

विकास आयुक्त का कार्यालय

(सूक्ष्म, लघु एवं मध्यम उद्यम)
सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय
(भारत सरकार)

निर्माण भवन, सातवीं मंजिल, मौलाना आजाद रोड,
नई दिल्ली-110 108



OFFICE OF THE DEVELOPMENT COMMISSIONER
(MICRO, SMALL & MEDIUM ENTERPRISES)
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

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Through e-mail

No. 41/CLCS-TUS/PMAC/ZED-C/2020-21

Dated: 29.08.2023

Subject: Minutes of 3rd Project Monitoring and Advisory Committee (PMAC) meeting held on 23.08.2023 through hybrid mode under the Chairmanship of Secretary (MSME) to review the progress, to seek approvals for action plan FY 2023-24 and way forward for "MSME Sustainable (ZED) Certification Scheme" under MSME Champions Scheme -reg.

I am directed to forward the Minutes of 3rd Project Monitoring and Advisory Committee (PMAC) meeting held on 23.08.2023 through hybrid mode (Physical/VC) under the chairmanship of **Secretary (MSME)** for implementation of "MSME Sustainable (ZED) Certification Scheme", a component under MSME Champions Scheme for information & further necessary action.

This issues with the approval of Secretary (MSME).


(Rakesh Kumar)
Joint Director

To,

1. Ms. Sameera Saurabh, Economic Adviser, Ministry of MSME, Room No. 124-C, Udyog Bhawan, Rafi Marg, New Delhi -110011, Ph: 011- 23063433, Email:saurabh.sameera@gov.in
2. Director General, Confederation of Indian Industry (CII), 23, Institutional Area, Lodi Road, New Delhi-110 003, Ph: +91-11-2462 1874, Email: info@cii.in
3. Director General, FICCI, Federation House Tansen Marg, New Delhi-110001, Ph. 011-23738760, Email: ficci@ficci.com , cmsme@ficci.com
4. Dr. Ramanand N. Shukla, Sr. Director & HOD-ZED Divison & Team, Quality Council of India, ICCW Building, Deen Dayal Upadhyay Marg, Mandi House, New Delhi, Delhi-110002, Email: ram.zed@qc.in

CC:

1. PPS to Secretary (MSME), Ministry of MSME, Udyog Bhawan, New Delhi, Email: secretarymsme@nic.in
2. Sr. PPS to JS (AFI), Ministry of MSME, Udyog Bhawan, New Delhi, Email: js.afimsme@gov.in , ateesh.singh@nic.in
3. PS to DDG (AB), O/o DC (MSME); E-mail: ddg-dc@dcmsme.gov.in
4. Director (T&P), Ministry of MSME, Udyog Bhawan, New Delhi, E-mail: vinamra.mishra@gov.in

No. 41/CLCS-TUS/PMAC/ZED-C/2020-21
Government of India
Ministry of Micro, Small & Medium Enterprises
(MSME Champions Division)

Minutes of 3rd Project Monitoring and Advisory Committee (PMAC) meeting held on 23.08.2023 through hybrid mode under the Chairmanship of Secretary (MSME) to review the progress, to seek approvals for action plan FY 2023-24 and way forward for "MSME Sustainable (ZED) Certification Scheme" under MSME Champions Scheme -reg.

The 3rd PMAC meeting for "MSME Sustainable (ZED) Certification Scheme" was held on 23.08.2023, at 11.00AM in the Room No. 169, Udyog Bhawan, under the Chairmanship of Secretary (MSME), with other members of PMAC.

A list of members who attended the meeting is enclosed at **Annexure – A**.

2. At the outset, Shri Vinamra Mishra, Director (T&P), MoMSME welcomed all the members present in the meeting and briefed the chair about the progress made so far under MSME Sustainable (ZED) Certification Scheme in terms of physical and financial achievements against the sanctions of Rs. 26.30 crore released during FY 2022-23.

