Industrial View

First and only platform for MSMEs

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Taking First Step in **Spices Research**

Financial Inclusion Journey so far & road ahead

Promoting and Developing **MSMEs**

An area of DARKNESS

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Contents

The jurisdiction of court cases pertaining to the items published in Industrial View will only be Hyderabad (the place of its publication). Cases of other jurisdictions will not be entertained.

- Editor

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EDITOR : ARANI PRASANTH KUMAR REDDY

(L to R) Shankarachary, Cherlapally, ILA executive member and FSME-AP advisor, G Prasad Kumar, minister for HTLTSSI, APK Reddy, President,FSME-AP and editor, Industrial View, N Kiran Kumar Reddy, CM, AP, Sudheer Reddy, Secretary, ILA, Cherlapally and M V Rajeshwar Rao, CEO, CREDAI at the launch of the magazine at CM's chamber

Guest of Honour, Shri APK Reddy, President FSME-AP, accompanied by MB Ganesh, Zonal Manager, Corporation Bank, Nellore, lighting the lamp at the SME Expo conducted by The Corporation Bank at VRC Centre, Nellore , AP

FSME-AP

Launch of Industrial View

Chief Minister N Kiran Kumar Reddy launched Industrial View on 22 June, 2013. The CM handed over the first copy of the inaugural issue to MSME minister G Prasad Kumar.

Speaking on the occasion, the chief minister said, "A magazine for the MSME sector is a welcome development and the need of the hour."

M V Rajeshwara Rao, Former Secretary General FAPCCI and advisor to FSME-AP, Sudeer Reddy, Secretary, Cherlapally Industrial Local Authority, Sankarachary, Cherlapally, ILA executive member and FSME-AP advisor were also present on the occasion.

Industrial View
First and only platform forMSMEs

APK Reddy

An area of DARKNESS

This is the darkest ever phase of industries in Andhra Pradesh. There are many reasons, but Finance, Power problems are the main factors for the present situation.

In Andhra Pradesh, industry is trying to figure out how to manage with just four days of power a week. A three-day a week power holiday for industrial units began this week to cope with the huge gap in demand and supply that has been exacerbated over the last few months.

The government says that this is an unprecedented crisis caused by not enough water in reservoirs because of erratic rainfall that hit hydel production and poor gas supply that snuffed the gas-based power plants.

Many of the small-scale units have said they are worried about going out of business if the power crisis continues.

Already from last few months 72 SMEs are been closed per day due to power crisis. Financial problems are also the main problem for this worst phase.

SMEs in the state employing about 4 lakh workers and 3crore people are directly and in-directly depend on this sector. The total money invested is about 1,50,000 crores. That includes Rs 23,000 crores from industry and the rest are loans from banks. It's all going waste and without power, we will all become non-performing assets, NPAs, within three months.

Banks are also playing role in the shutting down of the sector.

They have not been implementing the suggestions made by SLIIC meeting (held quarterly at RBI regional office).

The 12 days in a month power holiday will force all the manufacturing concerns to shut their factories. It would not be possible to run them in such a power-less situation. The other option is to step out and set up units in other States.

The situation is alarming and serious steps need to be taken, as an estimated daily revenue loss of 300 crore rupees is being incurred. That would lead to closure of industries and job-loss.

All this is happening because of the state government's lack of accountability.

On the other hand, the Ministers and Bureaucrats, who helped the industrial sectors are been sent to jails.

That is not a fair practice. The Central Bureau of Investigation (CBI) has initiated the process of clean, that is OK but putting them into jail will send wrong signals to entrepreneurs those who want to invest in the state.

See the deals were done by the Ministers or Bureaucrats found wrong, you just cancel the deal.

The insecurity of the bureaucrats is also impacts the industrial sector.

We are sincere request to the state and central governments to amend the industrial policy according to the needs of the Small and Medium Scale Enterprises and also the major power industries.

There are risk management departments in major industries which can take care of such situations and helps in smooth running of the industry. Whereas, SMEs can not bear it (to form a risk management group).

Only government can save them by looking into their problems.

NIESBUD

Promoting and Developing MSMEs

About one lakh people are likely to be trained by the National Institute for Entrepreneurship and Small Business Development (NIESBUD) which is mandated to promote micro, small and medium enterprises.

By the end of this month, the institute would already have trained more than 60,000 budding entrepreneurs.

NIESBUD has provided training to 1,58,700 persons as on March 31, 2013 through 5,951 different training programmes since its inception in July 1983. This includes 2,453 international participants hailing from more than 130 countries throughout the globe.

In the year 2013-14, about 100,000 persons are likely to be trained. By the end of November, 2013, more than 60,000 persons have already been trained.

Research/Evaluation Studies

Besides the primary/basic research, the Institute has been undertaking review/evaluation of different government schemes/programmes, training need assessment, industrial potential survey etc. and preparing project profiles all of which form an integral part of the multi-farious activities of the Institute. The broad objective of these activities is the promotion of the MSME Sector.

The year 2012-13 saw the Institute completing seven evaluation/research studies. The Institute is working on a number of evaluation/research studies at present which are at different stages of completion.

Development of Course Curriculum/Syllabi

The Institute has developed Model Syllabi for organizing Entrepreneurship Development Programmes for nine different target groups: General Entrepreneurs; Science & Technology Entrepreneurs; Women Entrepreneurs; Educated Unemployed Entrepreneurs (SEEUY); Ex-Servicemen Entrepreneurs; Rural Entrepreneurs including weaker sections; Artisan Entrepreneurs; Tribal Entrepreneurs and Handicapped Entrepreneurs.

At present, the Institute is assisting the Core Group on Standardization of the Common Training Programmes of the Ministry of MSME in standardizing/introducing new courses.

Publications and Training Aids

The Institute has been bringing out different Publications on entrepreneurship and allied subjects. The recent publications of the Institute are a Booklet "Learn to Earn" – An Introduction to Entrepreneurship for School Students; Text Books on Computer Hardware & Networking; Food Pro-

cessing; Desktop Publishing & Entrepreneurship Development and a Book on Training Programme : Employability & Entrepreneurship Skills.

The Institute has also assembled an Entrepreneurship Motivation Training Kit consisting of six different games and exercises for facilitating imparting of training by Trainers.

The Institute also brings out a quarterly Newsletter containing information about the Institute's Activities, its forthcoming programmes/activities and the important events in MSME and connected sectors.

Cluster Interventions

The Cluster Approach for development of MSME Sector has been found to be very cost effective, the world over. The Institute has been actively involved in undertaking developmental programmes (Soft and Hard Interventions) in Clusters in different capacities. The Institute has so far handled a total of 24 Industrial Clusters.

At present, the Institute is functioning as an Implementing Agency for setting up of a Common Facility Centre (CFC) in Scissors Cluster; Meerut.

The experience of the Institute in Brass Cluster, Moradabad; Textile Cluster, Pilkhuwa and Scissors Cluster, Meerut, has been quite enriching and productive.

Garment Incubation Centre

The Incubator sponsored by the Ministry of MSME and functioning at the Campus of the Institute, has been instrumental in providing hands-on training and familiarizing the beneficiaries with the real factory, market conditions. The Centre is equipped with the latest cutting, sewing and embroidery machines including single needle lock stitch, over lock stitch and inter-lock stitch sewing machines which go towards providing a practical orientation/ environment to the beneficiaries.

Intellectual Property Facilitation Centre

The Intellectual Property Rights (IPRs) have been found to be a major and crucial area in the functioning of the units and development of the MSME Sector.

The Intellectual Property Facilitation Centre, operational at the Campus of the Institute under the office of DC (MSME) provides assistance under one roof to the units located in its vicinity for identification, registration, protection and management of Intellectual Property Rights, as a business tool.

The E-Module: EDP

The Institute has developed an E-learning Module (Hindi and English) for Entrepreneurship Development Programmes. The course material of the Module has been incorporated in a C.D. which is moderately priced. The Module is especially useful for the persons who are not in a position to devote full time in formal classroom environment.

The Module involves one-day introductory classroom training followed by 14 days' of on-line training. After an on-line examination, the participant is awarded Certificate on line. The Module is very popular among students of management and technical institutions of higher learning.

The Module has so far been launched in the States of West Bengal, Jharkhand, Uttarakhand, Uttar Pradesh, Punjab and Rajasthan.

