

**MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSME)**
**Demand No. 66**
**1. Market Promotion & Development Assistance (MPDA)**

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2019-20			OUTCOME 2019-20		
	2019-20	Output	Indicators	Targets 2019-20	Outcome	Indicators
103.33	1. Promotion and Development of Khadi through Modified Market Development Assistance (based on production).	1.1. No. of KIs provided Modified Market Development Assistance (based on production).	To be given on pro-rate basis to 1439 Nos Khadi Institutions	1. i) 20% increase in production over the next 3 years. ii) Boost in production would result in increase of artisans' wages. iii) Improvement and Development of production Infrastructure. iv) Renovation and Modernization of Sales Outlet.	Increase in value of Khadi producing units.	500 Nos Khadi Institutions to be benefitted
		2.2. Exports preparation and incidentals	1			
		2.3. Financial	2			

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2019-20			OUTCOME 2019-20			
	2019-20	Output	Indicators	Targets 2019-20	Outcome	Indicators	Targets 2019-20
			support to establish Khadi India Sales outlets in Dubai, Japan, Germany and Texas		wage earning of artisans		
		2.4. Export Workshop		2			
	3. Promotion and Development of Khadi through Promotion & Publicity - domestic exhibition etc.	3.1. National Level Exhibitions		1	3. i)Improvement in production and sales of khadi and khadi related products. ii) Increase in wage earning of artisans	Increase in value of Khadi producing units.	25 Nos. of events
		3.2. Special Level Exhibitions		15			
		3.3. State Level Exhibitions		11			
		3.4. IITF		1			
		3.5. E-commerce		Rs.80lakhs			
		3.6. Marketing consultancy and legal/ trademarks etc.		Rs. 50 lakhs			
		3.7. North East PrvaMeal and Support to NER		Rs. 7.00 lakhs			
		3.8. Brand Promotion, Sales Promotion, Catalogs and Sampling		Rs. 10.00 lakhs			
		3.9. National		Rs. 20.00 lakhs			

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2019-20			OUTCOME 2019-20			
	2019-20	Output	Indicators	Targets 2019-20	Outcome	Indicators	Targets 2019-20
		Awards					
		3.10. Seminar, Workshop, Capacity Building of DSOs Staff and others, Visual Merchandise etc	Rs. 20.00 lakhs				
		3.11. Opening of sales outlets at Airports-	1				
	4. Publicity/Media etc.	4.1. Publicity/Media etc.	*	4. i) Improvement in production and sales of khadi and khadi related products. ii) Increase in wage earning of artisans	Increase in value of Khadi producing units	PEP- 88 Nos	

*\*Targets for the indicator are demand driven*

## 2. Khadi Grant

Financial Outlay (Rs. in crore)	OUTPUTS 2019-20			OUTCOMES 2019-20		
2019-20	Output	Indicator(s)	Target 2019-20	Outcome	Indicator(s)	Target 2019-20
308.51	<p>Workshed Scheme for Khadi Artisans</p> <p>Strengthening of Existing Weak Khadi Institutions</p> <p>(b) Assistance for Marketing Infrastructure</p> <p>Promotional Grant</p>	<p>To provide worksheds to khadi artisans on a selective basis leading to increase in productivity and better livelihood under Worshed Scheme for Khadi Artisans</p> <p>To provide new charkhas and looms to selected khadi institutions which have become financially weak over the years but have the potential to rebound.</p> <p>To renovate selected sales outlets of the khadi</p>	<p>Worksheds to be provided to Khadi Artisans-5308 (5250 Individual Workshed and 58 Group Workshed)</p> <p>Revival of weak khadi institutions</p> <p>Renovation of selected sales outlets</p> <p>1) Qtrly. Khadi</p>	<p>i) Working environment which led to better productivity.ii) Increase in No. of Artisans .iii) Better environment will attract more customers.(iv) Increase in Sales and Turnover. Better work environment for khadi artisans</p> <p>Sales would be boosted.</p>	<p>Financial assistance up to Rs. 60,000/- is given to individual Artisans</p> <p>Financial assistance up to Rs. 9.90 Lakh is provided to weak Khadi Institutions for revival</p> <p>Financial assistance up to Rs. 25.00 Lakh is provided for developing marketing infrastructure</p>	<p>1453 Khadi Artisans will be benefitted</p> <p>30 Khadi Institutions will be strengthened</p> <p>36 Sales outlets will be renovated.</p> <p>4 Meetings</p>

