

विकास आयुक्त का कार्यालय

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



निर्माण भवन, सातवीं मंजिल, मौलाना आजाद रोड,  
नई दिल्ली-110 108

OFFICE OF THE DEVELOPMENT COMMISSIONER  
(MICRO, SMALL & MEDIUM ENTERPRISES)  
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES  
GOVERNMENT OF INDIA

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F.No.81(2)/Digital MSME/PMAC/2019

dt. 19.12.2019

**Subject :** Minutes of 1st Meeting of the Project Monitoring and Advisory Committee (PMAC) for implementation of the scheme "Digital MSME" under CLCS-TUS – Reg.

I am directed to forward a copy of the minutes of 1st Meeting of the Project Monitoring and Advisory Committee (PMAC) for implementation of the scheme "Digital MSME" under CLCS-TUS held on dt.11.11.2019 at 3.00PM in the committee room of this office under the chairmanship of Additional Secretary and Development Commissioner (AS&DC) is enclosed for kind information and further necessary action as per decision taken in the meeting.

Encl: As above

  
19/12/2019

(Rakesh Kumar)  
Deputy Director  
011-23063350

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To

1. Joint Secretary, O/o DC MSME , [sudhirk.garg@gov.in](mailto:sudhirk.garg@gov.in) Tel-011-23062241
2. EA (IFW)/ Udyog Bhawan, Ministry of MSME E mail - [ds.negi85@nic.in](mailto:ds.negi85@nic.in) 011-23063483
3. Sh. Sanjay Goel , JS, Meity , Electronic Niketan, Room No.4015, 6 CGO Complex, Lodhi Road, N Delhi. [js.sgoel@meity.gov.in](mailto:js.sgoel@meity.gov.in), 01124363114
4. Sh. Subhendu Kumar, Sr. Technical Director (NIC), O/o DC(MSME) [shub@nic.in](mailto:shub@nic.in) 011-23061158
5. Director(NMCP), O/o DC(MSME), ). [manojsaraswat1963@gmail.com](mailto:manojsaraswat1963@gmail.com) 011-23062561
6. Sh. R Panneerselvam ,In- Charge, NMIU Member, Ph.9760547805 Email : [paselvam@gmail.com](mailto:paselvam@gmail.com)
7. CSC E-Governance Services India Limited, 4<sup>th</sup> Floor, Electronics Niketan, MeitY, 6, CGO Complex, Lodhi Road, N Delhi, [sarthik.sachdeva@csc.gov.in](mailto:sarthik.sachdeva@csc.gov.in) Mob 9855531037
8. Entrepreneurship Development Institute of India (EDII), PO- Bhat, Ahmedabad, Dist – Gandhinagar. [sanjaypal@ediindia.org](mailto:sanjaypal@ediindia.org) Mob 9825867445
9. SENET Division or uploading the minutes in the web site of this office.

Copy to :

1. PPS to AS&DC(MSME)
2. PS to DDG(DPS), O/o DC(MSME)
3. PS to JDC(MK), O/o DC(MSME)

Final

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**Minutes of the 1<sup>st</sup> meeting of Project Monitoring and Advisory Committee (PMAC) for Implementation of "Digital MSME" under CLCS-TUS for MSMEs.**

The 1<sup>st</sup> meeting of Project Monitoring and Advisory Committee (PMAC) for implementation of Scheme "Digital MSME" for MSMEs under CLCS-TUS was held on 11-11-2019 at 03:00 PM, under the Chairmanship of Special Secretary and Development Commissioner, Ministry of MSME, New Delhi.

