

**File No.A-22012/112015-A (P&T)(Vol-II)**

**(P-10346)**

**Government of India**

**Ministry of MSME**

**Office of DC (MSME)**


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'A' Wing, 7<sup>th</sup> Floor,  
Nirman Bhawan, New Delhi  
Dated the 27<sup>th</sup> August, 2019

**OFFICE ORDER NO - 79/2019**

In supersession of all previous orders regarding allocation of duties and responsibilities amongst officers in the office of DC (MSME), the arrangements (as Annexed) are put in place with immediate effect.

This issues with the approval of AS&DC (MSME).

  
27.8.19  
**(Satyen Lama)**  
**Director (Admn)**

To:

1. PS to JS & ADC
2. PS to ADCs/ JDCs
3. PA to AIA
4. All Directors and Deputy Directors in the O/o DC(MSME)
5. All Divisions/Sections in the O/o DC (MSME)
6. All MSME-DIs/TCs
7. Heads of all Autonomous Bodies
8. SENET with a request to upload the allocation orders on the website.

Copy to:

1. PPS to Secretary(MSME)
2. PS to SS&FA
3. PS to AS&DC(MSME)
4. PS to JS(ARI)/PS to JS(SME)/PS to EA
5. All Directors in the M/o MSME
6. US (IFD)



S. No.	Division/Sub-Division	Jurisdiction	Divisional Head/ Team Leader	AIA/JDC/Director	Dy. Director/ Asstt. Director
D01	Micro Enterprises Development	<ul style="list-style-type: none"> <li>Convergence with National Rural Livelihood Mission (NRLM)</li> <li>National Cooperative Development Corporation (NCDC)</li> <li>Small Farmers' Agri-Business Consortium (SFAC)/Tribal Co-operative Marketing Development Federation of India Ltd. (TRIFED)</li> <li>Development of MSMEs in the Agri-business and rural enterprise value chains</li> </ul>	Sh. Piyush Srivastava, ADC  Sh. Anand Sherkhane, ADC	Sh. R. K. Rai, Director     Sh. Shirish Asthana, Director	
D02	SME (Services) Division	<ul style="list-style-type: none"> <li>Promotion of Trade in Services.</li> <li>Retail, Tourism, Education, Health etc.</li> </ul>	Sh. Anand Sherkhane, ADC	Sh. Vijay Kumar, Director	
D03	SME (Manufacturing) {CLCS-TUS}	<ul style="list-style-type: none"> <li>ZED</li> <li>Lean Manufacturing</li> <li>Design Clinic</li> <li>IPR</li> <li>Incubation</li> <li>Digital MSME</li> <li>SENET scheme</li> <li>UNIDO and GIZ supported manufacturing sector schemes/projects.</li> </ul>	Sh. D P Srivastava, DDG	Ms. Mandeep Kaur, JDC Sh. M.K. Saraswat, Director	
D04	Social Enterprise Development	<ul style="list-style-type: none"> <li>Promotion of social entrepreneurship for inclusive growth and development of MSMEs</li> <li>Social Enterprise Network for MSMEs</li> </ul>	Sh. D P Srivastava, DDG	Sh. Satyen Lama, Director	



S. No.	Division/Sub-Division	Jurisdiction	Divisional Head/ Team Leader	AIA/JDC/Director	Dy. Director/ Asstt. Director
D05	<b>Policy &amp; Governance</b>				
	<b>Policy Matters</b>	<ul style="list-style-type: none"> <li>MSMED Act, Legislation, Cabinet Notes, CoS Notes on Policy Issues etc.</li> <li>Coordination related to Policy matters/ issues raised by Industry Associations and other similar organisations.</li> <li>Standing Advisory Committee.</li> <li>Impact of GST/Demonetisation</li> <li>Drafting of Policy for MSME Sector, Research Work related to MSME Sector, UAM related Issue, Meetings with Industry Associations on issues related to MSME Sector, RTI related to Policy matters, etc.</li> </ul>	Sh. Santanu Mitra, ADC	Ms. Mandeep Kaur, JDC  Sh. Anshuman Mohanty, Director  Sh. R.S. Barapatre, Director	
D06	<b>Technology Services &amp; Technical Research</b>				
(a)	<b>Technology Services</b>	<ul style="list-style-type: none"> <li>All Technical Advisory functions/Coordination with S&amp;TI CSIR Labs Technology Support Institutions/Technology Development Board (TDB)/ Technology Transfers (including International Cooperation for Technology Transfers)</li> </ul>	Sh. Piyush Srivastava, ADC	Sh. R. K. Rai, Director  Sh. Sanjeev Chawla, Director	
(b)	<b>Testing Centres</b>	<ul style="list-style-type: none"> <li>MSME-Testing Centers and MSME-Testing Stations.</li> </ul>	Sh. Sudhir Garg, JS & ADC	Sh. G. Shanmuganathan, AIA	Sh. S.V. Sharma, Dy. Director
D07	<b>Infrastructure Services</b>				
(a)	<b>Transport/Logistics</b>	<ul style="list-style-type: none"> <li>Coordination with concerned Ministries to facilitate development of Integrated Transport Network for MSMEs</li> </ul>	Sh. Sudhir Garg, JS & ADC	Sh. D. K. Katara, Director	