3. The agenda items as circulated were discussed in detail and following decisions were taken during the discussion:

Agenda	Subject	Comments/ Views/Approval																																													
1	Physical & Financial achievement against the sanction order for an amount of Rs. 26.30 Crore during FY 2022-23 to QCI <ul style="list-style-type: none"> • 66240 registered, 19358 Bronze certified, 166 Silver certified, 177 Gold certified (as on 22.08.2023) • Expenditure: Rs. 23.04 crore (<i>Additional expenditure against assessments and handholding apart from sanctioned amount as on August 20, 2023 is more than Rs. 15 Crore</i>) 	Noted by Committee members																																													
2	Proposal for FY 2023-24: Implementation Related Activities	Approved in principle by PMAC. Necessary approvals from the competent authority may be processed.																																													
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">S. No.</th> <th style="text-align: center;">Activity</th> <th style="text-align: center;">Nos.</th> <th style="text-align: center;">Rate (in Rs.)</th> <th style="text-align: center;">Total (in Rs.)</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1</td> <td>Industry Awareness Programs (Face to Face/Physical)</td> <td style="text-align: center;">100</td> <td style="text-align: right;">70,000/-</td> <td style="text-align: right;">70,00,000/-</td> </tr> <tr> <td style="text-align: center;">2</td> <td>Consultants/ Assessors /Master Trainers' Training</td> <td style="text-align: center;">10</td> <td style="text-align: right;">3,00,000/-</td> <td style="text-align: right;">30,00,000/-</td> </tr> <tr> <td style="text-align: center;">3</td> <td>Online service support and maintenance for 6 months</td> <td style="text-align: center;">12 months</td> <td style="text-align: right;">2,71,400/-</td> <td style="text-align: right;">32,56,800/-</td> </tr> <tr> <td style="text-align: center;">4</td> <td>ZED Bronze Certification</td> <td style="text-align: center;">50,000</td> <td style="text-align: right;">11,500/-</td> <td style="text-align: right;">57,50,00,000/-</td> </tr> <tr> <td style="text-align: center;">5</td> <td>ZED Silver Certification</td> <td style="text-align: center;">150</td> <td style="text-align: right;">36,800/-</td> <td style="text-align: right;">55,20,000/-</td> </tr> <tr> <td style="text-align: center;">6</td> <td>ZED Gold Certification</td> <td style="text-align: center;">250</td> <td style="text-align: right;">82,800/-</td> <td style="text-align: right;">2,07,00,000/-</td> </tr> <tr> <td style="text-align: center;">7</td> <td>Financial Assistance in Testing/System/Product Certification</td> <td style="text-align: center;">500</td> <td style="text-align: right;">57,500/-</td> <td style="text-align: right;">2,87,50,000/-</td> </tr> <tr> <td style="text-align: center;">8</td> <td>Handholding through Consultancy</td> <td style="text-align: center;">300</td> <td style="text-align: right;">1,84,000/-</td> <td style="text-align: right;">5,52,00,000/-</td> </tr> </tbody> </table>	S. No.	Activity	Nos.	Rate (in Rs.)	Total (in Rs.)	1	Industry Awareness Programs (Face to Face/Physical)	100	70,000/-	70,00,000/-	2	Consultants/ Assessors /Master Trainers' Training	10	3,00,000/-	30,00,000/-	3	Online service support and maintenance for 6 months	12 months	2,71,400/-	32,56,800/-	4	ZED Bronze Certification	50,000	11,500/-	57,50,00,000/-	5	ZED Silver Certification	150	36,800/-	55,20,000/-	6	ZED Gold Certification	250	82,800/-	2,07,00,000/-	7	Financial Assistance in Testing/System/Product Certification	500	57,500/-	2,87,50,000/-	8	Handholding through Consultancy	300	1,84,000/-	5,52,00,000/-	(For carrying out promotional related activities, well formulated partnerships may be looked at and could be done in close association with Industry bodies having regional presence.)
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9	Financial Support for moving towards zero effect solutions	10	3,45,000/-	34,50,000/-
Total Implementation (Rs.)				₹ 70,18,76,800/-

