



ISSUE - 62, EDITION - JANUARY 2022

NEWSLETTER



FICCI - CONFEDERATION OF THE MICRO, SMALL AND MEDIUM ENTERPRISES (FICCI-CMSME)

www.ficci-cmsme.in
www.ficcicmsmeconnect.in



connect 
Bringing Businesses Together
www.ficcicmsmeconnect.in

**ARE YOU LOOKING FOR BUSINESS
OPPORTUNITIES ?**

REGISTER AT FICCI-CMSME CONNECT PORTAL

www.ficcicmsmeconnect.in

Online Directory & B2B Portal

**For more details, please contact at
cmsme@ficci.com**

FICCI - Confederation of Micro, Small and Medium Enterprises (CMSME)



Empowering MSMEs

Confederation of Micro, Small and Medium Enterprises (CMSME) established in December 2013 with a vision to empower Indian MSMEs and build their competitiveness is an affiliated body under the umbrella of the Federation of Indian Chambers of Commerce and Industry (FICCI), an apex Chamber of Commerce & Industry of India. FICCI has tie ups with over 300 industry associations and chambers worldwide.



What we do.....

- Provide a holistic grid to connect MSMEs with mentors, incubators & accelerators and assist them through capacity building programs & services
- Help MSMEs explore different government schemes
- Deliberate on policy issues that impact performance of the MSME sector and provide effective channels to communicate issues and concerns to government at the center and states as well as to other regulatory bodies and banks
- Provide regular interface between Industry, Government and regulators through workshops, round tables and representations and interactive sessions with to create an enabling environment for further growth of the sector

Areas of focus.....

- Policy Consultation with Government
- Marketing & Quality Standards including Packaging
- Finance
- Technology & Innovation
- Legal & Taxation
- Procurement
- Environment
- Start-up & Entrepreneurship

Services & Benefits.....

Services	Benefits to Members
Procurement of Raw Material*	Decrease in Cost
Quality	Improve quality & standard through expert training programmes @ discounted rates
Intellectual Property	IP services at more than 50 percent discounted rates as compared to those available in the market directly from the experts
Resource Conservation & Management	Enhancement in competitiveness and cost saving through resource optimization, sustainable use of the resources (raw material, energy, water etc.) and effective management of wastes generated (Energy, Water, etc Audits at competitive rates)
Advisory Services through External Experts	Insurance, Exports, Taxation, Financing, etc
Access to CMSME CONNECT Portal with B2B Facility www.ficcicmsmeconnect.in	Connect with other CMSME Members and Explore Business possibilities

Opportunities.....

1 Networking <ul style="list-style-type: none">Platform to interact amongst members, state & central governmentsPlatform to meet global business and political leadersParticipation in seminars, training programmes, conferences and meetingPlatform to network with industry leaders	10% discount for CMSME members on participation Fee of FICCI events (<i>applicable only on the fee component charged by FICCI</i>)
2 Business Services <ul style="list-style-type: none">Opportunity for participating in Sectoral delegations both in India and OverseasParticipation in trade fairs and exhibitionsDevelop business through buyer-seller meetsGovernment Notification UpdatesConnect with other CMSME Members and Explore Business possibilities	10% discount for CMSME members on participation Fee of FICCI events (<i>applicable only on the fee component charged by FICCI</i>)
3 Knowledge series	Free Access to Policy Papers, Studies & Surveys, MSME Newsletters

Membership

Membership Categories

- Associate Membership:** For enterprises involved in profit making activities in manufacturing/services
- Organisation Membership:** For Non-Profit Industry Associations involved in growth and development of MSME sector.

Both categories have two options: 1) Patron Membership: This is a lifetime membership of CMSME and as a privilege member, Patron Member gets an opportunity to be a part of Executive Committee of CMSME **(2) Annual Subscription:** Annual Membership remains valid for one year and follows Financial Year i.e. April – March. As the year closes on March 31, all annual memberships with CMSME subscribed anytime during the year, become due for annual renewal.

How to Apply for Membership

- Online Application:** Link: <http://ficci-cmsme.in/membership/member-login.asp> Membership can be applied at the above link by selecting 'New Registration'. After a brief registration, one will receive an auto generated email in inbox (sometimes in spam folder) of registered email ID containing login-ID & Password for CMSME Membership. The above link may again be visited and now log-in can be done with the details received to registered email ID to complete the profile for Membership.
- Offline Application:** One can always apply offline by submitting Membership Form along with other necessary documents to the Secretariat. For forms you may contact FICCI-CMSME secretariat.

Membership Fee

There are two components in the fee structure of CMSME Membership and applicable GST (18%) is levied on both components. **(1) One-time Admission Fee:** Admission Fee needs to be paid at the time of enrolment of Membership **(2) Subscription Fee:** Annual Subscription Fee is based on Annual Turnover of Organisation in the immediate completed last Financial Year. If the enrolment is done during October - March, the annual subscription fee is reduced to 50%. Patron Membership Subscription Fee is not dependent on Annual Turnover.

For any query please feel free to contact:

Mr Hemant Seth/ Mr Sumitra Nandan Srivastava / Ms Medhavi Gupta

Treasurer & Director / Sr Assistant Director / Executive Assistant

FICCI- CMSME

Federation House, 1, Tansen Marg, New Delhi 110 001

Tel: 91-11-23487307 / 23487491 Fax: 91-11-23320714

Email: cmsme@ficci.com; Website: www.ficci-cmsme.com



connect
Bringing Businesses Together
www.ficcicmsmeconnect.in





S. No.	News Headline	Page No.
1	GST council defers rate hike on textiles	01
2	Retail, MSME credit growth steady: RBI	01
3	Bamboo Park in Tripura to boost industries, 'Bashgram' to push eco-tourism	01
4	Deferred orders, slow demand to make Q1 challenging for exporters	02
5	Steel companies expect market to stay stable in 2022	03
6	Agriculture, MSME bad loans rise in FY21 even as banks report overall fall in NPAs	04
7	Loan guarantee scheme saved 13.5L MSMEs, 5 Cr. Jobs: SBI	05
8	RBI ups limit on funds from non-financial small biz	05
9	FM asks PSBs to bolster preparedness, keep lending	05
10	PSBs seek easier norms for MSME loan recast	06
11	Insurance cover likely for traders under new policy	07
12	Piyush Goyal Urges industry for advance payments to MSMEs	07
13	Pressure on MSMEs amid Omicron to increase as disbursements under ECLGS will cease by June-end: Report	07
14	TN govt cites study, says state most attractive investment destination in India	08
15	Rane inaugurates MSME pavilion in World Expo, 2020 Dubai	09
16	DPIIT holds stakeholder meeting on e-com policy	09
17	Cabinet sanctions Rs 973 cr to SBI for ex-gratia payment to borrowers	10
18	MSMEs together can create a supply chain	10
19	India eyes \$ 500- bn exports for FY23	11
20	Gadkari calls for attracting increased foreign investments into MSME sector	11
21	Work starts on Rs. 16,600- Cr. Scheme to boost manufacturing in Textiles	11
22	Domestic demand to drive pharma SMEs growth in FY22	12
23	COVID-19 third wave affects workforce strength in MSMEs	13
24	6% of MSMEs owned by SC entrepreneurs	13
25	ILO hosts policy dialogue with Andhra, Odisha to build MSME ecosystem for sustainable growth	14
26	India's Q3 manufacturing outlook improves, cost of doing biz remains cause for concern: FICCI	15

MSME NEWS UPDATE

1. GST council defers rate hike on textiles

Heeding to demands from states, including the polls-bound ones, the Goods and Services Tax (GST) Council held an emergency meeting and virtually rolled back a decision taken in its September meeting to increase the GST rate on textile products from 5% to 12%. But a similar rate hike for certain footwear will take effect as planned.

A group of ministers (GoM), which is currently reviewing the entire GST rates structure, would revisit the issues with regard to the textiles value chain and submit its report, Union finance minister Nirmala Sitharaman, the chairperson of the council, said after its 46th meeting.

While the rate increases were meant to correct the long-unresolved issue of inverted duty structure in the synthetic textiles value chain, it met with opposition from the industry.

Financial Express, January 01, 2022

2. Retail, MSME credit growth steady: RBI

Growth in bank credit, especially to retail, industry, and agriculture remained steady in November, reflecting the effect of economic upturn and festival demand. In a statement, the Reserve Bank of India (RBI) said that retail loans continued to expand in double digits and recorded a year-on-year (YoY) growth of 11.6 per cent in November, as against the 9.2 per cent growth recorded in November, last year. The growth was driven primarily by consumer durables and vehicle loans.

Credit growth to the industry rose 3.8 per cent in November compared with a 0.7-per cent growth in the corresponding period last year. Credit to medium industries showed a robust growth of 48.7 per cent in November compared with 25.7 per cent last year. Micro and small industries loans accelerated 12.7 per cent in November, against 0.6 per cent in the year-ago period.

Credit to large industries in November remained broadly at the same level as last year. Many large companies actually repaid old loans or replaced them with fresh credit at cheaper rates. Credit to agriculture and allied activities continued to be robust at 10.4 per cent in November, against 7.0 per cent in November, last year.

The loan off-take in the services sector was, however, weak, as reflected in the pace of credit growth. The credit growth to services sector registered a growth of 3.6 per cent in November, against 8.2 per cent a year ago, the RBI said.

Business Standard, January 01, 2022

3. Bamboo park in Tripura to boost industries, 'Bashgram' to push eco-tourism

India's first bamboo park has been set up in Tripura to boost industries in the North-East region, while the maiden multi-purpose 'Bashgram' (bamboo village) came up in the state to push eco-tourism and attract tourists, yoga enthusiasts and nature lovers.

'Bashgram', created in western Tripura's Katlamara just along the India-Bangladesh border after development of nine acres of barren land by some youths led by bamboo architect cum expert Manna Roy, has already attracted thousands of tourists including foreigners and environmentalists from across the country. A well-equipped yoga centre, class ten standard school with hostel facilities, playground, several ponds with sufficient flora and fauna, bamboo made cottages, bamboo pathways and bridges, various eco-friendly utilities and facilities are available in the lush green 'Bashgram' which is being gradually developed since 2017.

MSME NEWS UPDATE

Over 14 species of bamboo and many other natural plants, vegetation, herbs, shrubs, flowers, make 'Bashgram' truly a natural abode. Roy said that a museum would soon be set up in 'Bashgram' (45 km north of Agartala) and all types of endangered, obsolete, old and new materials made of bamboo would be displayed in the museum.

"In our society bamboo knives were earlier used to cut the umbilical cord after a baby was born and bamboo was also used during the last rites after a man or woman died. Bamboo is used in numerous ways in every aspect of human life". "A variety of foods made of bamboo resources are also very delicious and popular in the societies of the north-eastern states. Hence, bamboo is an integral part of our life and death," Roy told.

He said that their main concept behind developing 'Bashgram' is to properly and effectively use local and rural resources with their value addition and without hampering nature. "We have so far invested Rs 60 lakh to develop 'Bashgram' and we have not taken any money from the government or any bank. Our ultimate mission to develop 'Bashgram' was to develop a world class medical cum eco-tourism hub using the locally available resources.

"Through training and inspiration, we have also planned to empower the local bamboo artisans specially the women," Roy said adding that they would try to provide care and treatment through 'naturotherapy' using the natural resources.

A big watch tower in 'Bashgram' facilitates the visitors to witness the scenic beauty of the nearby tea gardens and areas on the other side of India-Bangladesh border. Tripura, neighbouring Mizoram and other north-eastern states are cultivating various species of bamboo in abundance with about 28 per cent of India's bamboo forests located in North-East India. Bamboo is also known as "green gold" in the mountainous north-eastern region.

The Hills Times, January 04, 2022

4. Deferred orders, slow demand to make Q1 challenging for exporters

Indian exporters of leather goods, garments and carpets have begun to witness a fall in orders from Europe, requests to push deliveries by a few weeks, and queries related to various restrictions being put in place to control the rapidly rising cases of the Omicron variant of Covid-19 in the country.

Likely manpower crunch, especially in logistics, high freight and restrictions across the globe, could dent India's exports in the first quarter of 2022, they said. "Queries have slowed as fear has set in among global buyers. Orders from Europe have slowed down, and we expect retail sales to get hit," said an entrepreneur.

Buyers in the US, who were earlier asking for earlier delivery of their orders, have delayed it by a few months, he said. Exporters said that buyers who had earlier predicted strong demand, are now reforecasting it for the next 2-3 months. India's exports hit a nine-month low at \$30.04 billion in November.

