



E - News Letter
MSME-Development Institute,
Cuttack



Volume-II

Issue- V

October-December, 2020

A. AatmaNirbhar Bharat 3.0

Union Minister for Finance & Corporate Affairs, Smt. Nirmala Sitharaman announced 12 key measures, as part of Government of India's stimulus to the economy, under Aatma Nirbhar Bharat 3.0. The net stimulus announced amounts to ₹ 2.65 Lakh crore. The following are the 12 key announcements under AatmaNirbhar Bharat 3.0:

- i. AatmaNirbhar Bharat RozgarYojana:
 - a. A new scheme to incentivize job creation during COVID-19 recovery has been launched. If EPFO-registered establishments take in new employees without EPFO registration or those who lost jobs earlier, the Yojana will benefit these employees.
- ii. Emergency Credit Line Guarantee Scheme for MSMEs, businesses, MUDRA borrowers and individuals (loans for business purposes), has been extended till March 31, 2021.
 - a. A Credit guarantee support scheme ECLGS 2.0 is being launched for Healthcare sector and 26 stressed sectors with credit outstanding of above Rs. 50 crore and up to ₹ 500 crore as on 29.2.2020 stressed due to COVID-19, among other criteria. Entities will get additional credit up to 20% of outstanding credit with a tenor of five years, including 1 year moratorium on principal repayment. This scheme will be available till 31.3.2021.
- iii. Production Linked Incentive worth ₹ 1.46 Lakh Crore to 10 champion sectors.
 - a. 10 more Champion Sectors will be covered under the Production Linked Incentives Scheme to help boost competitiveness of domestic manufacturing. This will give a big boost to economy, investment, exports and job creation. The ten sectors are - Advance Cell Chemistry Battery, Electronic/Technology Products, Automobiles & Auto Components, Pharmaceuticals Drugs, Telecom & Networking Products, Textile Products, Food Products, High Efficiency Solar PV Modules, White Goods (ACs& LED), and Specialty Steel.
- iv. ₹ 18,000 Crore Additional outlay of for PM Awaas Yojana - Urban
- v. Support for Construction & Infrastructure – Relaxation of Earnest Deposit Money & Performance Security on Government Tenders
- vi. Income Tax relief for Developers & Home Buyers
- vii. Platform for Infra Debt Financing: ₹6,000 Crore equity investment in debt platform of National Investment and Infrastructure Fund (NIIF).
- viii. Support for Agriculture: ₹65,000 Crore for subsidized fertilizers

MSME DI, CUTTACK

- ix. Boost for Rural Employment: Additional outlay of ₹10,000 Crore is being provided for PM Garib Kalyan Rozgar Yojana to provide rural employment.
- x. Boost for Project Exports: ₹3,000 Crore boost is being provided to EXIM Bank for promoting project exports under Indian Development and Economic Assistance Scheme (IDEAS Scheme).
- xi. Capital and Industrial Stimulus: ₹10,200 Crore additional budget stimulus for capital and industrial expenditure on domestic defence equipment, industrial infrastructure and green energy.
- xii. R&D grant of ₹900 Crore for COVID Vaccine

B. Webinars conducted by MSME-DI Cuttack

1. Webinar on Export Opportunities for Processed Agro Food Products was organized by MSME-DI, Cuttack on 27th November, 2020. Resource persons from APICOL, Bhubaneswar, APEDA & DGFT, Kolkata made presentations on the topic. Scope and opportunities for exporting agro food products from Odisha was discussed. Total 58 participants participated in this webinar.