S. No.	Division/Sub-Division	Jurisdiction	Divisional Head/ Team Leader	AIA/JDC/Director	Dy. Director/ Asstt. Director
b)	Natural Infrastructure (Land Resources, Water etc.)	<ul style="list-style-type: none"> <li>Coordination with concerned Ministries to facilitate better utilization of natural infrastructure for the development of MSME</li> </ul>	Sh. Anand Sherkhane, ADC	Sh. D. K. Katara, Director	
(c)	Energy	<ul style="list-style-type: none"> <li>Promotion of Energy Efficiency in the Manufacturing Sector.</li> <li>Grid based and off-grid energy solution</li> </ul>	Sh. Piyush Srivastava, ADC	Sh. Shirish Asthana, Director	
(d)	Common Infrastructure	<ul style="list-style-type: none"> <li>Cluster Development Programme/Common Facility Centres.</li> </ul>	Sh. Piyush Srivastava, ADC	Sh. R. K. Rai, Director	
D08	Investment Promotion & Financial Services	<ul style="list-style-type: none"> <li>CGTMSE/ CLCSS/ Credit Rating</li> <li>Impact funds/ CSR funds</li> <li>The MSME fund/ Angel Fund/Impact Fund</li> <li>Coordination with MFI networks/NBFCs</li> <li>MSEFC/ NPA related issues</li> <li>International Cooperation for Investment Promotion/ EAPs</li> <li>Enterprise sickness, restructuring, NPAs etc.</li> <li>RBI Committee on MSME Sector</li> </ul>	Sh. Piyush Srivastava, ADC	Sh. Deepak Rao, JDC	
D09	Knowledge Services				
(a)	Knowledge Services	<ul style="list-style-type: none"> <li>ESDP scheme including EDCs and business incubation/Promotion of Start-ups, convergence with Start up and Stand up India</li> <li>National Mentors' Network for MSMEs including Udham Sakhi and Sathi</li> <li>Consultancy Services</li> <li>National Resource Centre/ Knowledge Network for MSMEs</li> <li>National / Small Business Academy / Centre for Business Research &amp; Consultancy</li> <li>Coordination of all Centres of Excellence under the aegis of the O/o DC-MSME.</li> </ul>	Sh. D. P. Srivastava, DDG	Ms Mandeep Kaur, JDC	Sh. Vikas Gupta, Dy. Director  Sh. Umesh Kumawat, Dy. Director  Sh. R. S. Verma, AD-II