Financial Outlay (Rs. in crore)	OUTPUTS 2019-20			OUTCOMES 2019-20		
2019-20	Output	Indicator(s)	Target 2019-20	Outcome	Indicator(s)	Target 2019-20
	<p>Janshree Bima Yojana now "Aam Aadmi Bima Yojana"</p> <p>Rozgar Yukt Gaon</p> <p>Grant-in-Aid Salaries</p> <p>Grants-in-Aid</p>	<p>institutions and assistance for marketing infrastructure.</p> <p>For development of khadi activities</p> <p>Aam Admi Bima Yojana (erstwhile Khadi Karigar Janashree Bima Yojana) is a Group Insurance Scheme designed by Life Insurance Corporation of India (LIC) specifically for Khadi Artisans. Premium is shared between KVIC, Khadi Institutions,</p>	<p>Mark and Certification Meetings.</p> <p>improve social security of khadi artisans</p> <p>Artisans will be trained targeted to be given employment</p>	<p>Following monetary benefits are extended.</p> <p>Natural Death - Rs. 30,000/-</p> <p>Accidental Death or total Permanent disability - Rs. 75,000/-</p> <p>Partial permanent disability - Rs. 37,500/-</p> <p>An add-on educational benefit under Shiksha Sahayog Yojana, which offers educational scholarship up to two children of Khadi Artisan studying from 9th standard to 12th standard including I.T.I. @ Rs. 300/- per quarter per child.</p> <p>Employment will be generated through 50 khadi institutions</p>	<p>For development of khadi activities</p> <p>To improve Social Security to Khadi artisans and also attract more artisans towards Khadi.</p> <p>Providing NMCs, Looms, Warping Units etc.</p>	<p>2,45,080 artisans will be covered under AABY</p> <p>50 potential villages will be identified for implementation of programme and approximately 12000 artisans will be trained and targeted to be given employment.</p>

Financial Outlay (Rs. in crore)	OUTPUTS 2019-20			OUTCOMES 2019-20			
	2019-20	Output	Indicator(s)	Target 2019-20	Outcome	Indicator(s)	Target 2019-20
		General (Pension & OAE)  Interest Subsidy - Book Adjustment	Artisans and Govt. of India.  To provide employment through Khadi activities at the doorstep of artisans on PPP model  To pay the salaries and allowances of KVIC's staff and officers  To meet the expenditure on pension of the KVIC's staff and officers and TA and	Reduce the interest liability on Khadi & VI implementing institutions		Interest liability of Khadi & VI institutions will be reduced	Interest liability will be reduced by Rs. 6.29 crore in Khadi & VI Sector

Financial Outlay (Rs. in crore)	OUTPUTS 2019-20			OUTCOMES 2019-20			
	2019-20	Output	Indicator(s)	Target 2019-20	Outcome	Indicator(s)	Target 2019-20
			Contingencies expenses.  To provide subsidy in lieu interest on loans provided by Government.				

### 3. Khadi Reform & Development Programme (ADB Assistance)

Financial Outlay (Rs. in crore)	OUTPUTS 2019-20			OUTCOMES 2019-20		
	2019-20	Output	Indicator(s)	Target 2019-20	Outcome	Indicator(s)
0.01	To revitalize KVI Sector for enhanced sustainability of Khadi; increased income and employment; increased artisan empowerment and development of selected village industries.	Total number of Selected Khadi institutions	The scheme was approved upto 2018-19 and hence no target has been fixed for 2019-20	Income of artisans will be increased and employment of artisans will be generated.	i) Enhanced sustainability of Khadi. ii) Empowerment of Artisans. iii) Improve marketing khadi products iv) Development of selected village industries	The scheme was approved upto 2018-19 and hence no target has been fixed for 2019-20