MINISTRY OF MSME, GOVT. OF INDIA,
MSME DEVELOPMENT INSTITUTE, CUTTACK
Organising Webinar On
EXPORT OPPORTUNITIES FOR PROCESSED AGRO FOOD PRODUCTS
27th November, 2020 (Friday) Duration: 11.30 AM - 1.30 PM(IST)

Prof. P. K. Rouf, MD, APICOL, Bhubaneswar

Dr. S. K. Sahoo, Director Incharge, MSME-DI, Cuttack

Sh. Anand Mohan Mishra, Dy. DGFT, Kolkata

Sh. Sandeep Saha, Regional Incharge, APEDA, Kolkata

Theme of Discussion

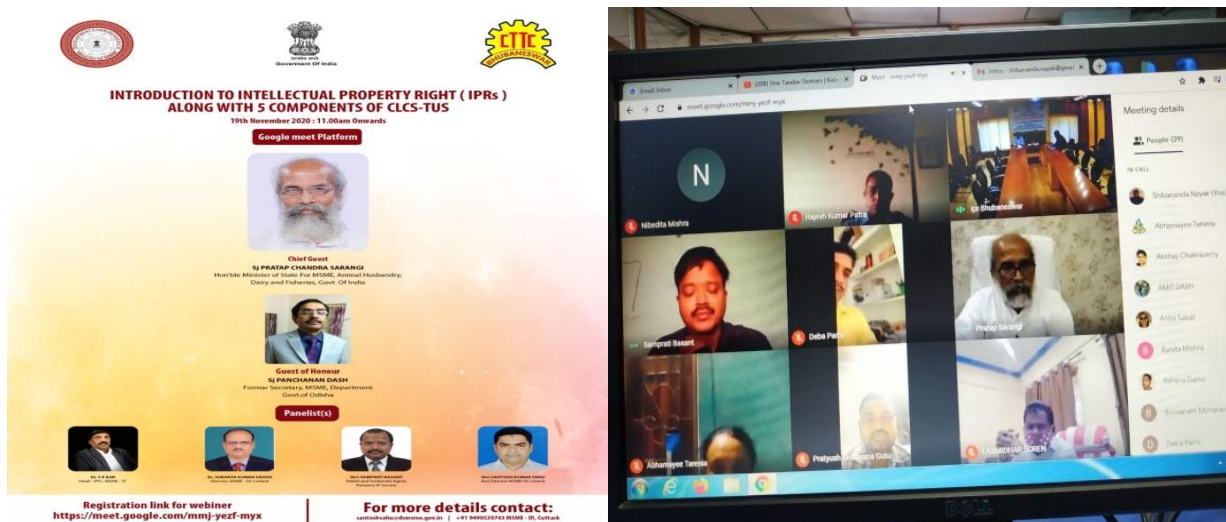
I. Scope for Export of Products from Agro-Food sector.
II. Markets for Export of Agro-food products.
III. Government incentives available for export.

Dr. S. N. Nayak, Asst. Director, MSME-DI, Cuttack

CISCO WEBEX Meeting number: 158 984 6609 & Password: msme
For details contact- Dr. S. N. Nayak, Asst. Director, MSME-DI, Cuttack
E-Mail: sn.nayak@gov.in, Mob-7503705903

2. IMC on toy manufacturing was organized through webinar on 10/12/2020 at MSME-DI, Cuttack. Dr. S. N. Nayak, Assistant Director presented on Export opportunities for toy industry in the webinar. The programme was coordinated by Sh. Subash Ku. Sahu, Asst. Director and total 20 participants participated in this programme.
3. MSME-Development Institute, Cuttack in association with Central Tool Room & Training Centre (CTTC), Bhubaneswar organized a Webinar on “Introduction to Intellectual Property Right (IPRs) along with five other components of CLCS-TUS” on Date 19.11.2020 at 11.00 AM. The programme was attended by 73 MSMEs. The Chief Guest of the webinar, Sh. Pratap Chandra Sarangi, Hon’ble Minister of State for MSME, Govt. of India, Animal Husbandry, Dairy and Fisheries, Govt. of India and Guest of Honour Sri Panchanan Dash, former Secretary, MSME Department, Govt. of Odisha also addressed the participants and highlighted the Importance of IPR for MSMEs. Presentations were made by Dr. S. K. Kar, HEAD-IPFC, CTTC, Bhubaneswar and Shri Samprati Basant, Patent and Trademark Agent, Panasion IP Service, New Delhi. The programme was coordinated by Sri Santosh Kumar Sahu, Asst. Director.

