

विकास आयुक्त का कार्यालय

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

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OFFICE OF THE DEVELOPMENT COMMISSIONER
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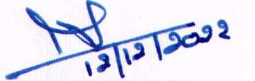
No. 41/MSME Champions/PMAC/ ZED/2020-21

Dt.: 12.12.2022

Subject: Minutes of 2nd Project Monitoring and Advisory Committee (PMAC) meeting held on 30.11.2022 through hybrid mode (Physical/VC) under the chairmanship of JS & DC (MSME) for implementation of "MSME Sustainable (ZED) Certification Scheme", a component under MSME Champions Scheme: reg.

I am directed to forward the Minutes of 2nd Project Monitoring and Advisory Committee (PMAC) meeting held on 30.11.2022 through hybrid mode (Physical/VC) under the chairmanship of JS & DC (MSME) for implementation of "MSME Sustainable (ZED) Certification Scheme", a component under MSME Champions Scheme:

This issues with the approval of Competent Authority.


(Rakesh Kumar)
Joint Director

To,

- 1) Economic Advisor (IFW), Ministry of MSME, Udyog Bhawan, Ph: 011-23063433, Email: saurabh.sameera@gov.in, vivek.mathur@nic.in
- 2) Shri. Shubhendu Kumar, Sr. Technical Director, NIC, O/o DC(MSME), Nirman Bhawan, New Delhi 110011 Ph. 011-23061158 Email: shub@nic.in
- 3) Federation of Indian Micro and Small & Medium Enterprises (FISME), B- 4/161, Safdarjung Enclave, New Delhi-110029. Tel.: 91-11- 26187948, info@fisme.org.in rpsingh@fisme.org.in
- 4) Director General, FICCI Federation House Tansen Marg, New Delhi 110001
E-mail: ficci@ficci.com, cmsme@ficci.com
- 5) Representative from QCI, Dr. A. Raj, Sr. Director & team, a.raj@qc.in.org

Copy To:

- 1) PPS to JS&DC (MSME), Email : jsari@gov.in ; dcmsme@gov.in
- 2) PS to JS (AFI), Ministry of MSME, Udyog Bhawan, New Delhi. Email: js.afi-msme@gov.in, ateesh.singh@nic.in
- 3) PS to DDG (AB), O/o DC (MSME); E-mail: @nic.in
- 4) Director (T&P), Ministry of MSME, Udyog Bhawan, New Delhi. Email E-mail: vinamra.mishra@gov.in
- 5) SENET Division, O/o DC (MSME) for uploading the Minutes on the website . E-mail: "Dhayan Karuppannan" dayal.spk@gov.in ; vijayk@dcmsme.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 2nd Project Monitoring and Advisory Committee (PMAC) meeting held on 30.11.2022 through Hybrid mode (VC/Physical) under the Chairmanship of JS&DC (MSME) to review the progress and way forward for “MSME Sustainable (ZED) Certification” Scheme under MSME Champions for FY 2022-23-reg.

The 2nd PMAC meeting for “MSME Sustainable (ZED) Certification Scheme” was held on 30.11.2022 under the Chairmanship of Joint Secretary & Development Commissioner (MSME), with other members of PMAC as per the constitution.

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 MSME Sustainable (ZED) certification Scheme and its progress and sanction issued as per the activities approved in 1st PMAC held on 25.04.2022. QCI Officials presented the details of the progress made so far in the Scheme.

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

Agenda	Subject	Comments/ Views/Approval
1	Physical & Financial achievement against the sanction order no.41/CLCS-TUS/PMAC/ZED-C/2020-21 dated 12.07.2022 for an amount of Rs. 12.68 Crore by MoMSME to QCI <ul style="list-style-type: none"> 21,217 registered, 626 Bronze certified, 25 Silver certified, 21 Gold certified (as on 29.11.2022) 	Noted
2	Way forward for increasing the registration & conversion of registration into certification	1. A better connect needs to be established by associating with State Govts./UTs Industry Deptt, DICs, by QCI and MSME DFOs. 2. QCI may coordinate with BoC for another four rounds of advertisements as per rates of BoC during the current FY.
3	Approval of ZED logo usage guidelines	In-Principle approved. May be taken up on file for approval.
4	Fund approval TVC and Radio Release for ZED Launch <ul style="list-style-type: none"> TVC release: Rs.12,27,141/- Radio release: Rs. 4,92,389/- PR Activities: Rs. 6,00,000/- The above were released to give visibility to the ZED Scheme during the launch of the ZED Certification Scheme in April 2022 as per the sanction order.	Fund of Rs. 4,28,45,000/-already released for TVC and Radio Release for ZED Launch vide sanction No.17 (2)/2020/PMAC/MSME Sustainable (ZED) 15.02.2021, out of which Rs. 23,19,530/- has been proposed for utilization by QCI. Approved.
5	Fund of Rs. 20,00,000/- allocated for 50 (Virtual) KAWACH awareness vide sanction No.17 (2)/2020/PMAC/MSME Sustainable (ZED) 12.07.2022. The allocated amount may be merged with ZED Awareness programs (Virtual as well as Physical)	In view of the slowdown of COVID-19 cases, the KAWACH certification has been converted to self-certification mode and there is no assessment involved. MSMEs do not have to pay any amount for the said self-certification and this would be
6	MSME KAWACH – Certification Cost	