#### 4. Scheme of fund for Regeneration of Traditional Industries (SFURTI )

Financial Outlay (Rs. in crore)	OUTPUTS 2019-20			OUTCOMES 2019-20		
	2019-20	Output	Indicator(s)	Target 2019-20	Outcome	Indicator(s)
125.00	Regeneration of traditional industries in KVI and Coir sectors by taking up clusters and development their competitiveness and clusters governance	Setting up of clusters	60 Nos. of Clusters	(i) improvement in the sustainability and competitiveness of clusters. ii) Organization of traditional industries and artisans into clusters. iii) Sustained employability for traditional Industry artisan and rural entrepreneurs iv) Increase in wages of artisans	i) Branding/quality improvement of Khadi and Khadi related products. ii) 80% of the targeted clusters would be in operation. iii) Sustainable employment would be provided over a period of 3 years. iv) Increase in production and turnover of the cluster production would result in increased wages of artisans	60 Nos. of Clusters will be developed and approx. 30,000 artisans will be benefitted.



### 5. Coir Vikas Yojana (CVY) (CS)

Financial Outlay (Rs. in crore)	OUTPUTS 2019-20			OUTCOMES 2019-20		
	2019-20	Output	Indicator(s)	Target 2019-20	Outcome	Indicator(s)
70.50	Modernization of production processes, Development of Machinery & Equipments, Product Development & diversification, Development of Environment friendly technologies and Technology transfer, Incubation, Testing & Service Facilities	1.New machinery to be developed	6 Nos.	i) 10% increase in production of Coir and Coir products over the next 3 years. ii) 10% increase in Export of Coir and Coir products over the next 3 years. iii) 10% increase in trained youth over a period in next 3 years. iv) Leading to sustain employment generation in Coir Sector. v) Most of the Coir units are located in rural areas.	1.New machinery to be developed	6 Nos.
		2. Eco-friendly technology to be transferred to entrepreneurs -	5 Nos.		2. Eco-friendly technology to be transferred to entrepreneurs -	5 Nos.
		3. Technology to be transferred to the machinery manufacturers-	9 Nos.		3. Technology to be transferred to the machinery manufacturers-	9 Nos.
		4. New coir clusters to be provided technological support.	20 Nos.		4. New coir clusters to be provided technological support.	20 Nos.
		5. Field demonstrations of technology –	175 Nos.		5. Field demonstrations of technology	175 Nos.
	Development of coir industry in the country and promotion of domestic market (through Domestic Market Promotion Scheme), development of export markets of coir and coir products (through		2200			2200
			2200			2200
		1.Training in Value Added Product (VAP)	3600		1.Training in Value Added Product (VAP)	3600
		2.Training to Women entrepreneurs	40		2.Training to Women entrepreneurs	40
			5			5
		2.Training to Women entrepreneurs	30		3.EDP	30
			10		4. Awareness Programme	10
			10			10

	<p>Export Market Promotion Scheme),</p> <p>To provide funds to large coir units (existing as well as new units) for facilitating them to acquire plant and machinery/Setting up new units (through Production Infrastructure Schemes) and Welfare of Coir workers through Coir Board Coir Workers' group personal Accident Insurance Scheme</p>	<p>3.EDP 4. Awareness Programme 5. National Seminar 6.Workshop 7.Exposure Tour Domestic Exhibition 1.International fairs and conferences 2.External Market Development Assistance (EMDA)</p> <p>Number of units to be set up (Under DPI/CITUS) PMSBY - persons to be covered</p> <p>HRD training to Board's officials</p> <p>HRD orientation training to coir workers/stakeholders.</p>	<p>100</p> <p>10 Units 1 Lakh Workers 100 Board's officials 1200 workers</p>		<p>5. National Seminar 6.Workshop 7.Exposure Tour Domestic Exhibition 1.International fairs and conferences 2.External Market Development Assistance (EMDA)</p> <p>Number of units to be set up (Under DPI/CITUS) PMSBY - persons to be covered</p> <p>HRD training to Board's officials</p> <p>HRD orientation training to coir workers/stakeholders</p>	<p>100</p> <p>10 Units 1 Lakh Workers 100 Board's officials 1200 workers</p>
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**6. A Scheme for Promotion of Innovation, Rural Industry & Entrepreneurship (ASPIRE) (CS)**