MSME DI, CUTTACK



4. Another Webinar on “Intellectual Property Rights (IPRs) - Its Advantages and Commercialization for MSMEs” for the benefits of MSMEs was organized on 4th December 2020 at 11.00 A.M. The programme was attended by 68 MSMEs. Welcome address was given by Sri Santosh Kumar Sahu, Asst. Director, MSME-DI, Cuttack. Sri L. Rajasekhar, General Manager I/c, CTTC, Bhubaneswar and Dr S. K. Kar, HEAD-IPFC, CTTC, Bhubaneswar highlighted the importance of Intellectual Property Rights (IPRs). Presentations were made by Dr Bijay Kumar Sahu, Regional Manager, NRDC, Govt. of India and Shri Soumya Prakash Patra, Director, Kalinga legal Service.



5. MSME-Development Institute, Cuttack in association with Ministry of Textiles, Mumbai and Odita Trust, Bhubaneswar, organized a Webinar on “Geographical Indication and its Commercialization” for the benefits of MSMEs / GI Stakeholders on 24th December, 2020. The programme was attended by 63 MSMEs. Dr. S. K. Kar, HEAD-IPFC, CTTC, Bhubaneswar highlighted the power of Brand value through Geographical Indication and

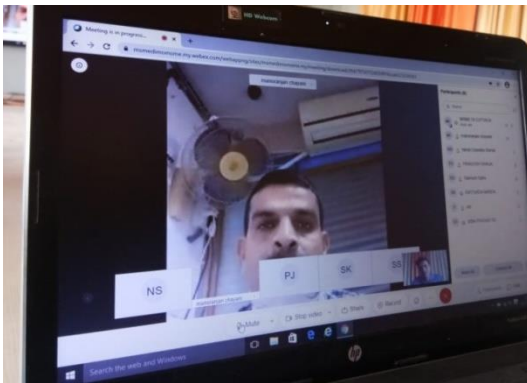
MSME DI, CUTTACK

case studies for Registering Kandhamal Haldi as GI. Presentations were made by Shri Prasantha Kumar, Senior Examiner of Geographical Indications, Intellectual Property Office, Chennai; Shri T K Rout, Deputy Director, Ministry of Textiles, Government of India and Dr. Anita Sabat, Managing Trustee, Odita Trust, Director, Sabat Exports on the GIs of Odisha. The programme concluded with Vote of thanks by Sri Jagadish Sahu, Asst. Director, MSME-DI, Cuttack. The programme was coordinated by Sri Santosh Kumar Sahu, Asst. Director of this Office.



6. Pension Adalat:

As per the direction of Department of Pension & Pensioners Welfare, Ministry of Personnel, Public Grievances and Pension, Govt. of India, MSME-DI, Cuttack organized **Pension Adalat** through Video Conferencing on 31.12.2020. The objective of organizing Pension Adalat was to provide good governance and to address the grievances of the pensioners within the framework of extant policy guidelines. Pensioners, officers from SBI, City Branch, Cuttack, officers from Pay & Accounts Office, Kolkata and officers from MSME-DI, Cuttack participated in the said Adalat.



C. CHAMPIONS Portal

Continuing with the CHAMPIONS initiative of the Ministry of MSME, Govt. of India, MSME – DI Cuttack resolved a number of grievances received on the CHAMPIONS portal within the stipulated timeframe. The officers of the institute communicate with the applicant immediately on the receipt of the grievance, to know in detail, the nature of the grievance and attempt to resolve their issues, accordingly.

MSME-DI Cuttack has also been running the State Champions Control Room in the MSME-DI, Cuttack premises to address the grievances of the entrepreneurs. These control rooms are operating every day from 08 a.m. to 08 p.m., even on holidays. Officers are deployed to attend & reply to the grievances within stipulated time as mandated by Ministry of MSME, Govt. of India. A total of 453 people visited the SCCR between October and December, 2020.