The Regional Centre, Dehradun

The Regional Centre of the Institute functioning from Dehradun undertakes research and provides training and consultancy services to the beneficiaries specially those belonging to the states of Uttarakhand and Uttar Pradesh.

Hand-holding for Enterprise Creation and Employment Assistance to the Trainees

The main objective of the EDPs and ESDPs being organized by the Institute is to motivate increasing number of participants to opt for self-employment. The Institute provides hand-holding services to such persons. The Institute also assists the participants to find suitable wage employment if they do not opt for self-employment.

The percentage of the trained persons thus assisted by the Institute during the last three years is:

Percentage of Participants assisted for Wage Employment

2010-11	6.80	32.73
2011-12	4.20	19.41
2012-13	2.44	27.23

Collaborative Activities

Of late, the Institute has been collaborating with different domestic and overseas institutions for promotion of entrepreneurial provision of support services for different target groups. A few such institutions are the International Finance Corporation (IFC), a member of the World Bank Group; GIZ; Central Board of Secondary Education (CBSE); Sun On-line Learning India Pvt. Ltd.; Intuit India, Jaipuria Institute of Management etc.

Partner Institutions

The Institute, in order to increase outreach of its training activities, empanels such grass-root level organizations engaged in educational activities including those pertaining to entrepreneurial development which have adequate infrastructure, experienced faculty and financial viability for conduct of different training activities. The Institute, at present, has 63 Partner Institutions spread over 12 states/U.T.

International Activities

The Institute conducts 8-weeks' training programmes under the Fellowships of the Ministry of External Affairs: ITEC/SCAAP/COLOMBO Plan for the participants from different countries.

Besides, the Institute also designs and conducts special training programmes for overseas agencies and has also been assisting other countries through consultancy assignments primarily in assessing the industrial potential of different Regions.

Consultancy Services are offered both at National and International Level through:

Setting up of Entrepreneurship Development Institutes (EDIs); undertaking macro and micro industrial potential survey for truly bringing out the industrial potential of different geographical locations; assessing the training needs of different target groups; selecting different beneficiaries viz; trainers, MSMEs etc.; designing syllabi and developing curriculum for different training programmes like Trainers' Training Programmes (TTPs), Entrepreneurship-cum-Skill Development Programmes (ESDPs), Entrepreneurship Development Programmes (EDPs) and different orientation programmes; organizing customized training programmes for both trainers and entrepreneurs as well, either in India or outside; developing appropriate training aid material for use in imparting training to different target groups; developing monitoring and post-training services mechanism for maximizing the benefits; identifying different industrial clusters and ensuring their integrated development and facilitating formulation of the plans & policies and establishment of infrastructure for promotion of MSME sector.

SMEs hit by slow capital goods.. lay

Small and medium enterprises (SMEs) have been severely affected as the capital goods industry's order book position has slowed down with inventory levels having come down and along with production cuts, staff lay-off have also started, RBI has said.

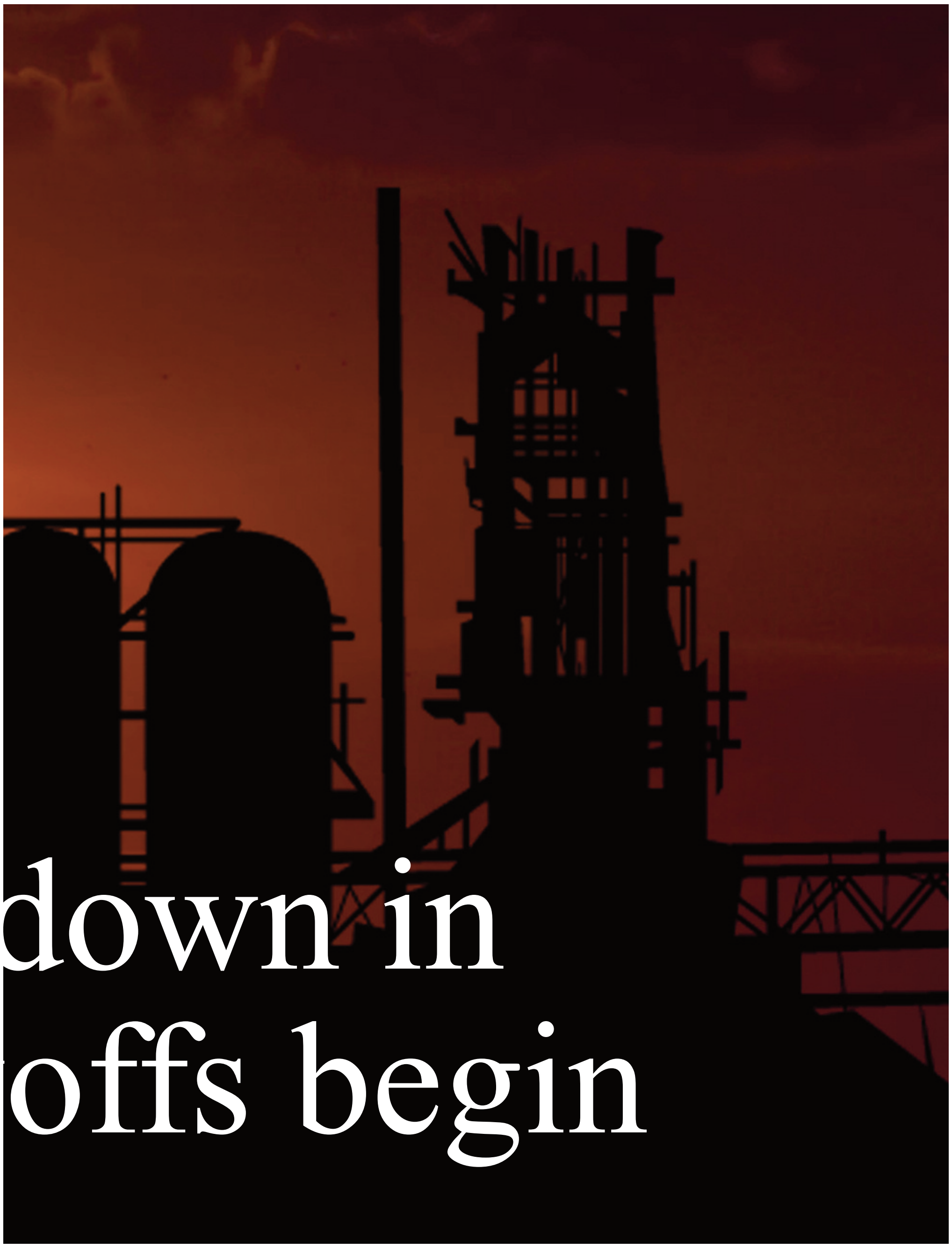
"Members were unanimous that growth impulses in the Indian economy were weakening, especially in the industrial and services sectors. In particular, the capital goods industry's order book position has stalled with inventory levels having come down and along with production cuts, staff lay-off have also started," said RBI in the minutes of the meeting of the Technical Advisory Committee on Monetary Policy held on October-23.

"Small and medium enterprises (SMEs) have been severely affected," the Reserve Bank added.

The 17 member advisory committee also said that while activity in the second half of 2013-14 could be a little better than in the first half, Members believed that the overall momentum of growth would be low.

The Member also emphasised the need to ease access to working capital loans for SMEs so as to support exports, in particular, and growth, in general.

The committee was chaired by



the RBI Governor Raghuram Rajan and among members were four Deputy Governors, other RBI officials including Deepak Mohanty, Michael Patra, B M Misra, B K Bhoi and Pardeep Maria and seven external members.

Some Members were of the view that the risk of slippage on the fiscal deficit remains, while others felt that the Government might contain the deficit to committed levels by cutting down expenditure, but this could have an adverse impact on growth.

If, on the other hand, the fiscal deficit overshot by a sizeable amount as the increase in diesel prices by Rs 5 as proposed by Parikh committee was lagging, it could reflect in an increased borrowing programme, hurting growth by impeding the flow of credit to productive sectors.

Further, only two of the 17 members of the advisory committee wanted no change in the repo rate in the RBI's second quarter review of monetary policy 2013-14 on October 29.

However, "on monetary policy measures, all members unanimously wanted to restore symmetry in the policy corridor - with the MSF rate at 100 basis points above the policy repo rate," RBI said.

The RBI also focused on "the need to ease access to working capital loans for SMEs so as to support exports, in particular, and growth, in general," the official release of the meeting said.