**ATTENDANCE**

|    |   |                                |                            |
|----|---|--------------------------------|----------------------------|
| 1  | SS&DC (MSME)  | Sh. Ram Mohan Mishra           | Chairman                   |
| 2  | Joint Secretary, O/o DC MSME  | Sh. Sudhir Garg                | Vice Chairman              |
| 3  | EA (IFW)/ Representative Member   | Sh. D P S Negi, EA             | Member                     |
| 4  | Representatives of expert, Sr. Technical Director, NIC                                  | Sh. SubhenduKumar, NIC         | Member                     |
| 5  | In- Charge, NMIU Secretariat  | Sh. R Panneerselvam            | Member                     |
| 6  | ADC/JDC In-charge of MSME-DIs/TCs at O/o DC(MSME)/Director of MSME DI concerned/invitee | Sh. DP Srivastava              | Member                     |
| 7  | JDC handling scheme in DC MSME  | Mrs Mandeep Kaur               | Member                     |
| 8  | Director, Nodal officer handling scheme in DC MSME                                      | -----                          | Member-Secretary           |
| 9  | Representatives of CSC  | Dr. Dinesh Tyagi, CEO          | Proposal submitted by CSC  |
| 10 | Do  | Sh. Roy Mathews,               | do                         |
| 11 | Do  | Sh. Sarthak Sachdeva           | Do                         |
| 12 | Representative of EDII, Ahmedabad   | Dr. Sanjay Pal, Sr. Faculty    | Proposal submitted by EDII |
| 13 | Representatives of the member organization of the PMAC                                  | Sh. Devki Nandan, US           | --                         |
| 14 | Do  | Sh. Rakesh Kumar, Dy. Director | --                         |

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|    |    |                                 |    |
|----|----|---------------------------------|----|
| 15 | Do | Sh. B BSahoo, Asstt. Director   | -- |
| 16 | Do | Sh. Sachin Saraswat, PPDC, Agra | -- |
| 17 | Do | Sh. Kathir. R, PPDC, Agra       | -- |

2. Shri Panneerselvam, Principal Director, PPDC Agra welcomed the Chairman and other members of the committee. The discussion started on the status of funds already released to PPDC, Agra under CLCS-TUS and PPDC, Agra will workout the plan to utilize the funds released as per the approval.
3. EA also highlighted the role of NMIU, approved for the purpose of implementation of all the six components of NMCP scheme and the consultants who have been interviewed for servicing the NMIU. The NMIU Secretariat set up with PPDC Agra has been stationed at DC office and presently working with the staff of PPDC Agra for which he is being paid implementation charges subject to the overall limit of 15% fixed under the scheme. Consultants who have been interviewed for the NMIU shall also be stationed at Delhi and will report to the officer of requisite seniority, to avoid any coordination issues. It was decided to place this fact on record in the light of discrepancy in the advertisement issued for the posts of consultants where place of posting was mentioned as Delhi/Agra.
4. Agenda Items :-

| S#            | Scheme components of Digital MSME | Provision mentioned in the approved guideline  | Proposals placed in the PMAC and Comments / Approvals of PMAC   |
|---------------|-----------------------------------|--|---|
| Agenda Nos. 1 | Awareness Programme and Work Shop | Awareness programmes and workshops will be organized by NMIU/IA with the involvement of various stakeholders. Workshops will be funded @ Rs. 5 lakh per day and awareness programme shall be funded @ Rs.0.70 lakh / programme. Place and venue may be decided by NMIU/IA.<br><b>Outcome Deliverables against outlay</b><br>150 Awareness programme-<br>50 Workshops | <b>Proposal submitted by CSC E governance Services India Limited (hereinafter referred as CSC) -</b><br>1. Total 640 awareness program proposed at state level.<br>2. Total 36 workshops proposed at district level across country.<br>In case of requirement CSC can setup the camps up to Gram Panchayat level as well.<br>Awareness Programs 640 (1 in each district @ 0.70 Lakh) = Rs. 448 Lakhs      Workshop 36 (1 in each state @ 5.0 Lakh)= Rs. 180 Lakhs<br><b>Proposal submitted by EDII -EDII proposes to conduct 6Awareness programmes and 18 workshops on "Benefits of implementing ICT in Enterprises". In this programme/workshop ICT need of MSMEs will be assessed and accordingly MSMEs will be advised in selecting suitable services.Awareness Programs 6 (1 in each district @ 0.70 Lakh) = Rs. 4.20 LakhsWorkshop 18 @ 5.0 Lakh)= Rs. 90 Lakhs</b><br><b>Comments/Approvals of PMAC</b><br><b>Proposal of CSC:</b><br>1. CSC being a company under the Ministry of IT approved as Implementing agency under the scheme. MOU between CSC and O/o DC(MSME) already signed attached as Annex-A to the minutes. |