Proposal for FY 2023-24: Promotion Related Activities

S. No.	Activity	Nos.	Rate (in Rs.) *	Total (in Rs.) *
1	Content Creation & Production of Collaterals/Digital/TV/Radio/process oriented	---	47,49,500/-	47,49,500/-
2	TVC Release across India through Bureau of Outreach and Communication (BOC)	1 month	4,00,000,00	4,00,00,000/-
3	Radio Release across India through Bureau of Outreach and Communication (BOC)	1 month	1,00,000,00	1,00,000,00/-
4	Newspaper Release across India through Bureau of Outreach and Communication (BOC)	1	30,00,000	30,00,000/-
5	Outdoor Activities through Bureau of Outreach and Communication (BOC)	1 month	5,00,000,00	5,00,000,00/-
6	Digital Promotion	1 month	50,000,00	50,000,00/-
7	Call Center	6 months	9,15,975	54,95,850/-
Total Promotional (Rs.)				11,82,45,350/-

S. No.	Component	Cost (Rs.)
1	Implementation Related Activities	70,18,76,800/-
2	Promotion Related Activities	11,82,45,350/-
	Grand Total	82,01,22,150/-

3	<p>Action plan for achieving the registrations & conversion of registrations into certifications (25000 for Q1 & Q2 and 1 lakh for FY 2023-24)</p> <ul style="list-style-type: none"> Awareness Programs/Registration Camps/On-site Assistance Advertisement (Newspaper/TVC/Radio) Digital & Outdoor Promotions and Call Center Stakeholders Engagements (State Government/ Industry Associations/ Chambers, OEMs/PSUs/Ordnance Factories) Establishment of attractive Incentives and pulls from Ministry of MSME, State Governments/UTs and Ministry of Finance (Inclusion of ZED Certification in 	<p>Approved with following suggestions by the Chair:</p> <ul style="list-style-type: none"> Vertical integration at State level is required in order to have field presence in at-least 10-12 major States in the first stage. Regional Centres may be established in the States involving members from DFOs, QCI, Industry Associations etc. Call Centre may be aligned with these Regional Centres. Focused drive in Camp-mode by the Regional Centres to
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Handwritten signature/initials

	<p>the “Manual for Procurement of Goods”, Dept. of Expenditure, Ministry of Finance)</p> <ul style="list-style-type: none"> • Other Activities like National Level Workshops (in each region), Annual National ZED Awards, Email Campaign 	<p>increase the conversions (Registrations to Certifications and Upgradation to the next level of Certification.</p> <ul style="list-style-type: none"> • Regarding inclusion of ZED Certification in the “Manual for Procurement of Goods”, Dept. of Expenditure, Ministry of Finance, Committee felt that a ‘Statement of Acknowledgement’ is required in terms of ZED’s equivalence to ISO 9001/14001. The same may be put up for approval by competent authority for onward submission for consideration of Ministry of Finance.
4	Approval on process flow of technology intervention under Technology support of Rs. 3 Lakh towards zero effect solutions	More comprehensive approach is required in terms of identification of technologies across different sectors. A separate note may be prepared by QCI and submitted to MoMSME for approval.
5	ZED-Seva (ZED for Service Sector)	Sectoral guidance documents needs to be prepared for 2 sectors in consultation with different stakeholders at the first stage and then it may be discussed and taken forward.
6	ZED-X (ZED for Export)	<p>Approved in principle. A study on sector-wise technical barriers to trade and the certifications that ease trade may be conducted. This may be done by also engaging EPCs and Ministry of Commerce and Industry.</p> <p>After that, it may be put-up on file for approval.</p> <p>An alternate nomenclature for ZED-X may be explored</p>
7	<p>International Benchmarking and Learning Best Practices and Foreign Travels/Delegations, International Trainings relating MSME Sustainable (ZED) as per clause 3.2 of guidelines</p> <ul style="list-style-type: none"> • Countries Proposed: Japan and Germany • Number of Participants: 15-20 • Number of days: 07 • Approx Budget: 250 lakhs 	Approved