The performance of the State Champions Control Room (SCCR), Cuttack during the months of October, November and December, 2020 is as follows:

Sl. No.	Grievance Category	Received	Resolved	Pending
V1	Credit & Credit related issues, Cluster Development	1	1	0
V2	Policy, MSEFC, Delayed Payment issues, Public Procurement Policy	16	16	0
V3	Market Access, Market promotion, Export promotion and other schemes of O/o DC MSME	34	34	0
V4	Coordination and residual issues (Skilling, Startups, National Awards, Quality Testing, Passes and COVID Medical related requirements and Products	0	0	0
V5	Logistics problems, Common facilities and Infrastructure problem	0	0	0
Total		51	51	0

D. Cluster-related activities: (Oct- Dec.)

1. A Web-meeting on restoration of M/s Neelachal Cashew Cluster Ltd., Brahmagiri, Puri was held on 24-11-2020 under the Chairmanship of Shri Sanjay Dasverma, Deputy Chairman, Planning Commission, Government of Odisha. Dr. S. K. Sahoo, Director Incharge, MSME-DI, Cuttack attended the same.
2. A meeting of self-employment and credit support to Jatra Kalakar of Balasore, Bhadrak and Jagatsinghpur Districts was held under the Chairmanship of Principal Secretary to Government, MSME Department, Government of Odisha 24-11-2020. It was attended by Dr. S. K. Sahoo, Director Incharge, MSME-DI, Cuttack. 70 bankable project profiles prepared by this Institute for self-employment of these artists who lost their livelihood during Covid Pandemic situation.
3. A meeting with the stake holders of Cashew Cluster, Brahmagiri was attended by Director-Incharge, MSME-DI, Cuttack on 05-12-2020 along with Sri D. Behera, AD.
4. As directed by Principal Secretary, MSME, Govt. of Odisha, Dr. S. K. Sahoo, Director Incharge, MSME-DI, Cuttack and Shri Damodar Behera, Asst. Director & CDO along with MD OSIC and GM, DIC, Puri visited CFC on 05.12.2020 to access the damage caused by cyclone 'Fani' and Machinery of Cashew Cluster, Brahmagiri, Puri.



5. A meeting with the stake holders of Rambha Cashew Cluster, Ganjam for inauguration of the Cashew Cluster and its handover to the stake holders was organized on 08-12-2020.
6. A meeting with Theatre Artists for follow up action of PMEGP applications and Apparel Cluster was organized on 14.12.2020 along with the Chairman of Odisha Industries Federation, Cuttack.

E. Entrepreneurship Development Cell

Description of Activity	October	November	December
1. Visitors Attended (EDC)	171	330	232
2. Project Profiles Prepared	58	61	56
3. Udyam Registration	9	21	15
4. Visitors Attended EFC	4	2	2

F. Other activities/events/visits (Oct. – Dec.2020)

1. MSME-DI, Cuttack prepared a Draft Concept Note on “Export Promotion and Import Reduction through better, focused and competitive manufacturing with better Domestic Designs, Technology, Sophistication, Packaging, Marketing and other interventions and backward & forward linkages” under **Ministerial Task Force-2** for Futuristic Initiatives.
2. As part of the ongoing **Ministerial Task Force-4** with the objective of establishing effective Industry-Institute linkages & make Globally Benchmarked MSME Institutes, a questionnaire for evaluating the need for Technology Centers/Extension Centers in the states by the industrial associations was developed. This office mobilized the highest no. of responses (More than 150).
3. Celebration of Constitution Day:
MSME-DI, Cuttack observed **Constitution Day** on 26th November, 2020. All the officers and staff members read the preamble of the Constitution following which, the importance and value of the Constitution of India was discussed and all officers and staff members took a pledge to uphold the constitutional values.

MSME DI, CUTTACK



4. IMC on toy manufacturing was organized by MSME-DI, Cuttack in association with CTTC, Bhubaneswar at conference hall CTTC, Bhubaneswar on 9th Dec., 2020. 50 participants from different districts attended the programme.