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S. No.	Division/Sub-Division	Jurisdiction	Divisional Head/ Team Leader	AIA/JDC/Director	Dy. Director/ Asstt. Director
(b)	<b>Training &amp; Capacity Building</b>				
(i)	<b>Domestic Training</b>	<ul style="list-style-type: none"> <li>• Training Needs Assessment and Imparting Training for officials of the O/o DC(MSME)</li> </ul>		Sh. Satyen Lama, Director	Sh. Anil Singh, AD-II
(ii)	<b>International Training</b>	<ul style="list-style-type: none"> <li>• Identification of Institutions, Subjects for International Training and organizing International Training Programmes.</li> </ul>		Ms. Mandeep Kaur, JDC Sh. U.C. Shukla, Director	Sh. Satish Kumar, AD-II
(iii)	<b>Training Policy and Coordination</b>	<ul style="list-style-type: none"> <li>• Skill India and overall coordination</li> </ul>	Sh. Anand Sherkhane, ADC	Sh. R. K. Rai, Director	
(c)	<b>Economic Analysis/ Statistics &amp; Data</b>	<ul style="list-style-type: none"> <li>• Speech/Talking points etc for Hon'ble Minister/ Secretary/AS&amp;DC etc.</li> <li>• Inputs for Economic Survey/Presidents Speech</li> <li>• Statistics Division</li> <li>• Data Analytics</li> <li>• Monitoring and Evaluation</li> <li>• Industrial Sector Reports</li> <li>• Impact Reports</li> </ul>	Sh. D. P. Srivastava, DDG	Sh. Anshuman Mohanty, Director	Sh. Umesh Kumawat, Dy. Director
(d)	<b>Media/ Communications</b>	<ul style="list-style-type: none"> <li>• Publicity/ Communication, Outreach &amp; Dialogue</li> </ul>	Sh. D. P. Srivastava, DDG	Ms. Mandeep Kaur, JDC Sh. Velayudhan, Director	



S. No.	Division/Sub-Division	Jurisdiction	Divisional Head/ Team Leader	AIA/JDC/Director	Dy. Director/ Asstt. Director
D10	<b>Market Services Division</b>	<ul style="list-style-type: none"> <li>• Promotion of Market Access (National, Regional and Local) for MSMEs</li> <li>• Access to packaging, branding, Made in India initiative</li> <li>• e-Commerce platforms</li> <li>• India LAMP (Livelihoods and Access to Markets Project) Promotion of integrated value chains in the Agri- business/ Rural entrepreneurship (with Support from World Bank/ ADB)</li> <li>• Public Procurement Policy</li> </ul>		Ms. Mandeep Kaur, JDC Sh. P. Velayudhan, Director	Sh. Vipin Kumar, AD-II
D11	<b>Export Promotion and International Cooperation Division</b>	<ul style="list-style-type: none"> <li>• Market study/survey, delegations, Consultancy &amp; Data Sourcing</li> <li>• Market Development Assistance for MSME exporters</li> <li>• Participation in the International Exhibitions/ Fairs</li> <li>• Trade Facilitation &amp; Promotion of International Market Access</li> <li>• Integration with Global/ Regional value chains</li> <li>• Training programmes on Packaging for Exports</li> <li>• Pursuing the matters relating to bilateral cooperation in the fields of trade, investment and technology transfer</li> <li>• International Cooperation (Trade Facilitation) for MSMEs/ Promotion of Market Access (International) for MSMEs, Integration with Global/Regional value chains</li> <li>• Convergence with Export Promotion Councils/ Commodity Development Boards</li> <li>• Convergence with Make in India Programme</li> </ul>		Ms. Mandeep Kaur, JDC Sh. U.C. Shukla, Director	



S. No.	Division/Sub-Division	Jurisdiction	Divisional Head/Team Leader	AIA/JDC/Director	Dy. Director/ Asstt. Director
<b>D12</b>	<b>Autonomous Bodies (AB)</b>				
<b>A</b>	<b>AB (HR and Establishment)</b>	<ul style="list-style-type: none"> <li>All HR related issues of Autonomous Bodies, Secretariat to the office of the Chairman.</li> </ul>	Sh. Piyush Srivastava, ADC	Sh. Deepak Rao, JDC	Sh. CSS Rao, Dy. Director
<b>B</b>	<b>AB (TC &amp; Tool Rooms)</b>	<ul style="list-style-type: none"> <li>Coordination and Management of Autonomous Bodies under the Office of DC (MSME)</li> <li>Functioning of existing Tool Rooms/ Technology Centres</li> </ul>	Sh. Piyush Srivastava, ADC	Sh. R. K. Rai, Director	
<b>C</b>	<b>Agriculture &amp; Rural Technology</b>	<ul style="list-style-type: none"> <li>Research, Innovation and Propagation of Rural &amp; Agriculture technologies</li> </ul>	Sh. Piyush Srivastava, ADC	Sh. R. K. Rai, Director	
<b>D</b>	<b>Consultancy Services</b>	<ul style="list-style-type: none"> <li>Consultancy to Central Government, State Governments and Private Sector</li> </ul>	Sh. D. P. Srivastava, DDG	Ms. Mandeep Kaur, JDC Sh. Deepak Rao, JDC	
<b>D13</b>	<b>Administration/ Coordination/ Human Resources &amp; Support Services</b>				
<b>(a)</b>	<b>Establishment &amp; HR MSME DO HQ</b>	<ul style="list-style-type: none"> <li>All matters related to Establishment, Personnel, Placement/Transfer/Posting, Career Management, and all similar issues of HQ</li> <li>Safe custody of official passports</li> </ul>		Sh. Satyen Lama, Director	
<b>(b)</b>	<b>General Administration (MSME-DO-Headquarters)</b>	<ul style="list-style-type: none"> <li>All issues pertaining to General Administration procurement of Goods &amp; Services, Annual Maintenance Contracts (other than SENET)</li> </ul>	Sh. D. P. Srivastava, DDG	Sh. Anil Tripathi, Director	



