

A Big Bonanza For Indian MSMEs

Jawhar Sircar, Special Secretary & Development Commissioner in the Ministry of MSMEs, Government of India, provides insights on the initiatives taken under NMCP

COULD you please elaborate on the National Manufacturing Competitiveness Programme (NMCP) of the Govt. of India?

The Government of India has announced an all-India campaign under the National Manufacturing Competitiveness Programme (NMCP) for the micro, small and medium enterprises (MSMEs), which have specific components that are aimed at enhancing the competitiveness of the enterprise in this sector – so as to withstand global and organised competition and to thrive through better technologies and skills.

Global competition brings with it many opportunities of wider market access, technological innovations and skill upgradation. This Programme aims to take up the challenge before the sector and to harness their undoubted competitive edge, to avail of the unfolding opportunities. The components of the NMCP seek to introduce the best elements of industrial competitiveness to the MSME sector, which has often found such practices and techniques unaffordable. The various components like 'Lean Manufacturing', 'Design Development', 'Quality Control', 'ICT Applications', 'Popularisation of IPR', etc. will go a long way in enhancing the inherent advantages of MSME sector.

What are the ten Components/Schemes framed under the Programme for various MSME units?

The ten components of the NMCP to be implemented by the Ministry of MSME during XI Plan are:

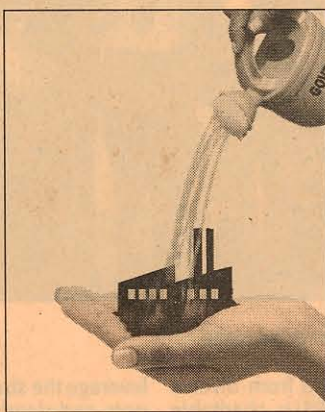
- (i) Support for entrepreneurial and managerial development of MSMEs through 'Business Incubators'
- (ii) Quality Management Standards (QMS) and Quality Technology Tools (QTT) for MSMEs
- (iii) National campaign for investment in Intellectual Property Rights (IPR)
- (iv) Marketing support/assistance for MSMEs for adoption of 'Bar Code'
- (v) Lean manufacturing
- (vi) Setting up of New Mini Tool Rooms (MTR)
- (vii) Energy efficiency and quality upgradation support for MSMEs
- (viii) Design Clinics
- (ix) Promotion of Information and Communication Technology (ICT) in MSMEs
- (x) Marketing assistance for MSMEs and technology upgradation activities, called 'Marketing Scheme' in short.

Of these, the first 4 Schemes are already operational and their details are available on the website – www.dcmsme.gov.in. Guidelines for (v) and (vi) Scheme will be put up on the website shortly. The remaining 4 Schemes are under various stages of approval and will be put on the website as and when finalised.

What are the objectives of these Schemes?

The objectives of each of the Components/Schemes are as under:

(i) Business Incubator – To promote development of knowledge-based technological innovative ventures and to improve the competitiveness and survival instincts of the MSMEs. The idea is primarily for sustaining, at some basic or introductory level, the incubation of ideas that would have otherwise been lost for want of support.



(ii) QMS/QTT – To sensitise and encourage MSMEs to adopt the latest QMS and QTT so as to strengthen their operations and to keep a watch on sectoral developments by undertaking the defined activities.

(iii) IPR Scheme – To enhance awareness of MSMEs about Intellectual Property Rights (IPRs) so that they (units) are in a better position to take measures for not only protecting their own ideas and business strategies but also avoiding infringement of the relevant rights of others through their operations.

(iv) Marketing support (Bar Code) – To spread awareness about the system, its benefits and to motivate

increasing number of the micro and small manufacturing enterprises to adopt bar code certification, to enable them to sell their value added products worldwide with higher export price realisation.

(v) Lean manufacturing – To help MSMEs adopt lean manufacturing techniques so as to improve their productivity, etc. and thus their competitiveness.

(vi) Setting up of new MTR – To develop more tool room facilities for providing technological support to MSMEs by creating capacities in the private sector for designing and manufacturing quality tools and for providing training facilities in the related areas.

(vii) Energy efficiency – To sensitise enterprises and spreading an awareness about the need and benefits of adopting energy efficient technologies and using different quality certification measures for reducing emissions of greenhouse gases and improving quality of their products at reduced costs so as to increase their competitiveness in the global arena.

(viii) Design clinics – To bring the SME sector and design expertise to a common platform to provide expert advice and solutions on real time design problems, resulting into continuous improvement and value addition to existing products. It also aims at developing value added cost effective solutions.

(ix) ICT Scheme – To assist the MSMEs in deriving greater benefits from the application of ICT tools/techniques in their operations.

(x) Marketing Scheme: To improve the strengths of MSMEs in marketing by using latest techniques and technologies.

What would be the benefits of these Schemes for MSMEs?

The different activities and interventions under the Programme have been drawn up with a view to enable MSMEs to acquire a cutting edge over competitors, both large domestic players and the global entities. This would benefit the MSME sector in availing the vast opportunities available in today's globalised economy.

NMCP has become the cornerstone of the government policies designed for promotion and sustenance of the MSME Sector. Please comment.

The MSME sector forms the backbone of the Indian manufacturing sector. Accordingly, improving the competitiveness of the Indian MSMEs became one of the focal points of the policies pursued by the Government. Encompassing the entire gamut of manufacturing activities through its 10 Components/Schemes, NMCP has emerged as the National Strategy for Manufacturing with the broad objective of healthy growth and sustenance of the MSMEs engaged in different manufacturing activities.

-JUHI SHRIVASTAVA