Dear Director/Officer In-charge

I believe, you and your team have meticulously read the Procurement and Marketing Support guidelines. As you would have noticed that Marketing Promotion activities in this office are passing through transition phase with the focus that may yield measurable desired output.

It has been decided to organise District wise market access events under the name- “District Udyam Samaagam” in the next two months of December and January, through all the field organisations of DC office alongwith collaborative efforts of NSIC, KVIC, Coir Board and State government departments, who are working in silos towards the common cause of MSME Development. Following are specific features of the event:

1. It has been decided to organise 10 mega events and 100 district level events throughout the country. MSME-DIs will anchor all these events under their banner, but with proper collaboration of all other field level organisations of the ministry. As we have to cover all 700 districts of the country in these 100 events, a couple of districts shall be clubbed for one event, depending on their size and scale of industrial activity.

2. Themes of District Udyam Samaagams shall focus on the development of focus sectors both in services and manufacturing, agri enterprises and other micro enterprises predominant in that districts, so that by the end of Samaagams, we have proper road map for development of each sector- available with us.

3. Every DI shall ensure that, he collaborates with other DIs which also have similar industries in their areas of jurisdiction. For instance, DI Agra shall ensure that other districts of other states where leather is a predominant industry also participates in their district samaagam.

4. Every Samaagam shall be 2-3 days event which will have following sessions:
   a) Knowledge services
   b) Access to Financial Services
   c) Enterprise infrastructure to develop facilities like plug & play, flatted factory, logistics, mobility, warehousing, business travels
   d) Market access

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e) Technology & innovation, including Green technologies to develop green industrial estates, green MSMEs
f) Sustainable enterprise development to develop sustainable clusters in the areas of their strength like rural enterprises, art based enterprises, GI tagged producers organisations.
g) Communication, Outreach & Dialogs
h) Enterprise Incubation and Rehabilitation. (Diagnostic and Care Center)
i) Role of Social enterprises
j) Development of Human capital in close coordination with M/o Skill development to leverage their skilling mission
k) Legal services to address the sickness, NPLs and matters relating to land ownership and trade disputes
l) Digital services to develop e markets for clusters, art based enterprises and to enable MSMEs digitally.

5. Participation of all the relevant stakeholders viz industry associations, social enterprises, entrepreneurs, academia, legal experts shall be ensured, so that by the end, we have complete district wise database of different stakeholders of the eco system.

6. Event will also have a component of trade fair, where all the units from the area will participate. The products of the MSEs should preferably be unique, innovative, eco-friendly, art based. New potential products with innovative intent with relevance to local resources may also be considered.

7. State government organizations will be mobilized to make it an entire government effort rather than an event by MSME DI.

8. The fair will have both B2B and B2C components, to provide a platform for MSEs for sourcing, arranging buyer-seller meets, business interactions, technology transfer, marketing access etc.

9. DI/TCs shall ensure participation of industry by raising sponsorships, crowd sourcing, partnerships and submit the proposal with the budgetary gaps where support under PMS shall be required.

10. MIS for PMS is under construction. Till then, MIS formats as approved in MS-Excel format shall be used for submitting the proposals. As soon as, MIS is ready, entire data shall be migrated to the online system.

Best Wishes,

(Mandeep Kaur)
Joint Development Commissioner

To
The Directors/Officers In-charge
All MSME- DIs/TCs/Testing centres
Attachments: 1. Guidelines,
2. MIS formats

Copy to:

1. Chairman, KVIC with a request to kindly mobilize their field institutions for District Samaagam.
2. Chairman, Coir Board with a request to kindly mobilize their field institutions for District Samaagam.
3. CMD, NSIC with a request to kindly mobilize their field institutions for District Samaagam.
4. JS&ADC with a request that above activity may kindly be included in the DI/TC review meeting for follow up.
5. JS SME/ARI for favour of information and necessary directions to the field institutions.
6. ADC (SM)/ADC (PS)/ADC (AS) with a request that above activity may kindly be included in the DI/TC review meeting for follow up.
7. All directors in the office of DC MSME with a request to kindly share the contents of their respective schemes with the Dis for organizing scheme awareness programmes. Kindly feel free to identify more activities pertaining to your schemes which could be used for district Samaagam, which is not just a Market Access programme but an all inclusive District Samaagam for overall MSME Development.
8. PPS to AS&DC for favour of information.
9. Industry associations as per the list enclosed for participation and in the programmes, in coordination with DI/TCs of DC MSME.

Approved scheme guidelines on "Procurement and Marketing Support" a component of scheme Development of MSMEs, vertical 4 - circulation - reg.