S. No.	Division/Sub-Division	Jurisdiction	Divisional Head/Team Leader	AIA/JDC/Director	Dy. Director/ Asstt. Director
(c)	Parliament coordination/ General coordination	<ul style="list-style-type: none"> <li>• Senior Officers Meeting.</li> <li>• Coordination on all such matters which pertains to more than two Divisions/Sections.</li> <li>• State Governments (Liasoning/ Co-ordination)</li> <li>• Entrepreneurship Development Centres (EDC)</li> </ul>	Sh. D. P. Srivastava, DDG	Sh. (Dr.) O.P. Mehta, Director	Sh. Bijender Kumar, AD-II
		<ul style="list-style-type: none"> <li>• Parliament related coordination with Ministry/Lok Sabha/Rajya Sabha etc.</li> </ul>	Sh. D. P. Srivastava, DDG	Sh. Anil Tripathi, Director	
(d)	National Awards	<ul style="list-style-type: none"> <li>• Issues related to National Award</li> </ul>	Sh. D. P. Srivastava, DDG	Sh. Deepak Rao, JDC	Sh. Pawan Singh, AD-II
(e)	RTI Cell & Public Grievances	<ul style="list-style-type: none"> <li>• Nodal Section for RTI and PG.</li> <li>• Coordination &amp; Liasoning with different Sections/ Divisions/ CIC/ PMO on RTI/ PGs.</li> </ul>	Sh. D. P. Srivastava, DDG	Sh. (Dr.) O.P. Mehta, Director	Sh. Vinay Kumar, AD-II
(f)	Library, CRU	<ul style="list-style-type: none"> <li>• Administration Management of Library, CRU</li> </ul>	Sh. D. P. Srivastava, DDG	Sh. (Dr.) O.P. Mehta, Director	Sh. Vinay Kumar, AD-II
(g)	Enterprise Ecosystem Development	<ul style="list-style-type: none"> <li>• Promotion of convergence and Integrated Value Chain Development</li> <li>• Viability Gap Funding</li> <li>• NEEDCO</li> <li>• MSME Development Council</li> <li>• National Board</li> <li>• Udyam Sangam/ Jyoti</li> </ul>	Sh. D. P. Srivastava, DDG	Ms. Mandeep Kaur, JDC Sh. Deepak Rao, JDC	Sh. S. Sathesh Kumar, Dy. Director Sh. Vikas Gupta, Dy. Director



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D14	Finance, Accounts/ Budget	<ul style="list-style-type: none"> <li>Budget (for the Ministry) (including Cash Section of O/o DC(MSME))</li> <li>Output Outcome Monitoring Framework and its online portal</li> <li>Physical Achievements of Schemes under SC, ST, NER and ONER and updating the same on online portals</li> <li>Work related to Budget Announcements</li> <li>Outcome Budget</li> <li>Work related to DRPSC/ Finance Commission</li> <li>Budget/DDG Coordination</li> <li>Examination of Pre budget proposals in consultation with Industry Association.</li> </ul>	Sh. Santanu Mitra, ADC	Sh. Deepak Rao, JDC	
D15	Vigilance	<ul style="list-style-type: none"> <li>Vigilance Administration</li> </ul>	Sh. Anand Sherkhane, ADC	Sh. Deepak Rao, JDC	
D 16	MSME-DI Division				
	DI Admn. and Operations	<ul style="list-style-type: none"> <li>DI establishment, administration and Coordination.</li> </ul>	Sh. D. P. Srivastava, DDG	Sh. Satyen Lama, Director	Sh. S. Sathesh Kumar, Dy. Director