	Fund of Rs. 1,35,70,000/- allocated for KAWCH assessments may be merged with ZED Certification. This amount may be used for assessments under any of the Certifications Levels.	considered as a saving in the programme implementation. Therefore, fund allocated vide sanction No.17 (2)/2020/PMAC/MSME Sustainable (ZED) 12.07.2022 for 50 (Virtual) KAWACH awareness and 2000 assessments can be utilized for ZED Awareness and Certification activities (Bronze, Silver, Gold) respectively, as per respective cost of activity/level.
7.1	Amendment in ZED Scheme Guidelines 3.1 Awareness & Training; Min 50 participants; Min 20 (new) Pledges Considering that mobilizing 50 MSMEs becomes a challenge at times for associations and other partners, it is recommended that the condition of minimum 50 participants may be relaxed and changed to "desirable". However, the condition regarding minimum 20 (new) registrations may stay as it is	Existing guidelines are to be followed.
7.2	Clause no. 3.4.7 - Financial Assistance in Testing/ System/Product Certification (For Bronze, Silver & Gold)	Existing guidelines are to be followed.
7.3	Clause no. 3.5 - Handholding through Consultancy	Existing guidelines are to be followed.
7.4	Assessment in Certification Level 2: SILVER (Remote Assessment by QCI Accredited Assessment Agency) As per the existing guidelines, once the relevant information is furnished and documents are uploaded & verified, the remote Assessment will take place. Considering that cases of COVID-19 are now continuously decreasing, the remote assessment for Silver may be made as a one-day site assessment. This will improve the quality of assessment and will also help the MSMEs in improving the systems and processes.	One-day site assessment is to be included in the same cost, thereby there is no increase in the cost and it would ensure better assessment of the scheme parameters. May be taken up on file for approval.
8	ZED-X (ZED for Exports)	QCI may begin with the preparatory work.
9	ZED-Seva (ZED for Service Sector)	

4. JS & DC (MSME)/Chairman observed that there is a huge gap in number of registrations and the number of certifications under ZED. Chair emphasized that the number of certifications w.r.t registrations under MSME Sustainable (ZED) Certification Scheme should be increased and focused approach may be followed in that direction.

5. JS (AFI), MoMSME suggested that for increasing the registrations and conversion of registrations into certifications, letter to Secretary of States/UTs may be written for extensive drive in this direction by the respective GM-DICs of the States/UTs.

The meeting ended with vote of thanks to chair.



Annexure-A

S. No.	Ministry/Department/ Organization	Name of the Officer	Designation	Mode
1.	Ministry of MSME	Sh. VipulGoel	JS & DC, Chairman	Physical
2.	Ministry of MSME	Sh. Ateesh Kumar Singh	Joint Secretary (AFI), Vice- Chairman	Physical
3.	Ministry of MSME	Ms. Anuja Bapat	Dy. Director General, Member	Physical
4.	Ministry of MSME	Sh.Vinamra Mishra	Director (GA & TP), Member Secretary	Physical
5.	Ministry of MSME	Sh. Vivek Ashish	Director (Finance), IFW	Physical
6.	Ministry of MSME	Sh. Rakesh Kumar	Joint Director	Physical
7.	Ministry of MSME	Sh. V. Ramakrishnan	Deputy Director	Physical
8.	Ministry of MSME	Sh. B. B Sahoo	Assistant Director	Physical
9.	Ministry of MSME	Sh. Subhash Chand	Assistant Director	Physical
10.	Ministry of MSME	Sh. Gaurav Saini	Assistant Director	Physical
11.	Ministry of MSME	Sh. Sunil Saini	Assistant Director	Physical
12.	Ministry of MSME	Sh. Santosh Kumar	Assistant Director	Physical
13.	Quality Council of India	Dr. Ramanand N. Shukla	Director, ZED	Physical
14.	Quality Council of India	Dr. Mahavir P Tiwari	Deputy Director, ZED	Physical
15.	Quality Council of India	Sh. Manish Vashista	Assistant Director, ZED	Physical
16.	Quality Council of India	Sh. Kamal Kant Sharma	Accreditation Officer	Physical
17.	Quality Council of India	Sh. Alok Verma	Accreditation Officer	Virtual
18.	Quality Council of India	Ms. Kriti Mukherjee	Associate Manager	Virtual
19.	Quality Council of India	Ms. Shweta Singh	Associate Manager	Physical
20.	FICCI	Dr H P Kumar	Sr. Executive Committee Member, FICCI	Virtual
21.	FICCI	Sh. Hemant Seth	Sr Director, FICCI and Treasurer FICCI-CMSME	Virtual
22.	FISME	Sh. R. P Singh	Director	Virtual