Financial Outlay (Rs. in crore)	OUTPUTS 2019-20			OUTCOMES 2019-20		
	2019-20	Output	Indicator(s)	Target 2019-20	Outcome	Indicator(s)
50	To set up a network of technology centres and to set up incubation centres to accelerate entrepreneurship and also to promote start-ups for innovation and entrepreneurship in agro-industry.	(i) No. of Livelihood Business Incubators (LBI) to be setup  (ii) No. of Technology Business Incubators (TBI) to be setup	50-LBI  20 -TBI	Promotion of innovation, entrepreneurship and agro industry.	1. 30% of trained incubatees would set up the enterprises.  2. Innovative ideas would result in increase production and better quality.  3. As per scheme guidelines, 5 year action plan is obtained in advance before approving the proposal will monitored through dedicated website.	Jobs at Local Level will be created and reduced unemployment and 50 LBIs and 20 TBIs will be set-up

**7. Coir Udyami Yojana (CUY) (CS)**

Financial Outlay (Rs. in crore)	OUTPUTS 2019-20			OUTCOMES 2019-20			
	2019-20	Output	Indicator(s)	Target 2019-20	Outcome	Indicator(s)	Target 2019-20
2.00	Number of units to be set up	Replacement of outdated ratts/ looms and providing of worksheds to spinners and tiny household units resulting in increase in production and earning of workers.	Funds kept for clearing the committed liabilities of previous years.			The scheme has been merged with PMEGP Scheme during the FY 2018-19 and the budget has been allocated to clear the unmet liabilities of previous year	

**8. Mahatma Gandhi Institute For Rural Industrialization (MGIRI) (CS)**

Financial Outlay (Rs. in crore)	OUTPUTS 2019-20			OUTCOMES 2019-20		
	2019-20	Output	Indicator(s)	Target 2019-20	Outcome	Indicator(s)
12.00	Dissemination of improved product designs and processes to reduce drudgery improve quality of production and improve efficiency in rural industries.	1. Development of Machinery and Equipments. 2. Field trail of Machineries. 3. Devo. Of innovative products. 4. EDP and Skill Development	6Nos. 3Nos. 8Nos. 600 Persons	Reduction in drudgery, improve quality and improved efficiency in rural industries by developing Carding machine, Pneumatic Hammer for Black Smithy, Portable Compact Semi Automatic Jack & Pedal Operated Blunger, 16 spindle solar charkha Solorization of few energy efficient machinery/ equipment for Agri-Processing at Rural level (dhal mill, groundnut decorticator etc.) and ICT initiatives for rural entrepreneurs. 2. Hank Dyeing machine to 20 Khadi Institutions Solar wool pre-spinning machines and Solar Wool Charkha technology at Leh-Ladakh (J&K) and Vidarbha region of	i) Process of rural industrization will be faster. ii) Commercialization of products developed by MGIRI. iii) Innovative products and improved technology would result increase in production and better quality.	1. 6 Nos. Machinery and equipments will be developed 2. 3 Nos. of machineries will be field trailed. 3. 8 Nos innovative products will be developed. 4. 600 Persons will be trained under EDP and Skill development

Financial Outlay (Rs. in crore)	OUTPUTS 2019-20			OUTCOMES 2019-20			
	2019-20	Output	Indicator(s)	Target 2019-20	Outcome	Indicator(s)	Target 2019-20
					<p>Maharashtra</p> <p>Energy efficient potter kiln in two zones of KVIC (12 nos.)</p> <p>3. Development of innovative products / technologies i.e. Probiotic jaggery, hand sanitizer, fruit leather, agri inputs and newer products from moringa plant &amp; feed supplement.</p> <p>Low cost &amp; eco-friendly water based bamboo polish (Lac based), eco-friendly cow dung based distemper &amp; paints. Eco-friendly synthetic thickener for textile/Khadi printing.</p> <p>4. Beneficiaries of SDP/EDP</p>		