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|  |  | 7000 MSMEs digitally empowered | <p>2. PMAC approved to conduct 640 awareness programme and 36 workshops by CSC at the rates approved under the scheme, subject to following conditions:</p> <ol style="list-style-type: none"> <li>Detailed agenda of these Awareness programmes and workshops shall be worked out by CSC and sent to the Chairman PMAC for approval in the light of activities listed in the MoU.</li> <li>Identification of participants for the programmes shall be done after proper need assessment of the area/cluster/sector.</li> <li>Registration of all participants/MSMEs on the UAM/GST/GEM portal shall be done on the spot.</li> <li>These registrations shall be mapped by CSC sector wise on the MIS already developed by CSC and on the basis of these registrations, MSME clusters shall be identified district wise, which could be handholded by the ministry under its different schemes.</li> <li>No of MSMEs per awareness programme should not be less than 50.</li> <li>No of MSMEs per workshop should not be less than 100.</li> </ol> <p><b><u>Proposal of EDI Ahmadabad</u></b></p> <ol style="list-style-type: none"> <li>EDII Ahmadabad approved as implementing agency under the scheme. Legal status of EDII placed at Annex-II to the minutes.</li> <li>Conduct of 18 awareness programmes and 18 workshops by EDII, Ahmadabad was also approved by PMAC subject to the similar conditions as above.</li> </ol> |
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| <p><b>Agenda Nos. 2</b></p> | <p>Development of e-Platform</p> | <p>India Enterprise Portal shall be developed for provision of various services to the MSMEs. The portal will display the details and list of Service Providers along with their services, charges, comparative cost of similar applications, features/ specifications, service levels etc. Portal should also have provision for E-marketing related activities, Knowledge based artificial intelligence back end system, provision to accommodate necessary futuristic developments as per need. Maintenance and related aspects shall be taken care by NMIU.</p> <p><b>b.</b> Specifications including all technical parameters will be determined by NMIU as per need of MSMEs and other stake holders.</p> | <p><b>Proposal submitted by CSC</b> - CSC will develop/host <b>India Enterprise portal</b>, for provision of various services to the MSMEs. The portal will display the following details:</p> <ol style="list-style-type: none"> <li>List of Service Providers along with their services, charges, comparative cost of similar applications, features/ specifications, service levels etc.</li> <li>Portal will also have provision for E- marketing related activities, Knowledge based artificial intelligence back end system, provision to accommodate necessary futuristic developments as per need.</li> <li>Maintenance and related aspects will be taken care by CSC SPV without any cost to MSME.</li> </ol> <p><b>Proposal submitted by PPDC, Agra</b> - Development of portals in 13 Regional Languages for the benefits of MSMEs (e.g. Assamese, Bengali, Gujarati, Hindi, Kannada, etc) 13 ( 1 in each language) @ 20 Lakhs per website = Rs. 260 Lakhs</p> <p><b>Comments/Approvals of PMAC</b></p> |
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|                      |   | NMIU may assess specific needs of user sectors and may involve expert agencies etc. for that.   | <ol style="list-style-type: none"> <li>1. CSC will develop and run the portal and crowd source all the freebies under digital India programme and other government programmes under the portal and start giving services to MSMEs immediately. 5 people @ Rs. 50,000/- (approximately) or actual whichever is less shall be hired by CSC to begin with. A detailed template of website shall be submitted by CSC to this office within a month's time. Hosting of the website, day to day maintenance of the portal will be under CSC.</li> <li>2. The proposal of PPDC, Agra for development of portals in 13 Regional Languages for the benefits of MSMEs was NOT approved by the committee.</li> </ol>  |
| <b>Agenda Nos. 3</b> | Development of software /Apps for MSMEs | <p>Initially, Software/apps. in following four verticals may be made available to MSMEs :</p> <ol style="list-style-type: none"> <li>a. Enterprise Resource Planning (ERP) including Human Resource Management, Finance &amp; Accounting Management, Supply Chain Management, Inventory Management, Customer Relationship Management etc.</li> <li>b. Accounting</li> <li>c. Manufacturing Design – Sector specific as per need.</li> <li>d. Regulatory Compliances including GST etc. More software/applications may be added as and when required.</li> </ol> | <p><b>Proposal submitted by CSC</b> - CSC will develop complete ERP solution for MSMEs. CSC SPV will host and maintain the applications for 2 years. After 2 years of time period a nominal amount against the hosting and maintenance of the application to be charged as mutually agreed between MSME and CSC Total Cost@ 1000 Lakhs</p> <p><b>Comments/Approvals of PMAC</b></p> <ol style="list-style-type: none"> <li>1. ERP for MSMEs shall be developed with long term support system, which is cost effective and provide constant support with proper branding to MSMEs, having GST and other Govt. statutory compliances. Detailed cost plan shall be submitted by CSC to the Chairman PMAC for approval, subject to IFW concurrence.</li> </ol> |
| <b>Agenda Nos. 4</b> | Digital Literacy and e-marketing        | E-literacy mission is to be run in order to make MSMEs digitally empowered. Various activities as deemed fit to meet the purpose may be undertaken by NMIU/IA with the involvement of expert agencies in relevant areas. Extensive awareness campaigns may be organized for MSMEs as well as for schools etc. to sensitize the participants to adopt digital mode of operation for various activities of their business processes. MSMEs and students   | Common Services Centre's (CSCs) will act as EDC centers. So there are 640 EDCs of CSC and 94 EDCs of DC MSME available to run these programmes. Programmes were directed to be conducted out of the funds already sanctioned at Agenda no.1  |

