbur- sement.	Other items.
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15