### 9. Loans to Khadi Village and Coir Industries

Financial Outlay (Rs. in crore)	OUTPUTS 2019-20			OUTCOMES 2019-20			
	2019-20	Output	Indicator(s)	Target 2019-20	Outcome	Indicator(s)	Target 2019-20
0.42	To provide HBA and computer advance etc., to the employees of KVIC & Coir Board.				To secure full involvement of KVIC & Coir Board employees by lending support to employee in their housing and other needs	Support to needy employees in addressing their housing and other needs for better involvement of staffs.	**

\*\*Indicator is demand driven

### 10. SOLAR CHARKHA MISSION (CS)

FINANCIAL OUTLAYS (Rs. in crore)	OUTPUTS 2019-20			OUTCOMES 2019-20		
	2019-20	Output	Indicator(s)	Target 2019-20	Outcome	Indicator(s)
143.50	Solar Charkha based clusters for sustainable employment generation in Villages	Number of Solar Charkha Clusters	25	Solar Charkha clusters will have beneficiaries (spinners, weaver, stichers and other skilled artisans)	Number of beneficiaries	200 to 2042

### 11. Assistance to Training Institutions (ATI)

FINANCIAL OUTLAYS (Rs. in crore)	OUTPUTS 2019-20			OUTCOMES 2019-20		
	2019-20	Output	Indicator(s)	Target 2019-20	Outcome	Indicator(s)
30.00	<p>Infrastructure Support and capacity building of training institutions of Ministry of MSME and the existing State Level EDIs</p> <p>Training (Skill Development Programmes/Training of Trainers) by training institutions of Ministry of MSME</p>	<p>No. of training institutions / state level EDIs supported</p> <p>No. of persons given skill development training</p>	<p>Training institutions -9 State level EDIs - 3(to be supported)</p> <p>8000</p>	<p>Improvement in physical infrastructure and capacity of supported training institutions</p> <p>Enhanced employability of persons trained</p>	<p>No. of assisted institutions whose physical infrastructure improvement project are completed</p> <p>Percentage of trainees employed in the related occupation</p>	<p>9 training institutions and 3 State level EDIs to be supported</p> <p>8000 persons will be given skill training</p>



## 12. International Cooperation (IC) Scheme

Financial Outlay (Rs. in crore)	OUTPUTS 2019-20			OUTCOMES 2019-20		
	2019-20	Output	Indicator(s)	Target 2019-20	Outcome	Indicator(s)
30.00	Modernization of MSMEs. Promotion of export of MSMEs. Trade promotion by organising seminars and international trade fairs.	Financial Assistance is provided on reimbursement basis to the eligible State/Central Government Organisations; Registered Industry associations and societies /trusts associated with promotion and development of MSME sector.	To support 900 entrepreneurs participate in 50 international events	Technology infusion and up-gradation of Indian MSMEs, their modernization and promotion of their exports are the principal objectives of assistance under the Scheme. Visit / participation of MSMEs in international exhibitions, trade fairs, buyer-seller meets, conference, seminars will provide tangible as well as intangible benefits to the participating units	Enhancing the competency of MSMEs, capturing new markets for their products, exploring & enhancing export, exploring new technologies for increasing manufacturing capacity and generation of employment etc	To support 900 entrepreneurs to participate in 50 international events.

### 13. National Scheduled Caste and Scheduled Tribe Hub

FINANCIAL OUTLAY (Rs. in crore)	OUTPUTS 2019-20			OUTCOMES 2019-20			
	2019-20	Output	Indicator(s)	Target 2019-20	Outcome	Indicator(s)	Target 2019-20
121.69	Facilitating SC/ST entrepreneurs participating in public procurement e-platform of DGS&D	Number of SC/ST beneficiaries	Assistance to 16500 SC/ST beneficiaries through various interventions such as Skill / Entrepreneurship Development Training, subsidy interventions, Special CLCSS, SPRS, Membership on B2B portal, enrolment on Gem Portal, Facilitate participation in exhibit		Facilitating SC/ST entrepreneurs participating in public procurement, e-platform of DGS&D	Enhance the participation of SC/ST entrepreneurs in Government department /agency procurement	**