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|                      |   | fraternity may be provided training modules in different areas. Enterprise Development Centers (EDCs) shall be involved for running the e-literacy mission. E-marketing activities as deemed fit may be undertaken through the India Enterprise portal.   |  |
| <b>Agenda Nos. 5</b> | Training to MSME officials, MSMEs, Professionals etc.           | Relevant Training (Domestic and International) programmes may be organized for the officials of O/o DC(MSME), its field offices, NMIU/IA and MSMEs. MSMEs have to bear 25 % of total cost involved. Training programmes and Participants will be finalized by the O/o DC(MSME).   | PPDC Agra was nominated for organizing these programmes. Detailed proposals shall be submitted to the Chairman PMAC for approval, subject to IFW concurrence. Rs.2.00 cr earmarked for the purpose. In all the trainings, officials of Ministry/IFW and other offices of M/o MSME will also be included on rotation basis.   |
| <b>Agenda Nos. 6</b> | Digital Empowerment through Enterprise Development Centre (EDC) | O/o DC(MSME) is in process to set up EDCs across the country. These EDCs may be involved to undertake various activities related to Digital literacy/ e-marketing etc. EDCs may act as nodal points for information dissemination and creating awareness amongst MSMEs and students fraternity etc.<br>For the above purpose, One time grant of upto Rs. 1 Lakhs per EDC may be given for IT related equipments/infrastructure and technical support. | <b>Proposal submitted by CSC –</b><br>CSC across country will act as EDCs to undertake various activities related to Digital literacy/e-marketing etc. CSCs will act as nodal points for information dissemination and creating awareness amongst MSMEs and students fraternity etc.<br><br><b>640 (1 in each district @ 1 lakh)=Rs. 640 Lakhs</b><br><br><b>Comments/Approvals of PMAC</b><br>1. Proposal of supporting 640 CSCs @ Rs. 1 Lakh in each districts CSC centre at a total cost of Rs. 6.4 Cr. was NOT approved as that EDCs are already functional and running. Only activity based funds shall be released to them.<br>2. Approval was given to release this one time grant to 94 EDCs set up under different DI and TCs as per the list placed at Annex.A to the minutes. |
| <b>Agenda Nos. 7</b> | Assistance for IT infrastructure to various IAs                 | Assistance for IT infrastructure to various Implementing Agencies (IA) upto Rs.10 lakhs per IA  | <b>Proposal submitted by CSC -</b> Assistance of IT infrastructure to Rs. 10 lakh.<br><b>Proposal submitted by PPDC, Agra -</b> Assistance of IT infrastructure to Rs. 10 lakh.<br><b>Proposal submitted by EDII -</b> Assistance of IT infrastructure Rs. 10 lakh.<br><br><b>Comments/Approvals of PMAC</b><br>CSC PROPOSAL- NOT APPROVED. PMAC Directed that CSC will develop an application for DIs for monitoring the performance of different schemes of Ministry.  |