One of India's largest shoe manufacturers and exporters, and a vendor to Adidas, Clarks, Marks & Spencer, Debenhams and Bally Shoes, among others mentioned that clients in the US are inquiring about the various restrictions in India. "We are running at full capacity now and maybe we can increase production a bit more to prepare for the bad days ahead. Business will get affected once the transport-related restrictions come in place," he said.

MSME NEWS UPDATE

A Delhi-based exporter of garments expects deferred order flows as many activities are expected to shut down globally in the next few days once client return from their holidays.

The Economic Times, January 03, 2022

5. Steel companies expect market to stay stable in 2022

Steel demand in 2022 is expected to remain buoyant after hitting an all-time high in 2021 despite price pressure. With economic activity gradually picking up, domestic steel demand registered a sharp recovery last year. Prices also increased sharply on the back of high input costs of materials such as coking coal and iron ore.

Although the industry remains hopeful, steel demand, which started slowing down during the monsoon in the September quarter, has not recovered fully due to unseasonal rain hampering infrastructure activities in key consumption States. Moreover, the steel demand from the automobile sector is yet to bounce back to the pre-Covid level even as other steel-consuming sectors such as white goods, packaging and real estate are limping back to normalcy.

Supported by the government's infrastructure push, the domestic finished steel consumption is estimated to grow 16 per cent in 2021, albeit on a low base and expected to halve in 2022 depending on the impact of Omicron and subsequent restriction to be imposed by the government.

With the rising input cost and falling selling price, profitability of steel companies is expected to come under pressure. However, the reduction in overall debt will lead to lower interest outgo and cushion the drop in margins to an extent.

Steel companies had managed to register a rise in September quarter net profit despite a sequential moderation in steel spreads due to cost pressures, largely supported by higher sales following the recovery in economic activity post the second wave.

Input cost pressures for domestic mills may moderate somewhat towards the later part of March quarter, as seaborne coking coal prices have declined 20 per cent from the high of mid-November, the benefit of which would slowly get reflected in mill margins after a lag of 2-3 months.

An expert said steel prices are expected to remain stable with downward bias till the March quarter and from there it will depend on sustainability of domestic demand. Australian coking prices are expected to fall from the current \$340-350 a tonne to below \$300 and the benefit of it will creep into India by April, he added.

The sharp rise in steel price has crushed the small-scale user industries forcing them to reach the government for help. Steel prices have gone up to ₹70,000-75,000 per tonne from ₹ 35,000-40,000 over the past year and pushed up the working capital requirement of MSMEs by almost 70 per cent. Following the complaint by MSMEs, the government has directed steel companies to reduce prices for small companies.

"Our concerns are with MSMEs which have been sandwiched between original equipment manufacturers and steel producers even while steel companies are ready to extend a helping hand," he said. Large OEM (original equipment manufacturers) companies which get their work done by MSMEs should revise contracted price as soon as they get the request so that there is no working capital strain on contractors. Any delay in revision of prices even for a month will wipe-out many small industries as they do not have the withholding power, he added.

MSME NEWS UPDATE

With the domestic demand expected to hold the fort in 2022, steel exports are expected to moderate. Another expert said exports have moderated to pre-Covid levels with revival of domestic demand. Government spending still remains the major driver even as there is some traction in private sector spending in select sectors. It is a matter of few months before the private sector takes over, he said. One of experts said steel prices surged to all-time high in 2021, helping mills report a surge in earnings and thereby an accelerated pace of deleveraging. China led the first leg of the recovery in global steel markets during 2020 and the early part of 2021. However, going forward, the sustenance of the upcycle in the second leg would hinge on the healthy demand momentum continuing outside of China, he said. While international steel prices in 2022 are poised to settle at lower levels compared to 2021, the industry's absolute profitability metrics are still expected to remain at healthy levels in the next 12 months, he added.

The Outreach, January 04, 2022

6. Agriculture, MSME bad loans rise in FY21 even as banks report overall fall in NPAs

While the banking sector managed to bring down overall non-performing assets (NPAs) in the financial year 2021, the agriculture segment and the MSME sector reported a rise in bad loans. Agriculture NPAs rose by 9,355 crore to Rs 1,36,019 crore during the fiscal from Rs 1,26,664 crore a year ago.

Farm sector NPAs now constitute 17.4 per cent of the total NPAs of the banking sector while in the previous year it was 15.07 per cent, according to Reserve Bank of India (RBI) data. The rise also coincided with the farmers' agitation in the country against the introduction of farm laws in the Parliament.

Even as total NPAs of banks declined by 7.1 per cent to Rs 780,085 crore during the year, agricultural NPAs rose by 7.38 per cent, indicating the stress in the segment. Public sector banks accounted for Rs 1,15,281 crore of agri loans as against Rs 1,11,571 crore in the previous year. Private banks' NPAs in the segment rose to Rs 18,900 crore from Rs 14,462 crore previously.

An NPA is a loan or advance for which the principal or interest payment remained overdue for a period of 90 days. Total farm sector loan outstanding was Rs 13.84 lakh crore in FY21. Credit to agriculture and allied activities continued to be robust at 10.4 per cent in November 2021 as compared to 7.0 per cent in November 2020, as per the latest RBI data. The share of co-operative banks in ground level credit to agriculture has been declining consistently as SCBs made inroads in this segment.

Credit extended by non-banking finance companies to the agriculture sector has been declining. It declined from Rs 62,722 crore in FY19 to Rs 49,012 crore in FY20 and Rs 37,892 in FY 21.

On the other hand, signalling the rising stress in the medium, small and micro enterprises (MSMEs), gross NPAs in the sector shot up to Rs 1,28,502 crore in fiscal 2021 from Rs 1,08,704 crore in the previous year, a rise of Rs 19,798 crore.

The RBIs Financial Stability Report of the RBI said MSME portfolio of public sector and private banks indicates accumulation in NPA and SMA-2 categories in September 2021 relative to March 2021. NPA level was 18.5 per cent as of September 2021 as against 16.8 per cent in March 2021.

The Indian Express, January 07, 2022

MSME NEWS UPDATE

7. Loan guarantee scheme saved 13.5L MSMEs, 5 Cr. Jobs: SBI

The Emergency Credit Line Guarantee Scheme (ECLGS) has helped save almost 13.5 lakh units and 1.5 crore jobs in the micro, small, and medium enterprise (MSME) sector, a report by State Bank of India on Thursday showed. In absolute terms, MSME loan accounts worth Rs 1.8 lakh crore were saved from slipping into NPA.