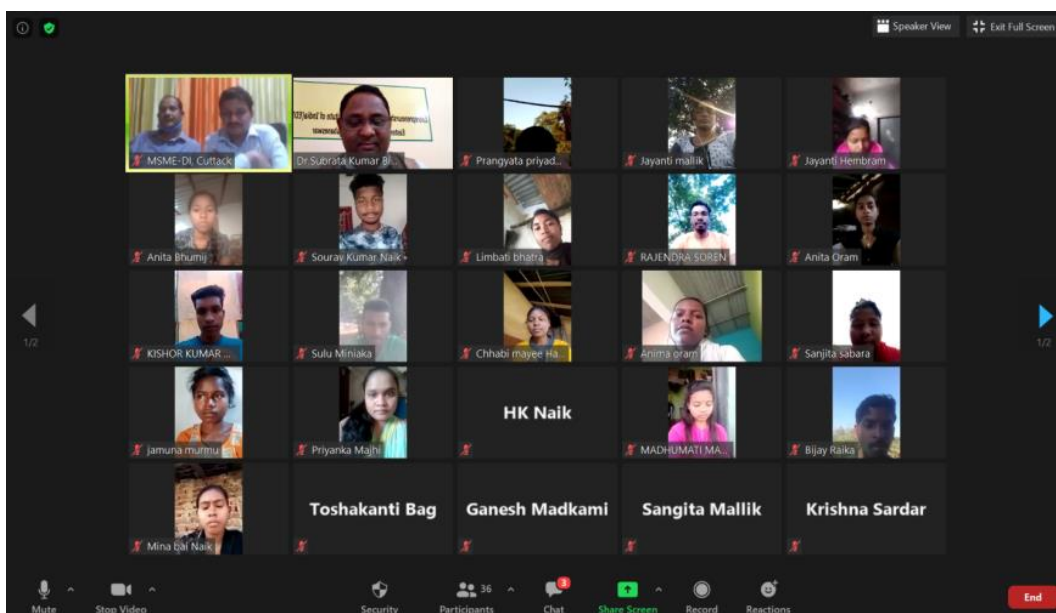


Dr. S.K.Kar, head IPFC CTTC Bhubaneswar welcomed the guests and participants. Dr. S. K. Sahoo, Director Incharge, MSME-DI, Cuttack talked about the present market demand of toy manufacturing and importance of the sector, particularly the competition from Chinese toy industry. Sri P.K. Sahoo, Principal Director and head CIPET, Bhubaneswar motivated the participants to start manufacturing of toys in Odisha, as plastic raw materials, training on manufacturing of plastic products required for toys and technology are available here.

Smt. Nitisha Mann, Asst. Director, made a presentation highlighting the present status of toy industry in our country vis-à-vis Odisha. Dr. Bishnu Panda, Scientist, CIPET highlighted the role of CIPET in providing technology on injection and blow molding of plastic toy body manufacturing and services provided by their organization, like hiring their machinery to develop different kinds of plastic products. Sri Praveen Kumar, Scientist (E), BIS highlighted specifications to be developed for toy manufacturing and its necessity for the toy manufacturers in India, to make their product competitive in global market. Sri Subas Kumar Sahu, Asst. Director, MSME-DI Cuttack proposed vote of thanks.

MSME DI, CUTTACK

5. A new Extension Center of CTTC, Bhubaneswar at Berhampur (Odisha) was inaugurated by Shri Pratap Ch. Sarangi, Hon'ble Union Minister of State for MSME & FAHD, Govt. of India on 19-12-2020. The inaugural function was attended by Dr. S. K. Sahoo, Director Incharge, MSME-DI Cuttack along with Sri J. Sahu, AD (E.I.) and Sri Santosh Kumar Sahu, AD (E.I).
6. EDP on Plastic Industries (with a special emphasis on Toy Industries) was organized by CIPET, Balasore in association with North Odisha Chamber of Commerce and Industry (NOCCI), Balasore. The programme was held under the chairmanship of Shri Pratap Ch. Sarangi, Hon'ble Union Minister of MSME & FAHD, Govt. of India. The programme was attended by Dr. S. K. Sahoo, Director Incharge and other officials of MSME-DI Cuttack.
7. Entrepreneurship Development Institute of India (EDII), Eastern Regional Office, Bhubaneswar conducted a 5 day online thematic training programme on Entrepreneurship Sensitization and Development Programme (ESDP) for aspiring and existing SC/ST entrepreneurs from 08-12-2020 to 12-12-2020. As per request from EDII, Bhubaneswar, Shri D.C Mishra, Asst. Director & Shri Jagadish Sahu, Asst. Director, MSME-DI, Cuttack delivered lectures on 09.12.2020 through virtual mode on the topics; Setting up of MSME: Support Network of Institutions and Planning a MSME: Procedures, Formalities, Rules & Regulations.