The two members were of the view that since an increase in the repo rate would have a negative impact on growth, no effect on food or overall inflation and only a limited effect in terms of bringing down inflation expectations, it is better to keep the operating rate low to support growth. To make the corridor symmetric, this implied a reduction in the MSF rate by 50 basis points.

Expressing concerns on inflation as also on the external front, four members supported raising the repo rate by 25 basis points while bringing down the MSF rate by the same amount. One of these members also recommended an increase in access to the LAF window through overnight repos to 0.6-0.7 per cent of banks' net demand and time liabilities (NDTL) to reduce the overall cost of borrowing for banks.

One member, deriving comfort from low WPI inflation excluding food and fuel, advised RBI to address growth risks and to cut the repo rate by 25 basis points, along with normalising the corridor width to 100 basis points.

Taking First Step in Spices Research

Life has changed for good for George Thomas Panackavayal, a 65 year old progressive farmer from Koorachundu in Kozhikode district of Kerala. His story is an inspiration for those who lament that agriculture is no more a profitable business. From a novice farmer to an award winning visionary figure, his triumph is a living testimony to the significant work done by the Indian Institute of Spices Research (IISR), Kozhikode, through its Krishi Vigyan Kendra(KVK).

Being a traditional black pepper grower, George was cultivating local varieties. Yield from these vines was not so promising and most of the vines died because of quick wilt. Like any other traditional farmer, his life was also full of ups and downs.

The Beginning of a New Innings

It was in 2007, a training programme on mushroom cultivation at IISR's Krishi Vigyan Kendra located at Peruvannamuzhi in Kozhikode district that changed his life forever. It was the beginning of a winning partnership in agriculture. With the guidance and support of the KVK, he started a mushroom cultivation unit investing around one lakh rupees.

Later George Panackavayal turned into cultivation of ginger and turmeric by procuring five kilograms of IISR Prabha variety of turmeric and Varada variety of ginger. He followed the scientific crop management practices; took the advice of experts from KVK and IISR at each and every stage of cultivation and it worked well. In 2010, he sold 1000 kg of turmeric and 500 kg of ginger rhizomes to other farmers through the Participatory Seed Production programme of KVK. Next year also, he harvested a bumper yield of 500 kg of turmeric and 400 kg of ginger from a mere 15 cents of land.

In the year 2007, he planted around 300 vines of high yielding varieties of black pepper such as Sreekara, Subhakara, Panchami and Pournami released by IISR. From the third year of planting, the vines started yielding and in a year he got a yield of 200 kg fetching him a net income of 75000 rupees. He is also growing coconut, areca nut, nutmeg, rubber, tapioca and other tuber crops. He was one of the four farmers mentioned in the Harvesters of Hope, a compilation of the success stories of 101 farmers in the country, published by the Ministry of Agriculture in 2009. He credits all his success to the support he got from IISR.

George's success story is not an isolated one. Thanks to the remarkable work done by IISR; many farmers have scripted success stories by cultivating different spices across the country.

IISR Genesis

Spices research in the country had a modest beginning with the establishment of a regional centre of Central Plantation Crops Research Institute at Calicut- the city of spices in the year 1975 by the Indian Council of Agricultural Research (ICAR). Further in 1995 the research on spices gained full momentum with the establishment of Indian Institute of Spices Research, the one and only ICAR centre for research on spice crops. The institute is located in a serene campus of 14.3 hectors at Chelavoor, 11 kilometers from Calicut city.

The experimental farm of IISR is located at Peruvannamuzhi, a picturesque setting about 51 kilometers north east from the city of Calicut. The research farm, set up in a leased land of 94.8 hectares, focuses on intensive production of nucleus planting materials and conservation of biodiversity in spices. IISR is also the headquarters of All India Coordinated Research Projects on Spices which is the largest spices research network in the country. The mandate crops of the institute are black pepper, cardamom, ginger, turmeric, cinnamon, clove, nutmeg, allspice, garcinia, vanilla and paprika.

IISR maintains the world's largest germplasm repository of spices with a total of 2575 black pepper accessions, 435 cardamom accessions, 685 ginger and 1040 turmeric accessions. Apart from this, the institute has gene repositories of Vanilla, Paprika and other tree spices such as Cinnamon, Clove, Nutmeg and Cassia.

A significant contribution of the institute in the field of spices research is the breeding of high yielding spice varieties that are tolerant to drought, pests and diseases. The institute has developed various technologies for sustainable production of spices.

Spices Varieties Released by IISR

A significant contribution of the institute in the field of spices research is the breeding of high yielding spice varieties that are tolerant to drought, pests and diseases.

Eight varieties of black pepper were released by the institute. Varieties such as Sreekara, Subhakara, Panchami and Pournami are already in the farmers' field. Latest varieties include IISR Thevam, IISR Malabar Excel, IISR Girimunda and IISR Shakthi.

IISR Vijetha 1, IISR Avinash and IISR Kodagu Suvasini are the cardamom varieties developed by the Cardamom Research Centre (CRC) of IISR functioning at Appangala in Kodagu district of Karnataka.

The ginger varieties of the institute, IISR Varada, IISR Rejatha and IISR Mahima are suitable for cultivation in all major ginger growing tracts of the country.

Eight high quality turmeric varieties have been released so far by the institute. Suguna, Sudarshana, Parbha, Prathibha and IISR Alleppy Supreme are known for their high curcumin content and other quality attributes.

IISR Vishwasree, a high yielding nutmeg variety with a bushy and compact canopy, is suitable for all tracts in South India. Kerala Shree another nutmeg variety released recently. Navasree and Nithyasree are the leading cinnamon varieties of IISR well known for their bark oil and oleoresin.

White Pepper Production Technology

White pepper is one of the value added forms of black pepper that fetches high revenue for farmers. Owing to its charming creamy white colour, mild flavor, attractive odor, good taste and suitability to use in any food item, it has become a hot choice in the international market especially in the European countries. It also fetches almost fifty percent higher price in the market.

Traditionally, white pepper is produced by the de-cortication of ripened or dried berries. But this

conventional method and other mechanical decortications were inadequate for bulk production of white pepper at industrial or farm level. The hygienic aspects and quality of white pepper are also a matter of concern. Scientists at IISR have developed a bacterial technology for converting mature green pepper to white pepper through bacterial fermentation.

Mature green pepper obtained after harvest is washed in sterilized water containing a mid log phase culture of Bacillus bacteria and it is incubated at room temperature for five days. Then the pepper berries are trampled and washed thoroughly with running water to remove degraded pericarp and bacterial metabolites. Creamy white pepper berries obtained through fermentation is dried to get high quality white pepper.

Broiler Goat Rearing

'Broiler Goat Rearing', fine-tuned by the scientists of the Peruvannamuzhi Krishi Vigyan Kendra of IISR is a boon to the farming community especially in the areas where green fodder is in scarce. Under this method, 15 to 30 days old kids with a higher birth weight are selected before they start eating green leaves. These kids, once identified, are kept away from their mothers and are housed separately in sheds made of bamboo or wooden poles. Proper ventilation, sunlight and cleanliness are ensured at all the times.

Initially, the kids are given small quantities of concentrated feed. And the quantity is increased gradually depending upon the intake. Additional supplements such as liver tonic mixed with fish oil are also given twice a week. Young kids are also provided with mother's milk for one month (twice or thrice a day) for their proper growth. Various women self help groups like Kaveri Kudumbashree and Nidhi and several other individual farmers in Peruvannamuzhi of Kozhikode district of Kerala have been rearing goats in this method for the past five years. According to the members of the group the method is highly suitable for those who don't have enough land for grazing animals.

Less cost, more profit, ease in cattle management and a good demand for the goat meat are some of the many favourable factors encouraging the farming community to adopt broiler goat rearing more passionately. Kids bred under broiler technology gain about 25-33 kilograms in 120-140 days, whereas in traditional system of green feeding, the goats acquire only a maximum weight of 10 kilos, that too in 6 months. The expenditure towards feeding a kid under this method comes to about Rs. 1200. A net income of Rs. 5050 to 7050 (at Rs. 250 per kg on live weight basis) can be easily realized in this method.

IISR is continuing its journey. By changing the lives of generations positively this institute is presenting science with a human touch.

For the love of cricket and SACHIN...