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|                       |   |  | <p>PPDC PROPOSAL- APPROVED</p> <p>EDII PROPOSAL- NOT APPROVED</p>  |
| <b>Agenda Nos. 8</b>  | Futuristic developments                               | In the fast changing digital world, any activity which is deemed necessary and important for digital empowerment of the MSMEs may be undertaken with the approval of O/o DC (MSME).  | <p>CSC/EDII/PPDC Agra nominated for organizing studies/exposure visits for MSME officials/Industry Associations/MSMEs for doing necessary research in the area for need assessment. In all the trainings, officials of Ministry/IFW and other offices of M/o MSME will also be included on rotation basis.</p> <p>Chairman PMAC authorized to approve these proposals subject to limit of Rs.5.00cr , subject to IFW concurrence.</p>  |
| <b>Agenda Nos. 9</b>  | Publicity, Branding and Mobilization                  | <p>The following activities/tasks will be under taken through NMIU/IAs :</p> <ol style="list-style-type: none"> <li>Regular media campaign through electronic, print media and radio</li> <li>Documentary/short films on benefits of adopting ICT technology for MSME sector etc.</li> <li>Preparation and printing of book of knowledge on ICT/ Cloud computing having relevance to MSME sector, study material on cloud computing and success stories of MSME sector implemented ICT etc. would be covered.</li> </ol> | <p><b>Proposal submitted by PPDC, Agra:</b> Seeking permission by PPDC Agra to design advertisement / Publicity matter and release of advertisement in News Daily and other Media for all the Schemes as per DAVP norms.</p> <p><b>Estimated Budget 300 Lakhs</b></p> <p><b>Comments/Approvals of PMAC</b><br/>                     Proposal approved subject to the condition that advertisement and publicity material for all six components of CLCS-TUS will be prepared by PPDC, Agra as per DAVP guidelines.</p>                                 |
| <b>Agenda Nos. 10</b> | Impact Assessment and Survey including Data Analytics | Any survey regarding need assessment, Impact of activities and other related activities may be undertaken by NMIU/IAs as deemed fit with the approval of O/o DC(MSME) involving expert agencies.   | <p><b>Proposal submitted by CSC-</b> CSC will make 2 lakh calls to do impact assessment. @ Rs. 2 per call Total 4 Lakhs</p> <p><b>Comments/Approvals of PMAC</b><br/>                     CSC will prepare a survey on need assessment digital form in consultation with this office and accordingly the survey work would be taken up by CSC for assessment of digital needs. <i>The UAM details like UAM No. E mail id, Mobile No. etc. maintained by NIC in this office need to be shared with CSC through web services. Proposal approved.</i></p> |
| <b>Agenda Nos. 11</b> | Miscellaneous Expenses                                | Expenses towards project related travel, etc, Admin expenses, printing of guidelines, purchase of office automation equipment  | 2% of the approved budget of the scheme sanctioned towards Admn expenses which may be incurred with the approval of AS&DC by following due transparent procedure, GFR and latest instructions of DOE   |