“This means that around 14% of the outstanding MSME credit (including 2% of restructured) has been saved from slipping into NPA because of the ECLG scheme,” said S K Ghosh, SBI’s group chief economic advisor in the report. Of the 13.5 lakh MSME accounts that are saved, almost 93.7% are in micro and small category, 48% belong to the micro category and nearly 46% are the small borrowers. The remaining 6% belong to the medium category, according to SBI Research.

In May 2020, the government launched the ECLGS scheme for MSME sector to provide relief to the sector amidst the Covid-19 pandemic and since then the government has extended the scheme to cover various industries (till now four extended versions of ECLG scheme have come out). Under the ECLGS scheme, MSMEs get up to 20% of the borrower’s total outstanding credit and up to Rs 25 crore is guaranteed by the government.

The New Indian Express, January 07, 2022

8. RBI ups limit on funds from non-financial small biz

The Reserve Bank of India has upped the threshold limit for Banks to maintain Liquidity Coverage Ratio (LCR) on deposits and other extension of funds received from non-financial small business customers from ₹5 crore to ₹7.5 crore. So, henceforth, all commercial banks (other than regional rural banks, local area banks and payments banks) will be required to maintain LCR if they receive deposits of ₹ 7.5 crore and above from non-financial small business customers against ₹5 crore earlier.

LCR promotes short-term resilience of banks to potential liquidity disruptions by ensuring that they have sufficient high quality liquid assets (HQLAs) to survive an acute stress scenario lasting for 30 days. Banks are required hold a stock of HQLA at least as large as the expected total net cash outflows over the stress period.

The central bank said this upward revision in the threshold better aligns its guidelines with the Basel Committee on Banking Supervision (BCBS) standard and enable banks to manage liquidity risk more effectively. So, to extent of the upward revision in the threshold, Banks may be able to lend instead of parking in HQLAs.

HQLAs include cash including cash reserves in excess of required cash reserve ratio; and government securities (G-Secs) in excess of the minimum statutory liquidity ratio requirement. Further, such assets will also include, within the mandatory SLR requirement, G-Secs to the extent allowed by RBI under Marginal Standing Facility; marketable securities issued or guaranteed by foreign sovereigns.

The Hindu Business Line, January 06, 2022

9. FM asks PSBs to bolster preparedness, keep lending

Finance minister Nirmala Sitharaman reviewed state-run banks’ preparedness to deal with any pandemic-induced disruption in the wake of a spike in Covid cases over the past few days. At the same time, the banks have been asked to keep satiating the credit appetite of the economy. The top executives who attended the virtual meeting told the minister that public-sector banks (PSBs) are

MSME NEWS UPDATE

“adequately capitalised and prepared for any stress scenarios in future”, the finance ministry said in a statement.

The meeting came days after the Reserve Bank of India, in its Financial Stability Report, projected that gross non-performing assets (NPAs) of commercial banks may jump to 9.5% by September 2022 in a severe stress scenario from 6.9% a year earlier. However, the central bank also noted that banks have sufficient capital, both at the aggregate and individual levels, even under stress conditions to cope with the shock.

Emerging signs of stress in the MSME and microfinance segments call for close monitoring of these portfolios going forward, the report suggested. At meeting, Sitharaman said business outlook is progressively improving in spite of the global headwinds and the Omicron spread and underlined that contact-intensive sectors may require more support from banks to help them fight against the pandemic.

Credit demand, the minister said, is expected to pick up on account of growth in retails segments, improvement in overall macroeconomic prospects and improving financial health of borrowers. Non-food bank credit growth accelerated to 7.1% in November, against 5.9% a year before and 6.9% in the previous month. However, credit to industry grew only 3.8% in November, even on a favourable base. The capital to risk-weighted assets ratio (CRAR) of commercial banks, dominated by PSBs, stood at an impressive 16.6% as of September 2021, well above the regulatory requirement. Similarly, their provisioning coverage ratio stood at a decent 68.1% by September.

PSBs, particularly, are adequately capitalised, too, as their CRAR hit 14.4% as of September 2021, against the requirement of 11.5% (including capital conservation buffer). Their CET1 capital also stood at 10.79% as on September 2021, against the regulatory requirement of 8%.

PSBs recorded net profit of Rs 31,820 crore in FY21, the highest in the last five years. Importantly, in the first half of this fiscal, they registered net profits of Rs 31,145 crore, almost equal to that of the whole of FY21. They also recovered as much as Rs 5,49,327 crore from bad assets in the last 7 years.

Sitharaman also reviewed various steps initiated by state-run banks in implementing pandemic-related measures initiated by the government and the RBI. The minister appreciated the success of the Rs 4.5 lakh crore credit guarantee scheme ECLGS and called for further concerted efforts to support all those sectors that face interruption due to continued onslaught of Covid-19 pandemic. She also asked bankers to continue supporting the agriculture, retail and MSME sectors.

Financial Express, January 08, 2022

10. PSBs seek easier norms for MSME loan recast

State-run banks - including those coming out of RBI's prompt corrective action framework told finance minister Nirmala Sitharaman that they were well capitalised, but urged the Centre to seek easier norms from the central bank for relaxation on loan-restructuring guidelines for MSMEs. The Centre has taken up some of the demands with the banking regulator. Bankers also suggested that there might be a need for the RBI to extend the deadline for Covid-hit companies to meet the ratios prescribed by the K V Kamath-led committee. In its circular dated August 6, 2020, the RBI had allowed banks to restructure loans to companies in 26 sectors without classifying them as non-performing assets (NPAs). One of the conditions for restructuring was that the companies would need to meet certain financial parameters

MSME NEWS UPDATE

by March 2022. Corporates that had opted for restructuring had to meet the prescribed ratios by the end of the current financial year, sources told.

During a meeting with the public sector bank chiefs, the FM complimented the state-run lenders for successfully implementing the Emergency Credit Line Guarantee Scheme (ECLGS) for small businesses, something that PM Narendra Modi too took note of. But she made it clear that they should not rest on their laurels and push other government schemes and credit flow. At the same time, she urged bankers to prepare for the possible impact of the Omicron variant, which has seen a sharp rise in case count in India, resulting in restrictions across several states. She also urged bankers to ensure Covid-appropriate behaviour.

