

## PRESS RELEASE 20-12-2022

EVENT: Awareness Programme on MSME Sustainable ZED Certification Scheme

TIMING: 2:30 pm- 5 pm

VENUE: CIMP

Today an awareness program on MSME sustainable ZED certification scheme was held at Chandragupt Institute of Management Patna in collaboration with MSME Development and Facilitation Office, Patna. The program was organised by CIMP Startup Incubation and Innovation Foundation (CIMP-BIIF) in hybrid mode (online & offline). The event was graced by honourable Chief Guest Shri Pradeep Kumar, IEDS, Director MSME DFO, Patna and other eminent guest cum speakers namely, Sri S K Verma (Asst. Director, MSME DFO, Patna), Sri Naveen Kumar IEDS (Asst Director, MSME DFO, Patna) & Dr Hanif Melwati (Director KVIC, Patna)

The session was attended by CIMP startup incubatees, students and MSME applicants. On this occasion, Prof. Rajeev Verma, Associate Professor CIMP, delivered the welcome address in which he talked about the purpose of the event. He said that CIMP being a Host Institution under MSME had been chosen to organise this awareness session on ZED Scheme, Zero Defect Zero Effect. It is an integrated and holistic certification and hand holding Scheme to allow Micro, Small and Medium Enterprises to reach and enter the international markets of supply chain without hindrances.

Speaking on the occasion, Shri S K Verma, Assistant Director MSME DFO Patna, highlighted the differences between the older versions of certifications in India and the new sustainable ZED certification. He said that under ZED certifications three types of certificates are available namely bronze, silver and gold certificates with parameters compliances ranging from 5, 14 and 20 respectively.

The next speaker was Mr. Naveen Kumar, IEDS (Asst Director, MSME DFO, Patna) during his address he said that MSMEs can easily apply for ZED certifications through ZED mobile App using their UDHYAM registration. He highlighted that the basic level certification i.e., Bronze certification does not even involve any charges and is the easiest to apply for. He also said that in Bihar so far 17 MSMEs have received the Bronze certification.

The next speaker was Dr Hanif Melwati (Director KVIC, Patna). During his address he said that Sustainable ZED certification scheme is an impetus to the vision of Aatmanirbhar Bharat and will help MSMEs in India to adopt best global practices for production and supply. He also said that the purpose of ZED certification is to create a sustainable ecosystem in the field of entrepreneurship in India on the lines of sustainable development goals of UN. ZED certifications allows Indian MSMEs to export their commodities in foreign markets thus bringing more and more foreign exchange back to India.

The next speaker was Shri Pradeep Kumar, IEDS (Director MSME DFO, Patna). He highlighted the share of MSMEs in the export sector in India which amounts to nearly 40%. He said that various incentives are given to ZED certified MSMEs by the Ministry of MSME, Central Govt. as well as State Governments. Also, certified MSMEs receive subsidy for participation in international melas. He said that the need of the hour is to make start-ups and entrepreneurs MSME minded.

The next speaker was Dr. Rana Singh (Director CIMP). During his address he said that India has leaped many positions in the past few years to attain the current 40th spot in the Global Innovation Index of WIPO, 2022. He thanked the ministry of MSME for focussing on taking quality and innovation attributes to even the grass root level in the MSME category. He said that quality is a journey not a destination and the ratio of output to input in relation to time and quality is what we call productivity. The MSME certification programme will boost the productivity of MSMEs by ensuring quality. He again thanked Shri Pradeep Kumar and his team from MSME DFO Patna and other guests for their support and guidance.

After that, a technical session to showcase a presentation on MSME sustainable ZED certification scheme and its application process was separately delivered by Shri Naveen Kumar to the participants after which the house was open for questions by participants which were answered by Shri Naveen Kumar and his team.

The event ended with a vote of thank by Mr. Kumod Kumar. At last mementoes were given to the guests as a token of respect.