Passion for cricket and India's icon Sachin Tendulkar has made him leave his job in a diary firm. Sudhir left his permanent job in a dairy firm at Muzaffarpur in 2006 to pursue his passion for cheering the cricket team on public support. He paints his body with tri-colour and Sachin's name on his back a day prior to the match, stays awake that night to preserve the paint on his body.

Sudhir Kumar Chaudhary is usually seen with his body painted in the tri-colour, waving our national flag and blowing conch shell throughout during cricket matches as part of his love for cricket and Sachin Tendulkar.

Reliance Life Insurance Company (RLIC), part of Reliance Capital Limited, has signed up to support Chaudhary.

“Reliance Life Insurance has signed Sudhir as part of its corporate social responsibility to promote appreciation for sports and will offer financial aid to help him continue his passion of loving the sport,” Anup Rau, Chief Executive Officer, Reliance Life Insurance has said.

The company has also launched a campaign with Sudhir with a view to supporting this big fan of cricket and Sachin.

“As a company engaged in planning for people's retirement, we are concerned about this ardent fan who has let his passion take over his life. With this in mind, we decided to secure Sudhir’s future financially and help the ultimate devotee ride his passion for cricket, even after his raison d'etre retires,” said Rau

Sudhir continues his passion for the game on public support without any permanent job. He sometimes pedals his way to cricket playing venues, as he did to Bangladesh to witness a cricket match in 2007. He has also cycled to Lahore, Pakistan, in 2006 to watch a match. Sudhir often stays with friends and makes ends meet only to get to the next match.

“I would continue to cheer for India after my god’s retirement for as long as I live. I am thankful to the cricket loving people who have helped me watch almost all matches at home turf and some on foreign soil since the year 2000. I would like to thank Reliance Life for their support towards my love for the game, my passion and future,” said Sudhir.

Financial Inclusion

Miles to go before we sleep…

The Reserve Bank has planned its developmental initiatives over the next few quarters on five pillars, one of which is Financial Inclusion. RBI Governor Raghuram Rajan too had stated the need for broad based diversified growth leading to rapid reduction in poverty.

Sharing RBI's perspectives on Financial Inclusion, Executive Director, RBI, Deepali Pant Joshi said, "Expanding access to finance to small and medium enterprises, the unorganized sector, the poor, and remote and underserved areas of the country through technology, new business practices, and new organizational structures; that is, we need financial inclusion."

She spoke at the Mint Conclave on Financial Inclusion in Mumbai recently. Here are the excerpts

"The expectations of poor people from the financial system are principally ease of access , security and safety of deposits, low transaction costs, convenient operating time, minimum paper work, ability to transact easily effect frequent deposits, avail quick and easy access to credit and other products including remittances suitable to their income streams and consumption patterns. The provision of uncomplicated, small, affordable products can help bring low income families into the formal financial sector. Low-income households in the informal or subsistence economy often have to borrow from friends, family or usurious moneylenders. They have little awareness and practically no access to financial services that could protect their financial resources in exigent circumstances such as illness, property damage or death of the primary breadwinner. Taking into account their seasonal inflow of income from agricultural operations, migration from one place to another seasonal and irregular work availability and income, the existing financial system needs to be designed to suit their requirements and to be more responsive to their needs. The mainstream financial institutions like banks have an important role to play in this effort not as a social obligation but as a pure business proposition. The push for financial Inclusion has come from the financialregulator/Government at the level of macro policy the Banks have to translate this to concrete outcomes at ground level to spur financial deepening.

Having said this let me now walk you through financial inclusion journey so far and the way forward. "FinancialInclusion" was formally articulated by Dr YV Reddy the then Governor RBI in the annual Policy Statement of 2005-06, Governor while recognizing the concerns in regard to the banking practices that tend to exclude rather than attract vast

Financial exclusion is mainly in two ways one is exclusion from the payments system i.e. not having access to a bank account and the second type of exclusion is from formal credit markets requiring the excluded to approach informal and exploitive markets.

sections of population, urged banks to review their existing practices to align them with the objective offinancial inclusion. The main features of the approach involve 'connecting' people with the banking system and not just credit. Financial exclusion is mainly in two ways one is exclusion from the payments system i.e. not having access to a bank account and the second type of exclusion is from formal credit markets requiring the excluded to approach informal and exploitive markets. Taking a cue from the Rangarajan Committee which first studied the issue of Financial Inclusion in depth we have defined Financial Inclusion as the process of ensuring access to financialservices and timely and adequate credit where needed by vulnerable groups such as weaker sections at an affordable cost from Mainstream Financial Institution. As Dr Chakrabarty, Deputy Governor RBI explains only the mainstream financial institutions have the capacity to provide full services and meet the SCRIPT by extend in the complete breadth of services Savings, Credit, Remittance, Insurance, Pension, Payments transactions. Mainstream Institution i.e. banks must fulfil their core function of intermediating and transferring resources from surplus to deficit units but both deficit and surplus units are those with low incomes consequently the RBI moved swiftly to enforce multiple policy level changes ranging from provision of new products, relaxation of regulatory guidelines and other supportive measures to achieve sustainable and scalable financial inclusion, to ensure that customers who are linked to the banking system is provided with all the basic financial products that are required to enhance their income generation capacity thus helping them to work their own out of poverty.

Milestones of our journey so far

I. Opening of No-Frills accounts: In November 2005, a new concept of basic banking 'no-frills' account with 'nil' or very low minimum balance was introduced to make such accounts accessible to vast sections of the population. In 2012 the nomenclature was changed to Basic Savings Bank Deposit Accounts (BSBDAs) for all individuals with zero minimum balance and facility of ATM card/ Debit card, there is no charge on deposits and up to four withdrawals in a month are allowed. To summarize, every person has the right to open a basic account Banks have been advised to provide small overdrafts in such accounts to meet their emergency credit requirement in hassle free manner.

II. Engaging Business Correspondents: In January 2006, the Reserve Bank permitted banks to engage Business Facilitators (BFs) and Business Correspondents (BCs) as intermediaries for providing financial and banking services. The BC Model allows banks to provide door step delivery of services especially to do 'cash in - cash out' transactions, thus addressing the 'last mile' problem. The list of eligible individuals/entities who can be engaged as BCs is being widened from time to time we have adopted a test and learn approach to this process. In September 2010, RBI has allowed for profit organisations excluding NBFCs to operate as BCs. Banks can now leverage on the penetrative network of mobile companies. Mobile network companies have joined hands with banks to make available banking services to India's unbanked population. The agents of mobile companies work as Customer Service Providers (CSPs) and provide BC services, thus expanding the outreach of banks.

RBI has allowed for profit organisations excluding NBFCs to operate as BCs. Banks can now leverage on the penetrative network of mobile companies. Mobile network companies have joined hands with banks to make available banking services to India's unbanked population. The agents of mobile companies work as Customer Service Providers (CSPs) and provide BC services, thus expanding the outreach of banks.

III. Use of Technology- Recognising that technology has the potential to address the issues of outreach and credit delivery in rural and remote areas, in a viable manner, commercial banks were advised to implement CBS so as to enable them to make effective use of ICT, to provide door step banking services through Business Correspondents Model wherein the accounts can be operated by even illiterate customers by using biometrics, thus, ensuring the security of transactions and enhancing the confidence in the banking system. RRBs, having proximity to rural area, have the inherent strength to scale financial inclusion, have also been roped in by bringing them to CBS platform. A robust payment system is an essential adjunct of Financial Inclusion this is an extremely important area.

IV. Relaxation on KYC norms: One of the major constraints faced by the common people all along in getting linked to the formal banking system were the strict KYC norms prescribed all these years. Know Your Customer (KYC) requirements for opening bank accounts were relaxed for small accounts in August 2005, thereby simplifying procedure. To facilitate easy opening of accounts especially for small customers, Know Your Customer (KYC) guidelines have been simplified to such an extent that small accounts can be opened without any documentation by just giving a self-certification in the presence of bank officials. Further, in order to leverage upon the initiative of UIDAI, RBI has allowed 'Aadhaar', the unique identification number being issued to all citizens of India, to be used as one of the eligible document for meeting the KYC requirement for opening a bank account. Recently in Sept 2013, RBI has allowed banks to provide e-KYC services based on Aadhaar, thus paving the way for account opening of all the people.