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|              |  | Including Desktops/Laptops/Printers/Scanners and all other related items, hiring of manpower/experts/consultants etc, contingencies, assistance to the field offices of offices of O/o DC(MSME) for their role in implementing the scheme etc.   |   |
| Agenda No.12 | Implementation of the Scheme and any other point | The scheme is proposed to be implemented upto financial year 2019-20. The NMIU will take care of facilitation, implementation and monitoring of the scheme involving implementing agencies in accordance with established procedure. The scheme will be implemented by actively involving State Govts. | <p><b>CSC SPV implementation cost @ 5% i.e. 114 Lakhs</b><br/> <b>PPDC implementation cost @ 15% i.e. 40.5 Lakhs</b><br/> <b>EDII implementation cost @ 20% i.e. 20.8 Lakhs</b></p> <p><b>Comments/Approvals of PMAC</b><br/> As per the guideline implementation cost is chargeable upto 15%. Therefore, the implementation cost of PPDC, Agra and CSC or EDII will not be more than 15%. PPDC, Agra will finalise the share of implementation charge in consultation with CSC and EDII.</p> |

4 .Fund Calculation of the 1st PMAC on Digital MSME held on date. 11.11.2019

| S. No.   | Subject                 | No of Programmes approved  | Rate in :akhs                                   | Total (Lakhs) |
|----------|-------------------------|--|---|---------------|
| Agenda 1 | Awareness programme     | 640 by CSC*<br>18 by EDII*   | Rs.0.70*(640+18)                                | 460.60        |
| Agenda 1 | Workshop                | 36 by CSC*<br>18 by EDII*  | Rs.5.00*(36+18)                                 | 270.00        |
| Agenda 2 | India Enterprise Portal | To be run by CSC. CSC can engage 5 persons for one year to start running this portal. Proposal | Rs.50000*12*5<br>or actual<br>whichever is less | 30.00         |





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|          |  | For increasing the manpower may be brought before the PMAC as and when required by CSC                            |                                     |         |
| Agenda 3 | Development of ERP solutions by CSC                | Approved for development by CSC as per the cost plan to be submitted to Chairman PMAC, subject to IFW concurrence | 1000.00 or actual whichever is less | 1000.00 |
| Agenda 5 | Training MSME officials, MSMEs, Professionals etc. | to Through PPDC, Agra   | Rs.500.00                           | 500.00  |
| Agenda 6 | Digital empowerment through EDCs                   | 94 EDCs of DC office  | Rs.1.00 to each centre              | 94.00   |
| Agenda 7 | Assistance for IT infrastructure to various IAs    | Approved for PPDC, Agra at Rs. 10.00 lakh   | 10.00                               | 10.00   |
| Agenda 8 | Futuristic developments                            | Study tour proposed by CSC,/EDII/PPDC, Agra or any other authorized agency  | 500.00                              | 500.00  |
| Agenda   | Publicity,   | Nomination of   | Upto Rs. 300                        | 300.00  |



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| 9         | Branding and Mobilization                             | PPDC Agra                                    | lakhs  |                  |
| Agenda 10 | Impact Assessment and Survey including Data Analytics | By CSC                                       | 2 Lakh calls @ Rs.2/call                                 | 4.00             |
| Agenda 11 | Admn expenses   | Approved upto 2% of the budget of the scheme | 2% of 4000.00  | 80.00            |
| Agenda 12 | Implementation charges                                | PPDC/CSC/EDI                                 | Upto 15% of the total budget of the scheme = 15%*4000.00 | 600.00           |
|           | TOTAL   |  |  | 3848.60<br>LAKHS |

5. The meeting ended with vote of thanks to chairman.