\*\*Indicator is demand driven

**14. Interest Subvention Scheme for Incremental Credit to MSMEs (CS)**

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2019-20			OUTCOME 2019-20		
	2019-20	Output	Indicators	Targets 2019-20	Outcome	Indicators
350.00	1. Credit Proposals received Incremental Credit/Loan sanctioned	1.1. Total number of new/incremental credit proposals received by Banks/ Fis	40,000 MSMEs	1. Reduction in cost of credit for MSMEs.	1.1. Total amount disbursed by SIDBI to Banks/Fis	Rs. 700 crore
		1.2. Total amount of claims received by SIDBI from Banks/Fis towards interest subvention	Rs. 700 Crore	2. Resulted increase in Udyog Aadhaar Registration.	2.1. Total increase in the number of units registered with UdyogAsdhar Number post lanch of the scheme.	35,000

**15. Marketing Promotion Scheme: Marketing Development Assistant (MDA) : Procurement and Marketing Support (CS)**

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2019-20			OUTCOME 2019-20		
	2019-20	Output	Indicators	Targets 2019-20	Outcome	Indicators
87.6	Assistance to beneficiaries	1.1. Number of beneficiaries receiving regular assistance	720 programmes	1. Marketing Promotion	1.1. Increase in domestic market segment from regional level to national level	(i)720 Programmes (ii) 66 Trade Fairs (iii) 120 MSME Expo (Tentative)
		1.2. No. of trade fairs / exhibitions/Expo's	66 Trade Fairs			
		1.3.No. of programmes	120 MSME EXPO's (Tentative)			

**16. Entrepreneurship Skill Development Programme (Promotional Services Institutions and Programme) (CS)**

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2019-20			OUTCOME 2019-20		
	2019-20	Output	Indicators	Targets 2019-20	Outcome	Indicators
327.91	Capacity Building and skill training	1.1 Total number of Industrial Motivation Campaigns (IMCs) conducted	3300 Progs.	1. Nos. Of persons participated in Industrial Motivation Campaigns (IMCs) (EDPs/ESDPs)	1.1. No. of participants @ 75 person/Programme	250000 persons
		1.2 Total number of Entrepreneurship Development Programmes (EDP/ESDPs) conducted	4500 progs	2. Nos. of persons participated in Entrepreneurship Development Programmes	2.1. No. of participants @ 25 person / programme	106500persons
		1.3 Total number of Management Development Programmes (MDPs) conducted	225 progs.	3. Nos. of persons participated in Entrepreneurship Development Programmes (MDPs)	3.1. Nos. Of Participants @ 25 Person / programme	5625 persons

**17. Technology Centre Systems Programme (TCSP)-EAP (Infrastructure Development and Capacity Building – EAP) (CS)**

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2019-20			OUTCOME 2019-20		
	2019-20	Output	Indicators	Targets 2019-20	Outcome	Indicators
350.00	1. Setting up of new TCs  2. Up-gradation of existing TCs	1. Total number of new TCs  2. Total number of up-gradated TCs	10  9	1. Increased Access of MSMEs to advance manufacturing Technology  2. Increased Access of MSMEs to advance manufacturing Technology	1. Total number of trainees/beneficiaries that have received training at the TCs  2. Total number of trainees / beneficiaries that have received training at the TCs.	6295  3000

**18. Establishment of New Technology Centres/Extension Centres (CS)**

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2019-20			OUTCOME 2019-20		
	2019-20	Output	Indicators	Targets 2019-20	Outcome	Indicators
125.12	(i) Setting up of new Technology Centres	(i) Total number of new Technology Centres (TCs) established	Establishment of a TC takes 3 Years.  20 Ecs	(i) Improved Skilling / Up-skilling of employed / Unemployed Youth	(i) Total number of Trainees / Beneficiaries that have received training at the Technology Centres / Extension Centres	*