V. Simplified branch authorisation: To address the issue of uneven spread of bank branches, in December 2009, domestic scheduled commercial banks were permitted to freely open branches in Tier 3 to Tier 6 centres with population of less than 50,000 under general permission, subject to reporting. .In the second quarter review of Monetary policy Branch authorisation has been relaxed to the extent that banks do not require prior permission to open branches even in tier I centres, subject to reporting.

VI. Opening of branches in unbanked rural centres: To further step up the opening of branches in rural areas, banks have been mandated to open at least 25 per cent of the branches in unbanked rural centres. To help facilitate in achieving this mandate, banks have been advised to open to open small intermediary brick and mortar structures between the base branch and the unbanked villages. The idea is to create an eco-system for ensuring efficient delivery of services, efficiency in cash management, redressal of customer grievances and closer supervision of BC operations. To further encourage the banks in pursuing this mandate, banks have been advised to consider front-loading (prioritizing) the opening of branches in unbanked rural centres over a three year cycle co-terminus with their FIPs. This is expected to facilitate quicker branch expansion in unbanked rural centres.

VII. Roadmap for providing Banking Services in unbanked vil-

RBI has allowed for profit organisations excluding NBFCs to operate as BCs. Banks can now leverage on the penetrative network of mobile companies. Mobile network companies have joined hands with banks to make available banking services to India's unbanked population. The agents of mobile companies work as Customer Service Providers (CSPs) and provide BC services, thus expanding the outreach of banks.

lages with population more than 2000: Withfinancial inclusion gaining increasing recognition as a business opportunity and with all banks geared to increase presence, we adopted a phase-wise approach to provide banking services in all unbanked villages in the country. On completion of the first phase where nearly 74000 villages with population more than 2000 were provided with a banking outlet, we are now in the second phase where the remaining unbanked villages, numbering close to 4,90,000, are identified in villages less than 2000 population

and allocated to banks, for opening of banking outlets by Match 2016.

VIII. Direct Benefit Transfer - The introduction of direct benefit transfer validating identity through Aadhaar will facilitate delivery of social welfare benefits by direct credit to the bank accounts of beneficiaries. Government proposes to route all social security payments through the banking network using the Aadhaar based platform. In order to ensure smooth roll out of the Government's Direct Benefit Transfer (DBT) initiative, banks have been advised to open accounts of all eligible individuals in camp mode with the support of local Government authorities, seed the existing and new accounts with Aadhaar numbers and put in place an effective mechanism to monitor and review the progress in implementation of DBT.

IX. Financial Literacy - Financial Literacy is an important adjunct for promoting financial inclusion. We have adopted an integrated approach, wherein our efforts towards Financial Inclusion and Financial Literacy go hand in hand. Through Financial literacy and education, we disseminate information on the general banking concepts to diverse target groups, including school and college students, women, rural and urban poor, pensioners and senior citizens to enable them to make informed financial decisions. To ensure that the initiatives on the supply side are supported by initiatives on the demand side, we have nearly 800 financial literacy centres set up by banks. In addition to this we are leveraging the infrastructure created at the state level, comprising of State Level Bankers Committee (SLBC) at the Apex which is ably supported by the Lead District Managers (LDMs) at the District level. We have designed a mass scale Financial Literacy Program with an objective to integrate the financially excluded population having low level of income and low literacy level with the formal financial system. Financial Literacy Centres organize Outdoor Literacy camps which are spread over a period of three months and delivered in three phases wherein along with creating awareness, accounts are also opened in the Literacy camps The program has been received well on the ground as an integrated approach of financial inclusion through creating awareness and providing access simultaneously.

X. Financial Inclusion Plan of banks We have encouraged banks to adopt a structured and planned approach tofinancial inclusion with commitment at the highest levels, through preparation of Board approved Financial InclusionPlans (FIPs). The first phase of FIPs was implemented over the period 2010-2013. The Reserve Bank has used the FIPs to gauge the performance of banks under their FI initiatives. In this direction we have put in place a structured and comprehensive monitoring mechanism for evaluating banks' performance vis-à-vis their targets. To ensure support of the Top Management of the Bank to the FI process and to ensure accountability of the senior functionaries of the bank, one on one annual review meetings, chaired by the Deputy Governor, are held with CMDs/CEOs of banks. A snapshot of the progress made by banks under the 3 year Financial Inclusion Plan (April 10 - March 13) for key parameters during the three year period indicates that banking outlets increased to nearly 2,68,000 banking as on March 13 as against 67,694 banking outlets in villages in March 2010. 7400 rural branches have been opened during this period of 3 years. Nearly 109 million Basic Savings Bank Deposit Accounts (BSBDAs have been added taking the total no of BSBDA to 182 million. Share of ICT based accounts have increased substantially - Percentage of ICT accounts to total BSBDAs has increased from 25 per cent in March 10 to 45 per cent in March 13. About 4904 lakh transactions have been carried out in ICT based accounts through BCs during the three year period.

After completion of the first plan period, we realized that there is an Access Usage conundrum a large banking network has been created along with the opening of large number of bank accounts. However, we have realized that simply creating the banking infrastructure and opening banking accounts will not fulfil our objectives of achieving totalFinancial Inclusion. To take the process, forward banks have been advised to draw up fresh 3 year FinancialInclusion Plans for the period 2013-16. ensure involvement of all the stake holders in the FI efforts and to ensure uniformity in the reporting structure under the Financial Inclusion Plan, banks have are to ensure that the FIPs prepared by them are disaggregated and percolated down upto the branch level. The focus under the new plan is to ensure that the large banking network created is utilized for extending other products viz. credit products, which will help make the business more viable for banks. This would also ensure that the large number of accounts opened sees an equally large volume of transactions taking place and people reap the benefits of getting linked to the formalfinancial institutions.

The Financial Stability and Development Council (FSDC) which is headed by the Finance Minister. Under the aegis of the FSDC a Sub-Group of FSDC headed by the Governor, RBI and within that a Technical Group, headed by Deputy Governor, Dr K.C.Chakrabarty, exclusively mandated for financial inclusion and financial literacy.

XI. Robust Institutional Mechanism - Over the years one of our major achievements and strength has been the creation of a robust institutional mechanism which would support the roll out of banking services across the country. The Financial Stability and Development Council (FSDC) which is headed by the Finance Minister. Under the aegis of the FSDC a Sub-Group of FSDC headed by the Governor, RBI and within that a Technical Group, headed by Deputy Governor, Dr K.C.Chakrabarty, exclusively mandated for financial inclusion and financial literacy. In order to gauge the performance of banks and to continuously review the various models adopted under FI, RBI has constituted a Financial Inclusion Advisory Committee

(FIAC), headed by a Deputy Governor, Dr K.C. Chakrabarty.

XII. Road Ahead Extending the frontiers of the formal financial system - For growth to be truly inclusive requires broadening and deepening the reach of banking. A wider distribution and access of financial services helps both consumers and producers increase

welfare and productivity. Such access is especially powerful for the poor as it provides them opportunities to build savings, make investments, avail credit and more important, insure themselves against income shocks and emergencies. As the real economy is dynamic, it is imperative that the banking system is flexible and competitive to cope with multiple objectives and demands made on it by various constituents of the economy. To address the issues of urban poverty we have brought the metropolitan urban areas like Mumbai under the planning and review mechanism of the lead bank scheme

Now to outline the way forward for meeting our possible dream of Financial Inclusion

NEW BANK LICENSES to ensure that the banking system grows in size and sophistication to meet the needs of a modern economy and for improving access to banking services, we are in the process of evaluation of new bank license applications They are expected to go beyond simply beefing up infrastructure like handheld devices, smart cards, better vendors and service providers, etc necessary to scale up the FI activities. These new banks are expected to bring new technology innovative models bring in new business and delivery models which would speed up the roll out of financial services to remote areas. Financial Inclusion will work on the ACTA model Accounts, Cash in Cash Out, Transactions and adjacencies which will help to build a revenue stream.

BUSINESS and Delivery Model - There are many challenges being faced while implementing financial inclusion. Of 2,68,000 banking outlets nearly 221000 are BC which is nearly 82 per cent. Sustainability and scalability of the BC model is essential. More and more innovative products will have to be introduced which would benefit both banks as well as the rural people and at the same time make the BC model more viable. Review of the cash management practices for delivery of banking services through the branchless modes need to be done for ensuring scaling up of the various models.

Usage of banking services - Using the first phase of our FI initiative, we have successfully opened 74000 outlets in the rural areas. Going forward our idea is to enable more transactions in these accounts by providing more credit products, which will not only help rural people to avail of credit at comparatively lower rates of interest but at the same time also make the BC model viable for banks. Skills and capacity building of BC is as important.