S. No.	Division/Sub-Division	Jurisdiction	Divisional Head/Team Leader	AIA/JDC/Director	Dy. Director/ Asstt. Director
<b>SPECIAL PROJECTS</b>					
<b>SP01 (A)</b>	Technology Centre Systems Programme (TCSP)	Construction and operationalisation of 15 new Tool Rooms/ Technology Centres	Sh. Piyush Srivastava, ADC	Sh. Virender Sharma, Director Sh. Major Singh, Director	
<b>SP01 (B)</b>		Modernization/up-gradation of existing 18 Tool Rooms under the TCSP	Sh. Piyush Srivastava, ADC	Sh. R. K. Rai, Director Sh. Major Singh, Director	
<b>SP01 (C)</b>		Business Incubation under TCSP	Sh. D P Srivastava DDG	Ms. Mandeep Kaur, JDC Sh. M K Saraswat Director	
<b>SP01 (D)</b>		Hub & Spokes Project	Sh. Piyush Srivastava, ADC	Sh. R. K. Rai, Director Sh. Sanjeev Chawla, Director	
<b>SP02</b>	National Enterprise Ecosystem Development Programme	Promotion of an integrated approach to promoters for development of MSMEs (with Support from World Bank/ADB)	Sh. Piyush Srivastava, ADC	Sh. Deepak Rao, JDC	
<b>SP03</b>	Human Capital Development Project	Convergence with MoHRD and Ministry of Skill & Entrepreneurship Development / Support from ADB	Sh. D P Srivastava DDG	Sh. Satyen Lama, Director	Sh. Vikas Gupta, Dy. Director
<b>SP04</b>	Special Project for Aspirational Areas	Special Project for Hilly States/ Less Developed Areas/ LWE affected areas (for convergence with Ministry of Home Affairs/ Ministry of DoNER/ Ministry of Social Justice & Empowerment with aid from Multilateral/Bilateral Institutions)	Sh. Anand Sherkhane, ADC	Sh. Vijay Kumar, Director	
<b>SP05</b>	NER	Schemes/ Special Project for NER. All coordination work related to NER/DoNER	Sh. Piyush Srivastava, ADC	Sh. Shirish Asthana, Director	



CENTRES			Divisional Head/Team Leader	AIA/JDC/Director	Dy. Director/ Asstt. Director
<b>C01</b>	Centre for Green Economy & Sustainable Development	Convergence with NITI Aayog / MoEF and Support from GIZ/ JICA. <b>(Attached to D03 Division)</b>	Sh. D P Srivastava, DDG	Sh. M.K. Saraswat, Director	
<b>C02</b>	Centre for Communication, Outreach and Dialogue	Convergence with Ministry of I&B and the Indian Institute of Mass Communication. <b>(Attached to D09(d) Division)</b>	Sh. D. P. Srivastava, DDG	Ms. Mandeep Kaur, JDC Sh. Velayudhan, Director	
<b>C03</b>	Centre for Industrial Research, Design and Standards	Convergence with CSIR/NID/BIS/ NPC. <b>(Attached to D06 Division)</b>	Sh. Piyush Srivastava, ADC	Sh. R. K. Rai, Director  Sh. Sanjeev Chawla, Director	
<b>C04</b>	Centre for Agricultural & Rural Technology	<ul style="list-style-type: none"> <li>Rural Technology Interventions for MSMEs</li> <li>Convergence with CSIR/IITs/ICAR/ RUTAG to promote technology services to MSMEs in the Agri-business/ rural entrepreneurship domains.</li> <li>Rural Technology Interventions for MSMEs</li> </ul> <b>(Attached to D01 Division)</b>	Sh. Piyush Srivastava, ADC	Sh. R. K. Rai, Director  Sh. U.C. Shukla, Director	
<b>C05</b>	Centre for Art-Based Enterprises	Convergence with DC (Handicrafts)/DC (Handlooms)/ TRIFED and the Ministry of Rural Development. <b>(Attached to D05 Division)</b>	Sh. Santanu Mitra, ADC	Sh. Deepak Rao, JDC	
<b>C06</b>	Centre for Innovations, Research & Knowledge Economy	Convergence with National Innovation Foundation/ Academic Institutions. <b>(Attached to D09(a) Division)</b>	Sh. D. P. Srivastava, DDG	Ms. Mandeep Kaur, JDC Sh. Velayudhan, Director	