Sources said that the bankers have cautioned the government that large-scale lockdown across the country would be damaging to the economy, although the lenders are already working on business continuity plans. The fear is that the contact-intensive services sector may require some support as their businesses could take a fresh hit due to what is seen as the third wave of Covid. Although there were concerns of loan payments being hit, bankers told the FM that the repayment culture in the country has improved, despite the pandemic. So far, there are few signs of stress in business or personal loans. The worry, however, is that the credit demand is yet to pick up.

The Times of India, January 08, 2022

11. Insurance cover likely for traders under new policy

The Department for Promotion of Industry and Internal Trade (DPIIT) will soon start public consultation for a national retail trade policy, which is likely to include an insurance scheme aimed at providing financial protection against losses caused by theft, accidents or natural calamities. The policy will also spell out ways to give traders access to low-cost finance, promote digital inclusion, and create necessary infrastructure to support them, a senior government official told.

Business Standard, January 10, 2022

12. Piyush Goyal Urges industry for advance payments to MSMEs

Commerce and industry minister Piyush Goyal urged industry leaders to make advance payments to small businesses that have already been hit by the ongoing pandemic. Timely payment to micro, small and medium enterprises (MSMEs) will help them in business continuity and boost employment and growth. Goyal was speaking at a virtual meeting with heads of top industry associations to seek their suggestions and inputs to ensure quick rebound of economic activities to spur growth. One of associations said in a statement that punitive measures may be taken against the habitual defaulters who do not meet their payment obligations as per agreed terms of maximum in 45 days.

Business Standard, January 13, 2022

13. Pressure on MSMEs amid Omicron to increase as disbursements under ECLGS will cease by June-end: Report

India's micro, small and medium enterprises (MSMEs), which might see disruption in business activities due to rising Covid cases, are likely to feel more heat as the government's post-Covid Emergency Credit Line Guarantee Scheme (ECLGS) will cease in next few months, according to credit rating agency Fitch Ratings. Launched in May 2020, ECLGS has undergone different iterations with the

MSME NEWS UPDATE

introduction of four different versions and extensions of the first three versions – 1.0, 2.0 and 3.0 so far. The scheme's limit was also extended in September last year from Rs 3 lakh crore to Rs 4.5 lakh crore with expansion in scope to include sectors such as hospitality, travel, civil aviation, hospitals, medical colleges, liquid oxygen manufacturing units, and others.

“Pressure on MSMEs will also increase as the government's Emergency Credit Line Guarantee Scheme (ECLGS), first launched in May 2020, winds down in the coming months. Most beneficiaries of the scheme have been micro and small businesses, and new disbursements under it will cease by end-June 2022,” Fitch said in a statement earlier this week. Reserve Bank of India in its recent Financial Stability Report had noted that 66 per cent of the ECLGS guarantees worth Rs 1,33,955 were issued to MSMEs as of November 12, 2021, wherein 1.02 crore micro units received guarantees worth Rs 65,771 crore followed by 4.98 lakh small enterprises that were given Rs 66,345 crore worth guarantee. Only 2.60 lakh medium enterprises were able to get guarantees worth Rs 42,041 crore.

Any non-performing loans (NPL) under the scheme's various iterations will also start showing up as the applicable moratoriums on principal repayments expire over the next one to two years, Fitch added. A moratorium period of one year on the principal amount is provided to borrowers under ECLGS 1.0 and ECLGS 2.0. Extensions of 1.0, 2.0, and 3.0 have moratorium period of two years. The moratorium period for 1.0 and 2.0 is already over while for 3.0, the period would be over in 2023.

According to a report by TransUnion Cibil in December 2021, based on 15 lakh ECLGS accounts whose performance details were available as of March 2021, close to 2 per cent were NPAs. On the other hand, at the borrower level (including all open loan accounts), 6.1 per cent ECLGS borrowers had at least one loan account which was NPA as of March 2021.

On the other hand, micro and small enterprise loan accounts worth Rs 1.8 lakh crore in absolute terms were saved from slipping into NPA during the Covid period because of the scheme. This was equivalent to 14 per cent of the outstanding MSME credit being saved from becoming NPA, State Bank of India Group Chief Economic Adviser Soumya Kanti Ghosh had said in a report. Rising Omicron cases in January 2022 “may disrupt recovery temporarily” for MSME business activity. “This comes at a time when financial buffers have already been eroded for many small borrowers,” Fitch had added.

Financial Express, January 16, 2022

14. TN govt cites study, says state most attractive investment destination in India

A recent study has put Tamil Nadu at the top of the country when it comes to attracting businesses, as it had secured investments worth Rs 1,43,902 crore from April-December 2021, a state government statement said. The statement cited a report by Projects Today which called Tamil Nadu India's most attractive business destination. The State had roped in investments for 304 projects, including from big guns such as Tata Group, JSW Renew, Hindustan Unilever, TVS Motor, Adani group and Larsen & Toubro. This is a leap from the same period (April-December) last year when the State had brought in investments worth Rs 36,292 crore, reporting a net gain of Rs 1,07,610 — the highest in the country, the statement said.

Gujarat, with net gain of Rs 77,892 crore and Telengana with Rs 65,288 crore, were named second and third by the report. The DMK government had released policies for sectors such as FinTech, MSMEs and data centres in May.

MSME NEWS UPDATE

Further, the statement quoted Industry Secretary S Krishnan as saying that the feedback from companies was that the State's strong policy and the ability to resolve problems immediately have helped in securing investments. Further, he attributed the success to quick decisions regarding issues such as incentives, especially during the pandemic.

"The State would continue its initiatives with regards to ease of doing business in biotechnology, medical equipment manufacturing and renewable energy," the statement said. The statement also quoted CK Ranganathan, chairman and MD, CavinKare, as saying that the State has earned the trust of global investors, proving the strength of the political and bureaucratic set up of the State.

Minister for Industries Thangam Thenarasu tweeted to Elon Musk inviting him to set up manufacturing units for Tesla cars in the State. "Tamil Nadu accounts for 34% of the total planned investments for electric vehicles. Tamil Nadu is also one of the top nine renewable energy markets in the world," he tweeted.

The New Indian Express, January 18, 2022

15. Rane inaugurates MSME pavilion in World Expo, 2020 Dubai

Union Minister for MSME Narayan Rane and Minister of State for MSME Bhanu Pratap Singh Verma along with B.B. Swain, Secretary MSME and Vinay Kumar Saxena, Chairman, KVIC inaugurated the MSME Pavilion virtually in the presence of officials from the Government of Dubai and dignitaries joining from all over the country at World Expo, 2020 Dubai.