3. Regarding “extending the financial assistance to expenses towards regulatory compliances, licenses, registrations (for e.g., FSSAI, CTO from Pollution Control Boards), product certifications granted by NABCB accredited certification bodies, accreditation from NABL for a laboratory”, Committee took a view that it needs to be studied in details and can be brought in next PMAC.



4. While conducting the Awareness Programmes in NER, the condition of minimum 50 participants and 20 registrations may be suitably relaxed, as this the challenge in NER. Committee agreed in principle to this.

5. Representatives from CII suggested the following:

- a) OEMs to be engaged to promote ZED in their supply-chain.
- b) Award/Reward mechanism may be thought of for ZED certified MSMEs.
- c) Equivalence between ISO 9001/14001 and ZED.

6. In order to leverage the potential of ZED, Secretary (MSME) suggested the following points:

- a) Handholding/Consultancy part to be focused more and target of at-least 5% -10% of total certifications may be kept from Bronze to higher level of certifications.
- b) Regional Centres in at-least 10-12 major States may be established in order to drive this initiative at grass-root level. State government machinery may be leveraged either by deploying resources at DIC offices or MSME-DFOs or collaborate with industry associations that are active partners in ZED.
- c) Strategize efforts to increase the certifications in Silver and Gold through handholding/consultancy
- d) Top 25 PSUs list to be taken from DPE and workshop may be conducted with them for propagation of ZED and asking them to promote ZED in their respective supply-chain.

The meeting ended with vote of thanks to chair.



S. No.	Name & Designation	Mode
Ministry of MSME		
1.	Sh. S. C. L Das, Secretary (MSME)	Physical
2.	Sh. Ateesh Kumar Singh, JS (AFI)	Physical
3.	Ms. Anuja Bapat, DDG	Physical
4.	Sh. Vinamra Mishra, Director (GA& TP)	Physical
5.	Sh. Vivek Ashish, Director (IFW)	Physical
6.	Sh. Rakesh Kumar, Joint Director, O/o DC MSME	Physical
7.	Dr. V. Ramakrishnan, Deputy Director, O/o DC MSME	Physical
8.	Sh. B. B Sahoo, Assistant Director, O/o DC MSME	Physical
9.	Sh. Subhash Chand, Assistant Director, O/o DC MSME	Physical
10.	Sh. Sunil Saini, Assistant Director, O/o DC MSME	Physical
Quality Council of India (Scheme Implementing Agency)		
11.	Dr. Ramanand N. Shukla, Senior Director & HOD-ZED Division	Physical
12.	Dr. Mahavir Tiwari, Deputy Director	Physical
13.	Sh. Manish Vashistha, Deputy Director	Physical
14.	Sh. Alok Verma, Assistant Director	Physical
15.	Sh. Kamal Kant Sharma, Accreditation Officer	Physical
16.	Ms. Shweta Singh, Associate Manager	Physical
Industrial Associations (Confederation of Indian Industry (CII))		
17.	Sh. Prasad Kokil, Managing Director, Ecosense Appliances Pvt Ltd.	Virtual
18.	Sh. Vishal Sharma, Deputy Director, CII	Virtual
19.	Sh. Rajendra Ingale	Virtual
PMU of MSME Champions Scheme		
20.	Dr. Amit Chatterjee, Project Lead	Physical
21.	Dr. Arul Jason, Sr. Consultant	Physical
22.	Sh. Anubhav Jain, Sr. Consultant	Physical
23.	Sh. Shankar Sharma, Sr. Consultant	Physical