Financial Education - We have adopted an integrated approach for financial inclusion wherein the supply side initiatives will be ably

financial inclusion cannot be achieved without the active involvement of all stakeholders like RBI, other financial regulators, banks, governments, NGOs, civil societies, etc. The current policy objective of inclusive growth with financial stability cannot be achieved without ensuring universal financial inclusion. Banks alone will not be able to achieve this unless an entire support system would be partnering with them in this mission.

supported by initiatives on the demand side. In this direction banks will have to supportfinancial literacy and awareness drives to make people understand the benefits of linking with the banking system. Including financial education in the school curriculum so as to educate children about the benefits of banks and banking services. Will go a long way in inculcating responsible banking habits at the young age. In this direction the Technical Group of the FSDC has already come out with a National Strategy on Financial Education.

Collaborative efforts - Finally, financial inclusion cannot be achieved without the active involvement of all stakeholders like RBI, other financial regulators, banks, governments, NGOs, civil societies, etc. The current policy objective of inclusive growth with financial stability cannot be achieved without ensuring universal financial inclusion. Banks alone will not be able to achieve this unless an entire support system would be partnering with them in this mission. All the stakeholders need to join hands and make it possible. The support of policymakers, regulators, governments, IT solution providers and public at large would bring a decisive metamorphosis in Indian banking. As stated by our Governor, Dr. Raghuram Rajan, we have to reach everyone, however remote or small, with financialservices. Financial inclusion does not just mean credit for productive purposes; it means credit for healthcare emergencies or to pay lumpy school or college fees. It means a safe means of remunerated savings, and an easy way to make payments and remittances. It means insurance and pensions. It means financial literacy and consumer protection. I should emphasize the need for banks like the ones represented in this room to move beyond simply opening bank accounts to ensuring that poor customers are confident and comfortable enough to use them. Innovation in reaching out to the underserved customer, rather than simply posting higher numbers in branches or bank accounts opened, has to be part of our efforts. We need a frugal, trustworthy, and effective Indian model forfinancial inclusion. Our measure of success should be the jobs that are created, not by giving government subsidies or protections to labour-intensive industries or sectors but by developing a facilitating, though competitive, environment that will result in the emergence of the best solutions. This I would suggest the way forward for meeting our dream of Financial Inclusion. Some of the measures are already in pipeline. We are awaiting the forthcoming recommendations of the Dr. Nachiket Mor Committee, the Dr. Sambamurthy committee will also guide us how to expand mobile banking in India through encrypted SMS based funds transfer in any type of handset. So in sum, while several challenges do present themselves they carry within them the core of opportunities which will spur development impulses and lead to growth with equity.

India and Pakistan learn to co-exist

Pakistan has a large presence at the India International Trade Fair (IITF) in New Delhi. President, Pakistan Chamber of Commerce and Industries, Zuber Ahmed Malik spoke to our correspondent on India Pakistan trade relations.

Please elaborate on the role of trade fairs in improving commercial ties between India and Pakistan.

Exhibitions play a very important part in developing trade relations between the developing countries. You have the presence of about 25 countries this time, in the IITF. Pakistan has been participating since the last four to five years, and we have a huge pavilion. As manyh as 87 industries are being represented here from Pakistan this time.

How do trade fairs help SMEs of the two countries?

SMEs are the backbone of our countries. No country can be called a developed country without a strong SME sector, and that is equally true of India. India has got good SMEs represented by FISME, and I think they are doing a very good job. For whatever is being displayed in the IITF, the credit goes to SME sector of India.

Pak has recently signed a Free Trade Agreement (FTA) with Indonesia, what do you think about signing a similar agreement with India.

We do have an FTA with India as well in the form of SAFTA, in which there are six other countries besides India and Pakistan. If we utilize the SAFTA, I think both the countries can benefit a lot.

SAARC has been pushing for a zero trade point at the Wagah-Attari border, what do you think about that?

I think it's a very good idea but Zero trade point is not possible. I think 0-5 per cent is normal and

Pak businessmen seek easy visa from India"

In order to improve trade relations between India and Pakistan, the Pakistan Chambers of Commerce and Industry (FPCCI) has suggested that positive change of attitude and some polices like easy visa regimes, lower duty, etc can benefit both sides.

The bilateral trade between India and Pakistan is currently at a modest USD 2.6 billion annually.

But, the chambers from both sides are hopeful to raise it to USD 7-8 billion by next year.

Speaking on the strict visa regimes between the two countries, President of FPCCI, Zubair Ahmed Malik said, "Visa is a very major problem. Two of the delegations from India are expecting clearance from the Pakistan side. Likewise, 2-3 of the Pakistani delegations are expecting clearance from the Indian side."

"Our policies are basically reactive policies...We have to liberalize the visa regime; only then can trade flourish between the two countries," Malik added.

Some progress has indeed been made, but its peanuts, he said.

The businesses from both sides of the border have been pushing for creating a 'zero trade zone' at the Wagah-Attari border, which would not require visa, for trade related transactions. But the interactions have not made much progress.

"I think it's a very good idea but Zero trade point is not possible. I think 0-5 per cent is normal and that is what is given in the SAFTA agreement as well. This should be done not only at the Wagah-Attari border, but also with SAARC nations," Malik said.

Some of the chambers from Pakistan have been demanding India to lower the import duty on textiles imported from Pakistan. Textile is a major industry in Pakistan for which it seeks market from India.

Under the South Asian Free Trade Area (SAFTA) agreements both countries are committed to bringing down import duties on 98 per cent of items traded to five per cent or less.

"The duty structure is very high in India. I think, it should be lowered, like wise if India has some problems regarding the duties, the government (Pakistan) should look," he said.

Last year, Pakistan switched over to a 'negative list' trade regime with India - instead of specifying items that could be traded, it set a list of those which could not, thus allowing trade in everything else. "I think there has to be a positive change of attitude, nothing else. It is something which is only in the minds. We have to learn that we are neighbours. We cannot exchange our neighbours and for that our attitude should be positive, among both the Indians and the Pakistanis," Malik said.

that is what is given in the SAFTA agreement as well. This should be done not only at the Wagah-Attari border, but also with SAARC nations.

How can trade relations be improved given the present political scenario?

I think, there are positive vibes coming through...let your elections be over. I personally feel that these are just election vibes, they don't really mean it and after the elections are over, we will not hear them anymore.

What are the main problems being faced by the SMEs in Pakistan?

Energy. We are energy deficient, because of that, industries and SMEs as a whole are suffering. We cannot run the industry for full 8-10 hrs. Even the SMEs cannot. There are long hours of load shedding, so this is a very major problem right now and we are trying to sort it out. It is time consuming and it will take some time. Let's hope, things work out.

What are the measures taken by you to tackle this problem?

Switching to renewable energy takes time. There is no immediate remedy for it. There were even talks of importing electricity from India. Let's hope that goes through. In the meantime there have been projects initiated by the government. But for the project to materialize, it will take at least one to two years.

Some of the chambers are raising issues on the duty of textile being exported to India from Pakistan. What exactly are the issues?

The duty structure is very high in India. I think, it should be lowered, like wise if India has some problems regarding the duties, the government (Pakistan) should look.

India and Pakistan must learn to co-exist. We have a natural alliance in trade and other things as well. The sooner we get to know these things, the better it is for both the countries.

There are some issues regarding the time consumed for custom clearance of goods from both the countries to either side.

I think there has to be a positive change of attitude, nothing else. It is something which is only in the minds. We have to learn that we are neighbours. We cannot exchange our neighbours and for that our attitude should be positive, among both the Indians and the Pakistanis.

Do you think the visa regimes between the two countries should be liberalized for businessmen in order to improve trade relations?

Definitely, Visa is a very major problem. Two of the delegations from India are expecting clearance from the Pakistan side. Likewise, 2-3 of the Pakistani delegations are expecting clearance from the Indian side.

Our policies are basically reactive policies. Things have improved slightly; they have started issuing multiple one year visas. I know about the Indian side initiative as well. Likewise, Pakistan has issued multiple visas for yearlong to Indians, but that's not enough. In my opinion, for both sides it is peanuts. We have to liberalize the visa regime; only then can trade flourish between the two countries.