The World Expo 2020 Dubai, held under the Bureau International des Expositions (BIE) aims at bringing together millions of people for the world's exceptional show, celebrating human brilliance and achievement with theme "Connecting Minds, Creating Future". Ministry of MSME's participation in the Expo would help to develop understanding about the MSME ecosystem in India as well as enable interaction with Governments of different countries, Business and Industry leaders, which would help in exchange of best practices adopted across the world.

The Union Minister also launched the Khadi India Film produced by KVIC. In his inaugural address, Rane said that the MSME sector plays a significant role in terms of job creation and expanding manufacturing base. Today, it has over 6 crore units employing over 11 crore people and is a significant contributor to the economic growth with over 30 per cent of contribution to the GDP and over 48 per cent of overall exports from India. The Ministry's focus is to create a benchmark for MSMEs across the country by scaling them to new heights in terms of exports, quality of products, contribution to GDP and providing world-class infrastructure and state-of-the-art technology to all MSMEs operating in India. Bhanu Pratap Verma said that the Ministry of MSME has been undertaking various important initiatives to boost the MSME sector and has been actively engaged in spearheading initiatives like finance facilitation, capacity building and skill training, facilitating market linkages, technology up-gradation, etc. for the overall inclusive development of MSMEs across the country.

Business Standard, January 18, 2022

16. DPIIT holds stakeholder meeting on e-com policy

The Department for Promotion of Industry and Internal Trade (DPIIT) held a virtual meeting with various industry stakeholders to discuss the working of e-commerce in India and the upcoming draft e-commerce policy.

MSME NEWS UPDATE

One of participants in the meeting argued for a “robust and unambiguous e-commerce policy”. Meanwhile, large e-commerce companies spoke about their seller specific programmes in India as well as their work with small and medium businesses.

The government is working on a comprehensive draft e-commerce policy covering digital commerce and service providers such as marketplaces, ride-hailing companies as well as payment firms. The sector has come under intense scrutiny over the last few years.

Live Mint, January 19, 2022

17. Cabinet sanctions Rs 973 cr to SBI for ex-gratia payment to borrowers

The government approved sanction of Rs 973.74 crore to State Bank of India (SBI) as reimbursement related to loan moratorium that was implemented in 2020 amid the pandemic. Briefing media on the Cabinet decision, Information and Broadcasting Minister Anurag Singh Thakur said the Budget had made provision of Rs 5,500 crore for the scheme of ex-gratia payment of difference between compound interest and simple interest for six months to borrowers in specified loan accounts. Of this, Rs 4,626 crore payment was made in 2020-21, he said, adding, an additional claim of Rs 1,846 crore is pending. To clear this, he said, the Union Cabinet has approved sanction of remaining Rs 973.74 crore to SBI towards payment of these dues.

On March 27, 2020, RBI announced a loan moratorium on payment of instalments of term loans falling due between March 1 and May 31, 2020, due to the pandemic. Later, the same was extended to August 31. Financial and non-banking financial institutions were asked to credit the difference between compound and simple interest collected on loans of up to Rs 2 crore during the moratorium scheme by November 30, 2020.

The Ministry of Finance has said that after crediting this amount, lending institutions would claim reimbursement from the central government. SBI was made a nodal agency for reimbursement of claims.

Business Standard, January 19, 2022

18. MSMEs together can create a supply chain

There is tremendous potential for Indian engineering MSMEs to be integrated into the global value chain due to their manufacturing cost advantage, said B. B. Swain, secretary, Ministry of MSME. Addressing the inaugural session of MSME Conclave, Swain said that for MSMEs to achieve high growth, the two most significant interventions required are credit assistance and technology upgradation. He noted that the ministry has been working closely with other ministries and departments to facilitate the ease of doing business for MSMEs.

"The Atma Nirbhar announcements have focused on easing access to registering as MSMEs, easing their access to credit and providing them the much-needed protection as far as global tenders are concerned," Swain said.

He said MSMEs manufacturing engineering products make up 29% of the 6.7 million MSMEs which have registered since 1 July, 2020 on the Udyam registration portal.

"MSME units are together capable of constituting a complete supply chain and being globally competitive because of their diverse products ranging from intermediate to final products," Swain said.

MSME NEWS UPDATE

In the welcome address, it was said that MSMEs need to catch up a lot on the technological front as this is crucial to increase India's share in the global value chain. "Make-in-India initiative has brought ample scope for the Indian MSMEs to work with the large-scale global manufacturing firms and get access to their upgraded technology and efficient marketing techniques," it said.

Live Mint, January 20, 2022

19. India eyes \$ 500- bn exports for FY23

India has set up a target of USD 500 billion exports for the 2022-23 fiscal, a top government official said, contending that the COVID-19 pandemic has taught the country to "reimagine" world trade.

In December 2021, exports stood at USD 37.8 billion, the highest-ever for any month, Additional DGFT Amiya Chandra said during a webinar.

"We are bang on target to touch USD 400 billion for the current fiscal. So far in the first nine months, the country's exports were to the tune of USD 301.38 billion," he said. Chandra said India is targeting USD 1 trillion exports by 2027.

"The apprehension that COVID-19 would lead to a sharp decline in foreign trade has turned out to be negative. However, the pandemic has taught us to reimagine world trade," he said. The fulcrum of international trade has shifted from Europe and the United States to South East Asia, the Directorate General of Foreign Trade official said.

He also said that the world is moving away from multilateral trade agreements to bilateral ones, and India is presently in the process of entering into six Free Trade Agreements. Chandra said going ahead, artificial intelligence and other forms of technology will become important in matters relating to trade. A separate portal for MSMEs will be launched soon, he added.

The Economic Times, January 21, 2022

20. Gadkari calls for attracting increased foreign investments into MSME sector

Union minister Nitin Gadkari emphasised the need for attracting more foreign investments into the MSME sector as such entities are giving excellent viability and income to investors. Speaking at a virtual international conference, the minister also urged chartered accountants to suggest ways and innovative approach to attract maximum foreign investment into the Micro, Small and Medium Enterprises (MSME) sector. The Indian MSMEs are giving excellent viability and income to the investors. It is also time for the country to attract foreign investment into the sector and this is where the role of chartered accountants is very important, he said.