8. LBI (Livelihood Business Incubation center) at the workshop of MSME-DI Cuttack has been approved by Ministry of MSME, Govt. of India on 17th Dec., 2020. In this LBI, focus will be given for promoting mechanical, food processing, chemical, leather and ceramic-sector MSMEs.

9. Hindi Karyashala:



एम एस एम ई विकास संस्थान, कटक में दिनांक 29-12-2020 को एक दिवसीय हिंदी कार्यशाला का आयोजन किया गया । इस कार्यशाला में संस्थान के करीब 25 अधिकारी एवं कर्मचारीगण भाग लिए । डॉ सनातन बेहेरा, व्याख्याता हिंदी, रेवंशा कालेज, कटक, श्रीमती रिंकु टांक, सुप्रसिद्ध कवयित्री, कटक एवं श्री दीन बंधु सिंह, हिंदी अधिकारी, एम एस एम ई विकास संस्थान, कटक ने वर्ग संचालन किया । श्रीमती नीतीशा मात्र, सहायक निदेशक, एम एस एम ई विकास संस्थान, कटक ने समारोह में स्वागत एवं धन्यवाद ज्ञापित किया ।

10. Staff Recreation Club activity:

A farewell & felicitation meeting was organized in the IMT Hall, MSME-DI, Cuttack on 30th December, 2020 on the occasion of promotion & transfer of Dr. S. K. Sahoo, the then Director Incharge, MSME-DI, Cuttack and felicitation of Sh. D. C. Bidanta and Sh. Abhaya Mohanty, retired employees of this office.



G. Cleanliness Drive and Swachhta Abhiyan:

MSME-DI, Cuttack organized Cleanliness Drives/ Awareness Programmes for 3rd Quarter (Oct.-Dec.) under Swachhta Action Plan (SAP) on 23rd December, 2020 and 29th December, 2020 at two Govt. Upper Primary Schools in Jagatpur, Cuttack. Tree plantations were also held there and dustbins were distributed in these schools.

MSME DI, CUTTACK



H. Branch MSME-DI, Rayagada & Br. MSME-DI Rourkela

1. Branch MSME-DI, Rayagada Staff & Visitors took oath during Vigilance Awareness Week-2020.



MSME DI, CUTTACK

- Branch MSME-DI, Rayagada organised Cleanliness Drive and Awareness on Single use Plastic ban at various public places in the Rayagada town.



- Branch MSME-DI, Rayagada Staff observed National Constitution Day-2020 on 26.11.2020.



- Cleanliness Drive for the Third Quarter was organized at the premises of Br. MSME-DI, Rourkela on 12th & 13th November, 2020. During the Cleanliness Drive, various activities such as awareness on personal hygiene and ban of single use plastic, cleaning of premises and Swachhta Pledge etc. were undertaken.



Charge Assumption of new Joint Director, Shri P. K. Gupta

Shri P. K. Gupta, IEDS joined MSME-DI, Cuttack as Joint Director on 31.12.2020.

Editor-in-Chief: Sh. P.K. Gupta, Joint Director; Editor: Ms. Nitisha Mann, Dy. Director and Shri Jagadish Sahu, Asst. Director, MSME-Development Institute, Vikash Sadan, College Square, Cuttack, Odisha- 753003.