SMEs to share success of Mars Mission

Several industries, including those from the small scale sector have contributed to the successful launch of India's Mars Mission which has done the country proud, Director General of Council of Scientific and Industrial Research (CSIR) Samir K Brahmachari has said.

"Many industries including small industries have provided components. It is an extra ordinary co-ordinated effort, hundreds of people, thousands of researchers have participated," he said here, addressing the National Conference on Accelerating Technology Innovation for Inclusive and Sustainable Growth.

The conference was jointly organized by Department of Scientific and Industrial Research (DSIR) and National Manufacturing Competitiveness Council (NMCC).

India's maiden mission to Mars was successfully launched on November-5 with its polar rocket placing the Mars spacecraft precisely into an intended Earth orbit in its first-ever historic inter-planetary odyssey.

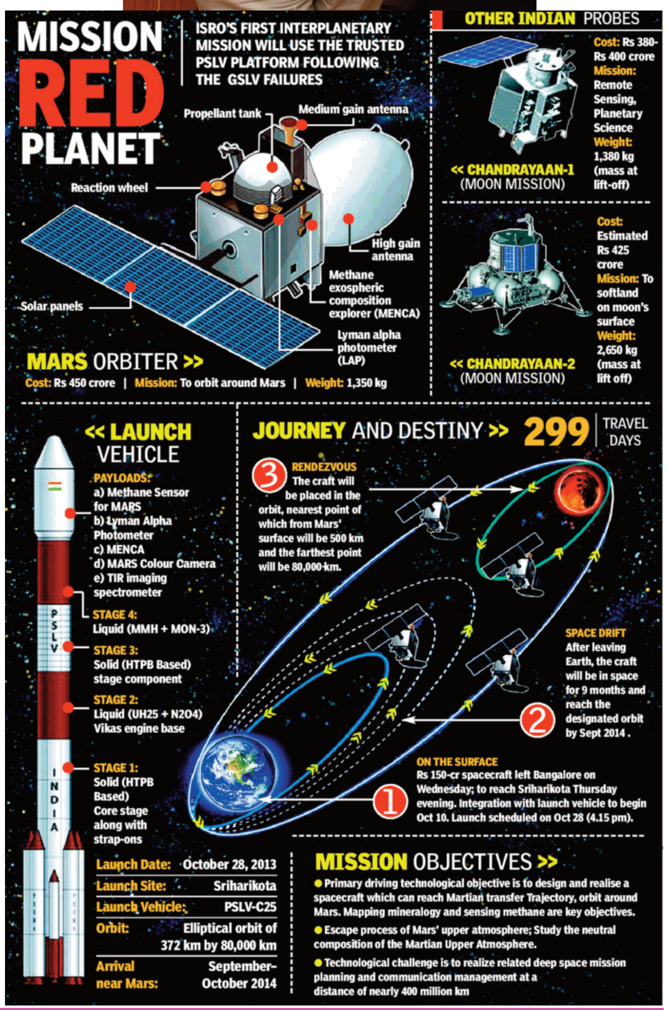
ISRO's PSLV C 25 successfully injected the 1,350-kg 'Mangalyaan' Orbiter ('Mars craft' in Hindi) into the orbit around Earth some 44 minutes after a text book launch at 2.38 PM from the Satish Dhawan Space Centre in Sriharikota in Andhra Pradesh.

India is the first Asian country and the fourth in the world to undertake a mission to the Mars at the cost of Rs 450 crore (about USD 72.9 million).

Dealing with the issue of economic slowdown, he said that investment in Science and Technology can help India regain the growth trajectory.

"There is no reason why we cannot bring back the country into 10 per cent economic growth with high end Science and Technology innovation," Brahmachari said.

India's economic growth had slumped to a decade low of 5 per cent in 2012-13 and the current fiscal is also not likely to improve much.



MSME Ministry to reimburse up to 75% of expense towards certification

In a move to encourage MSMEs to acquire Product Certification Licences from standard bodies, MSME Ministry has decided to provide up to 75 per cent of the reimbursement to MSME units towards the expenditure incurred by them for obtaining such certification licenses from national or international standardization bodies, under its new scheme for Technology and Quality up-gradation under National Manufacturing Competitiveness Programme (NMCP).

"Ministry of MSME has launched a scheme for Technology and Quality up-gradation under NMCP to provide reimbursement to MSME units towards the expenditure incurred by them for obtaining product certification licenses from National Standardization Bodies (like BIS, BEE, etc.) or International Product Certifications (CE, UL, Energy Star, ANSI, etc.)," the MSME Development Institute has said .

"MSME manufacturing units will be provided reimbursement to an extent of 75 per cent of the actual expenditure incurred (limiting to Rs 1.50 Lakh for national and Rs 2.00 Lakh for international certification), towards licensing of products to compete in National/ International markets," the notification added. Under the scheme one MSME unit can apply only once. The purpose of the "Standard Marking" of the products is to enhance the acceptability of the products of the MSME sector in the National and International market by enhancing the consumers/user confidence in the product quality.

Marking to national/international product standards will also streamline the quality systems of the MSME's and ensure safety of the product in use and enhance product/process efficiency," the notification added. To encourage and promote a wider coverage of MSME's to obtain license/ certifications of such product standards of National/ International agencies, reimbursement of the expenditure incurred will be provided to the applicants towards the first product being licensed, except compulsory licenses/certifications," MSME-DI said.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MSME Technology Development Centre organises course on digital marketing

Considering that every business unit, big or small needs to understand how to exploit digital marketing tools and techniques to improve customer value proposition and overall competitiveness, a two day course will be held in Noida on November-23 and 24.

Organised by the MSME Technology Development Centre under the Ministry of Micro, Small and Medium Enterprises, the certificate course will cover digital marketing (also referred to as online marketing, internet marketing or web marketing), content management system and website creation among others.

There will also be hands on workshop on the Live CMS system, Email Campaigns, Web Analytics-Demo, Exercise - Connecting Landing Page, Analytics, and CMS, Search Engine Optimization and Marketing, SEO, and how to leverage social media.

The rapid growth of Digital Marketing Industry is a direct consequence of the global phenomenon that is the internet.

Digital marketing is the promotion of products or brands via one or more forms of electronic media. It differs from traditional marketing such as print media, live promotions, TV and radio advertisements; as it involves the use of channels and methods that enable an organisation to analyse marketing campaigns and understand what is working and what isn't.

Digital marketing helps monitor aspects such as what is being viewed, how often and for how long, sales conversations, what content works and what doesn't. Besides the internet, it also includes wireless text messaging, mobile instant messaging, mobile apps and podcasts.

The course is meant for people who already know a little, a lot or nothing, about digital marketing and ecommerce; App Developers, Content Developers, Web Developers, Affiliate Agents, Search Management, Vendors, suppliers and agencies in this area; Consultants, Strategists and business analysts, Sales Executives, Product Managers, Digital Marketing Experts, Media Buyers and Planners; Business Development Managers, Advertising Executives, Media Managers (interactive and new media), e-Payments Executives; E-Commerce Managers, Marketing Managers, Brand Managers, Business Owners; Director or Head of Brands, and marketing; CMO's, CEO's.

Conference on role of MSMEs in the country's growth

Vignana Jyothi Institute of Management (VJIM) is organising the 7th National Conference here to explore if MSMEs can be an engine for sustainable growth of the country.

"This conference would be a platform for exchange of views among MSME leaders and their representatives, policy makers from government, entrepreneurs, academicians, members of trade associations, venture capitalists, representatives of banks and financial institution, research agencies and research scholars," the institute said in a notification.

A business school based here, Vignana Jyothi Institute of Management is an autonomous institution approved by the AICTE (All India Council for Technical Education), for the award of Post Graduate Diploma in Management.

The main objectives of the conference to be held here on January 3-4 are to emphasize the role of Indian MSMEs in India's growth and facilitate interaction among various stakeholders such as policy makers, practitioners, academicians, financial institutions, entrepreneurs and MSME leaders.

The topics to be discussed at the conference are - MSME financing, clusters and innovation, women entrepreneurship, up skilling, markets, and social inclusion.

"As we seek a more inclusive and sustainable growth to capitalize from the country's demographic dividend, we will require a more labour intensive economic growth model," the institute said.

"A strengthened and more resilient MSME sector would aid in economic recovery and add greater stability to the system," it added.