Gadkari, who is the Minister of Road Transport and Highways, noted that chartered accountants can help in accelerating the country's economy as they understand the problems and can guide on ways to increase exports and reduce imports. He has also served as the MSME minister.

The Financial Express, January 21, 2022

21. Work starts on Rs. 16,600- Cr. Scheme to boost manufacturing in Textiles

The government has begun work on a new scheme with an outlay of about Rs 16,600 crore for the next five years for textile machinery manufacturing, support to technology upgradation in existing clusters and micro, small and medium enterprises (MSMEs), and support for new integrated manufacturing facilities in various segments including spinning, weaving and knitting.

MSME NEWS UPDATE

The new scheme, Textile Technology Development Scheme, might be announced in the upcoming Union budget. It will replace the Amended Technology Upgradation Fund Scheme (ATUFS), which ends on March 31, 2022. Beneficiaries of the production-linked incentive (PLI) scheme for textiles would not be eligible for incentives under the new programme, said officials.

"The scheme is at a conceptual stage and is awaiting approvals from various levels. There might be a new name for the scheme," said an official, who did not wish to be identified. The Technology Upgradation Fund Scheme was launched in 1999 and has been modified many times since then. "We have done industry consultations, and the proposed scheme has two new components - textile machinery and integrated modern facilities," said the official.

The thrust on manufacturing textile machinery is crucial as India imported shuttle-less looms, sewing machines and knitting machines, among others, and accessories such as spindles and needles worth almost Rs 72,000 crore in the past five years, mostly from China.

The textile ministry has proposed investment and value-addition linked incentives under the scheme. Incentives for technology transfer in case of joint ventures by foreign manufacturers, and support for research and development and commercialization, are also likely to figure in the planned scheme as it seeks to encourage indigenous manufacturing of machinery with a focus on the garmenting sector. Thresholds and caps for the incentives are also in the works, according to the official.

"Sustainability, compliance, innovation and job creation are the focus areas of the new scheme. It aims to improve scale and technology simultaneously through integrated modern textiles manufacturing," an industry representative involved in the consultations said on condition of anonymity. The Economic Times, January 24, 2022

22. Domestic demand to drive pharma SMEs growth in FY22

Small and medium enterprises (SMEs), which account for 30-40 per cent of the Indian pharmaceutical industry's revenue, are expected to log 8-10 per cent growth in the current fiscal year (FY22), after having grown an estimated 8-9 per cent in FY21, riding on a sharp bounce-back in domestic demand. Last fiscal, pandemic-led disruptions affected domestic demand even as exports surged. March-May 2021 was a particularly good period for Indian formulators due to exceptional demand for drugs amid the second wave of Covid-19 infections. It was, in fact, one of the best years for Indian pharma exporters.

Not surprisingly, key SME clusters such as Ahmedabad, Mumbai, Chennai and Hyderabad are estimated to have witnessed good growth in FY21, due to the high contribution of exports, while the Indore cluster is estimated to have grown at a relatively lower rate due to its high dependence on domestic revenue.

This fiscal, exports are expected to moderate on a high base, posing a drag on overall growth due to their high share (about 55 per cent) in industry revenue. However, domestic demand has bounced back strongly and is expected to keep the momentum going.

The Production Linked Incentive (PLI 2.0) scheme for pharma, which had a separate allocation for MSMEs to encourage their participation, has received a good response and 16 pharma MSMEs have been given approval. Typically, SMEs manufacture and market formulations based on less complex molecules, but the PLI could help some of these moves towards niche products with better realizations.

MSME NEWS UPDATE

The severity and duration of the third wave remains a key monitorable for the industry. SMEs may not be directly involved in manufacture of Covid-related drugs, but their presence across the value chain, and as contract manufacturers for large players, is expected to benefit them to some extent.

Business Standard, January 27, 2022

23. COVID-19 third wave affects workforce strength in MSMEs

The third wave of the pandemic is causing huge productivity losses and delayed deliveries for Micro Small Medium Enterprises (MSMEs) in Karnataka as upto 20% of their workforce is currently on sick leave due to flu or COVID-19, according to industry players and trade body sources.

A city-based indigenous electronics system design and manufacturing firm specialising in strategic electronics for aerospace, defence and nuclear industry said most small-scale units would have one person for one function, and if that one person does not report to work the whole operation of that firm suffers.

“Even one person’s absence can have a multiplier effect on small businesses. The continuity breaks down, workflow slows down, the normal operations get affected. It is a chain reaction. If the cutter does not turn up, the tailors won’t have any work to do. So, the productivity loss could be even 100% in some cases for some industries.

Echoing similar sentiments, another firm based in Rajajinagar Industrial Estate said, said rising absenteeism has been hampering the delivery schedules, especially when the sector was already trying to fight back several odds such as the soaring price of raw materials, decreasing demand in the retail market and government’s apathy.

“MSME sector is under the attack of some kind back-to-back. Entrepreneurs used to take pride in creating wealth and jobs. But today, running any small business comes with inexplicable misery. I don’t know how long we can carry on like this especially when the government has no will to support the sector,” said an entrepreneur.

The trade body representatives have been asking the Union Government to pay some compensation to MSME workers from the unclaimed pool of thousands of crores of rupees of ESI and PF funds. “Third wave is causing a lot of anxiety and uncertainty for entrepreneurs and workmen alike,” added an entrepreneur.

The Hindu, January 25, 2022

24. 6% of MSMEs owned by SC entrepreneurs

Maharashtra tops India’s list in the number of micro, small and medium enterprises (MSME) owned by entrepreneurs from the Scheduled Castes with as many as 96,805 enterprises.

Generally, the proportion of enterprises owned by Scheduled Caste entrepreneurs in the overall national tally of MSMEs is 6%.

Tamil Nadu with 42,997 enterprises and Rajasthan with 38,517 units occupy the second and third slots, according to the data furnished by the Office of the Development Commissioner in the Union Ministry of MSME regarding the number of SC-owned enterprises covered under the Udyam system of registration.

The fourth, fifth and sixth slots belong to Uttar Pradesh (36,913 units), Karnataka (28,803 enterprises) and Punjab (24,503 units) respectively. As on January 23, 2022, the number of SC-owned enterprises

MSME NEWS UPDATE

at the all-India level was 4,53,972, of which micro enterprises accounted for 4,50,835, small – 3,004 and medium - 133.