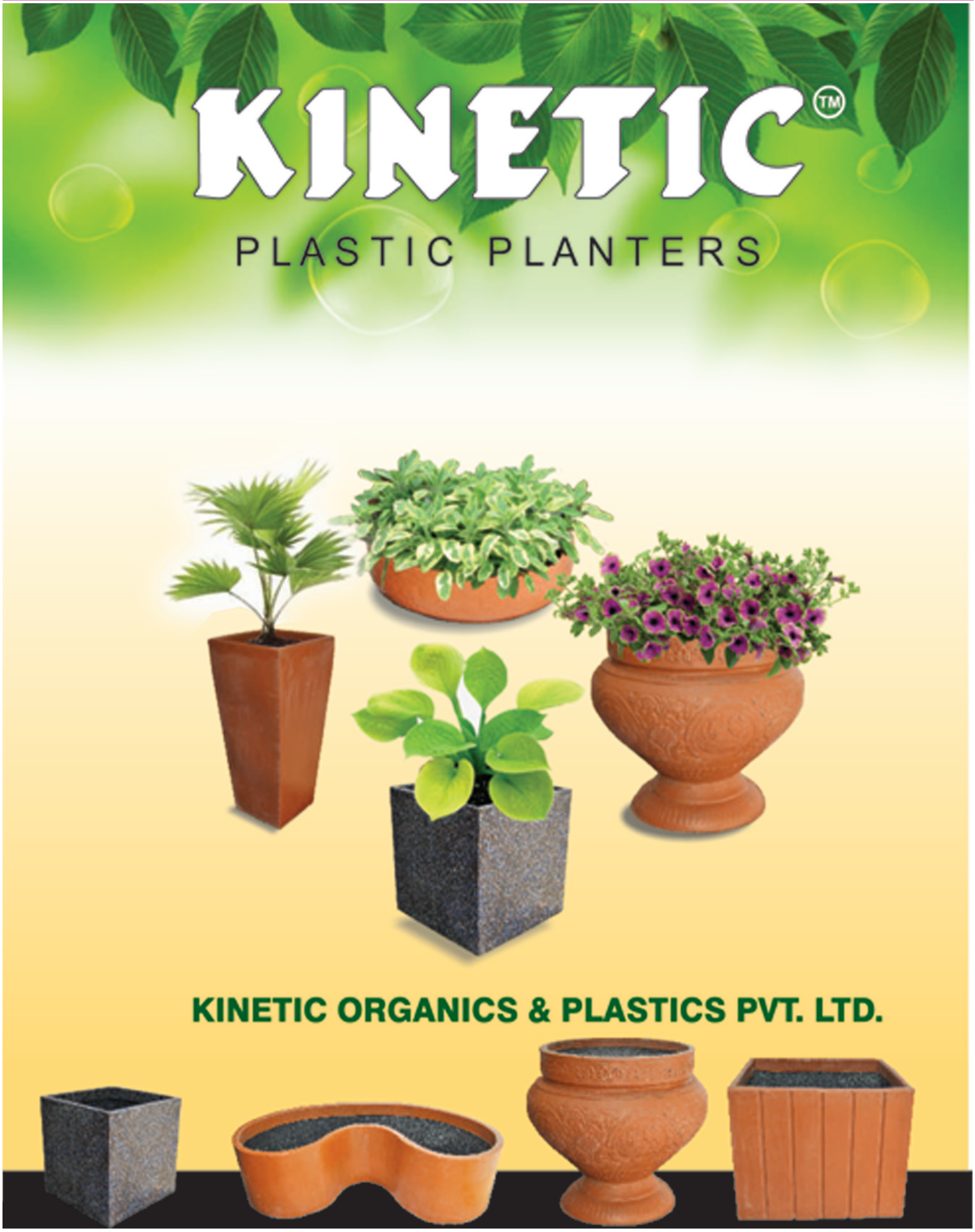
MSMEs, it said, have a critical role to play in enhancing export competitiveness given their very significant share in exports.

Also, co-production arrangements between large scale manufacturing and MSMEs through forward and backward linkages could be instrumental in spurring the expansion of large enterprises.

In order to enable the MSMEs tide over the problems, it is imperative to understand and access the real needs of the MSMEs and accordingly offer them a conclusive environment and device approaches that ensure their sustainable growth, which, in pretext calls for an approach with knowledge playing a predominant role.

The Institute now seeks eminent speakers from industry and reputed academicians to present their views on different themes of the conference.

Set up by the Vignana Jyothi educational society in 1993, VJIM is registered as a non-profit educational society under the Societies Act. The society manages five educational institutions including VJIM.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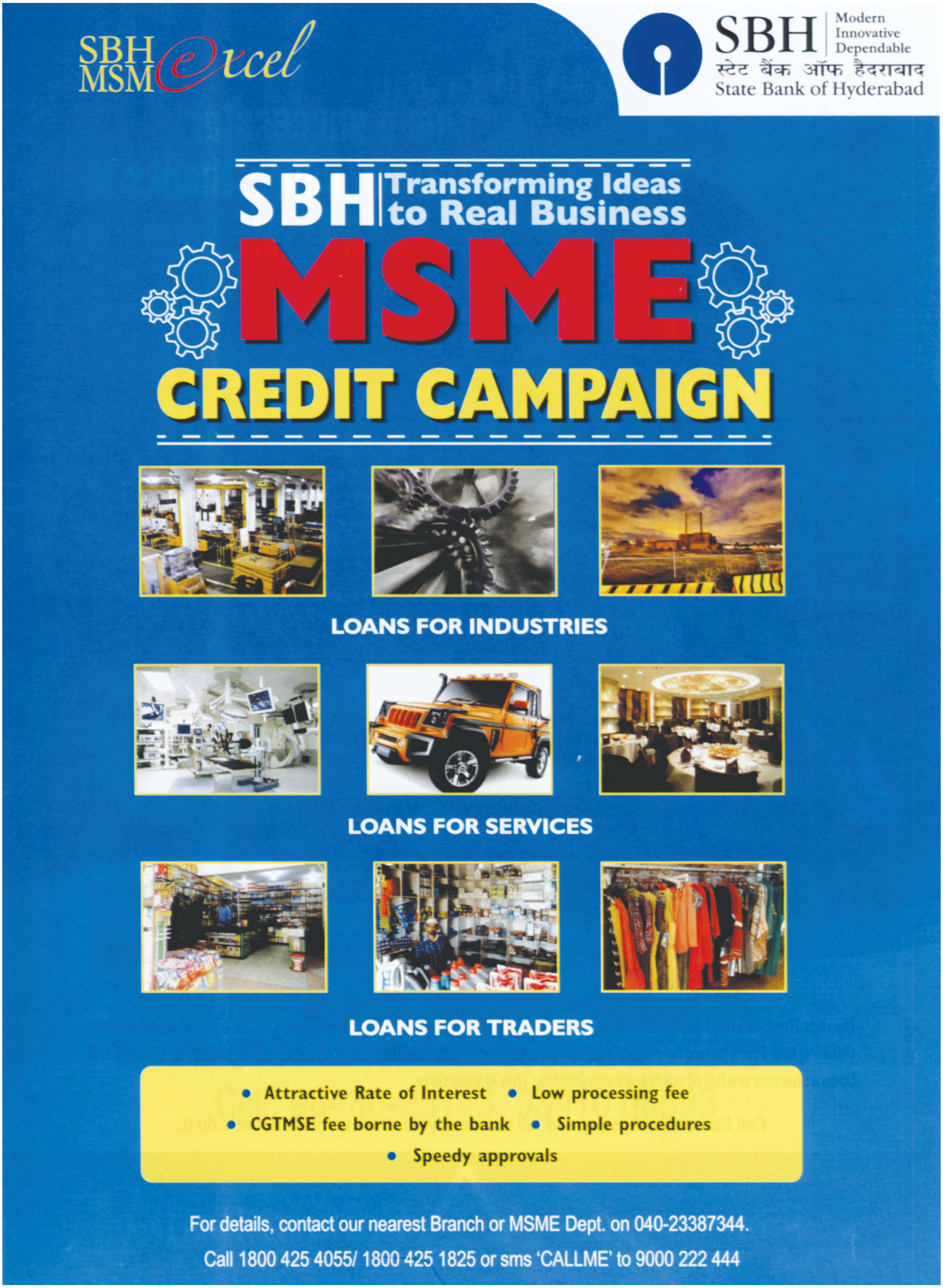
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