The Udyam system of registration, which came into force on July 1, 2020, is a pre-requisite for any MSME (regardless of the social category of ownership) to avail itself of concessions or benefits from the Central and State governments and the last date for migration to Udyam has been extended up to March 31, 2022, said K.K. Sharma, General Manager, National SC/ST Hub.

Mr. Sharma, however, clarified that this stipulation is only in respect of MSMEs, which want to get covered under schemes of the governments including priority sector lending of banks. Otherwise, the enterprises, which had registered themselves under the previous system such as Udyog Aadhar Memorandum (UAM), can carry on their business.

A perusal of the data on registration of enterprises under the two systems - Udyam (July 1, 2020 to January 23, 2022) and UAM (September 1, 2015 to June 30, 2020) revealed that under the latter system, Bihar, Uttar Pradesh and Madhya Pradesh were in the first, third and fourth places with 1,46,244 enterprises; 1,33,552 and 1,08,715 enterprises respectively whereas, under Udyam, their numbers stood at 23,195, 36,913 and 19,875 respectively.

About the wide variation in the numbers of registered units with regard to the northern States, Mr. Sharma explained that the Udyam system of registration is more streamlined than the previous Udyog Aadhar Memorandum. There is no room for duplication under the new system, which has a provision for integration with the GSTN (Goods and Services Tax Network).

The Hindu, January 28, 2022

25. ILO hosts policy dialogue with Andhra, Odisha to build MSME ecosystem for sustainable growth

The International Labour Organization hosted a Policy Dialogue with Andhra Pradesh and Odisha, to understand what sectoral and MSME policy approaches and initiatives emerging economies are adopting to catapult their rise as global sourcing hubs and sector leads.

The ILO organized a 'Policy Dialogue: Building a market-responsive, resilient, and inclusive MSME ecosystem for job-rich and sustainable growth' in collaboration with the State Government of Andhra Pradesh and Odisha, supported by the Korea International Cooperation Agency (KOICA).

Speaking at the session, BB Swain, Secretary, Ministry of Micro Small Medium Enterprises, Government of India said, "The MSME sector is important for India's GDP. MSMEs have been impacted by preventive measures taken against COVID-19. To boost the ecosystem, India is trying to formalize the sector not to lose any benefits going to MSMEs. The resilience of MSMEs and market responsiveness will need technology to respond to the demands. This dialogue will support the knowledge building in the two states and support them to develop the evidence-based policymaking."

"Andhra Pradesh, being a new state, is collaborating with international agencies, in the field of technology, skills along with market linkages, to help strengthen market mechanism in identified sectors. Learnings from Vietnam, Indonesia, and Bangladesh, as well as knowledge sharing from Korea, will provide insights on the global best practices this high-level, multi-stakeholder policy dialogue," said Karikal Valaven, Special Chief Secretary to Government, Industries and Commerce, Government of Andhra Pradesh. Informal workers, many of whom are women, youth and other marginalized groups

MSME NEWS UPDATE

form the backbone of the MSME sector. The Policy Dialogue discussed the need for developing a wider system of rules, regulations and supporting functions surrounding value chains and markets which will promote entrepreneurship, improve productivity and working conditions to enhance MSME competitiveness: innovation; and digitalization, all while preventing vulnerable groups from sinking into poverty.

"Odisha looks forward to the ILO's technical assistance for capacity building of state institutions and MSME enterprises along with focusing on the state's entrepreneurial segment. Odisha has focused on the development of female entrepreneurs through its SHG movement, and many prospective female entrepreneurs are ready to step into social inclusion through training. The state is creating a positive growth-oriented policy ecosystem to support the MSME ecosystem and startups, to drive Odisha's MSME development journey said Ranjana Chopra, Principal Secretary, Department of MSME, Government of Odisha.

The discussion focused on four countries, namely South Korea, Vietnam, Indonesia, and Bangladesh to facilitate knowledge building for India, particularly for Andhra Pradesh and Odisha, to adopt similar economic development models.

The countries elaborated upon the efforts made by them in transforming to market-based economies by transitioning from a low-value agrarian to high-valued manufacturing products and emerging as sectoral leads or sourcing hubs. The dialogue discussed how economies seized the opportunity provided by the COVID-19 wake-up call to accelerate building resilience and help formal and sustainable MSMEs sustain global against the competitiveness of sectors.

ANI News, January 29, 2022

26. India's Q3 manufacturing outlook improves, cost of doing biz remains cause for concern: FICCI

The outlook for India's manufacturing sector seems to have improved in the October-December 2021 quarter even as the cost of doing business remains a cause for concern and hiring prospects remain subdued, according to a FICCI survey. The findings of the latest quarterly survey on manufacturing unveiled on Sunday also reflect sustained economic activity in the sector, with existing average capacity utilisation in the range of 65 to 70 per cent.

The percentage of respondents reporting higher production in the third quarter of 2021-22 (October-December 2021-22) was around 63 per cent, almost double than the year-round period (around 33 per cent), noted FICCI. This assessment is also reflective in order books as 61 per cent of the respondents in October-December 2021-22 had a higher number of orders as against July-September 2021-22, the survey found.

High raw material prices, high cost of finance, the uncertainty of demand, shortage of working capital, high logistics cost, low domestic and global demand due to supply chain disruptions are some of the major constraints that are affecting the expansion plans of the respondents, it said.

The survey assessed the performance and sentiments of manufacturers for Q3 (October-December 2021-22) for 12 major sectors namely automotive, capital goods, cement, chemicals, fertilisers and pharmaceuticals, electronics & electricals, medical devices, metal & metal products, paper products, textiles, textiles machinery and miscellaneous.



MSME NEWS UPDATE

Responses have been drawn from over 300 manufacturing units from both large and SME (small and medium enterprise) segments with a combined annual turnover of over Rs 2.7 lakh crore.

Around half of the participants expect a rise in their exports for Q3 2021-22 as against the same quarter of the previous year. "Hiring outlook for the manufacturing sector remains subdued as around 75 per cent of the respondents mentioned that they are not likely to hire additional workforce in the next three months," FICCI stated on the survey.

The Economic Times, January 30, 2022



**For CMSME Membership,
MSME Toolkit and
Advertisement Opportunities
in Newsletter**

**CONTACT US
CMSME@FICCI.COM**

**FICCI - CONFEDERATION OF THE MICRO, SMALL
AND MEDIUM ENTERPRISES (FICCI-CMSME)**

**www.ficci-cmsme.in
www.ficcicmsmeconnect.in**

