



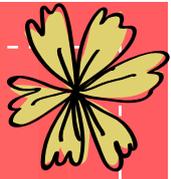
सत्यमेव जयते

MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES  
GOVERNMENT OF INDIA



# MSME INSIDER

• MAR 2019 • VOL VII • WOMEN ENTREPRENEURS ISSUE •



# Women Entrepreneurs

## HARBINGERS OF CHANGE

Women empowerment in ancient India transports to a terrain of mixed views. In ancient India, women enjoyed equal status with men and were trained in the art of warfare by choice. Women empowerment in India gathered much momentum after January 26, 1950, following adoption of the Constitution of India that carries several clauses and sections that eliminate ambiguity over status of women

Gone are the days when women would end up their entire life within the four walls of the house. Like the male counterparts, women nowadays are writing fresh stories of unprecedented success, with their wit and hard work. More and more women are expanding their entrepreneurial horizons and venturing into an unprecedented range of business areas. The fact that such a large percentage of women have entered the non-traditional areas attests to female entrepreneurship being a recent phenomenon, **which is being boosted by programmes and schemes of Government of India.** The "traditional" female skills are

being turned into a livelihood, by starting a home based business encompassing textiles, catering, embroideries, boutiques, crafts and many more. Look at the world around you- that women are empowered is evidenced by their prevailing presence in courts and public offices, corporate houses and Parliament, and what not! Name entrepreneurs and writers, scientists, and social activists, actors and directors; they are everywhere!

On the eve of International Women's day 2018, **Ministry of MSME launched Udyam Sakhi, a network for nurturing social entrepreneurship** creating business models revolving around low-cost products and services to resolve social inequities. The portal caters to around 8 million Indian women who are running their own businesses, through its entrepreneurship learning tools, incubation facility, training programs for fundraising, providing mentors, one-on-one investor meet, provide market survey facility and technical assistance. **To put it in nutshell, it can be easily inferred**

**that Government of India has been incessantly involved in revolutionising the role of women empowering them to take risks, trust their vision & settle for nothing less.**

Women are the pillars of society and when women are empowered, the whole world is empowered! Ministry of Micro, Small and Medium Enterprises (**MSME**) is **empowering women entrepreneurs through its different schemes helping women spark their talent and build their own identity. 1.38 lakh projects have been set up by the women entrepreneurs under Prime Minister's Employment Generation Programme (PMEGP) Scheme** since inception and upto 23.01.2019. The projects set up by women entrepreneurs are about 30% of total projects set up under PMEGP. Under the scheme, women entrepreneurs are covered under Special Category and are entitled to 25% and 35% subsidies for the project set up in urban and rural areas respectively.

[Read more here](#)





## MINISTRY OF MSME AWARDED PLATINUM AWARD AT DIGITAL INDIA AWARDS

The Ministry of Micro Small and Medium Enterprises (MSME) was honoured with Platinum Award at the Digital India Awards under Web Ratna category for its exemplary performance in digital journey on 22nd January, 2019. Recently, the award function was organised at the Indian Habitat Centre.

The Digital India Awards aims at

encouraging Government entities, which have made significant contributions towards the implementation of e-Governance and shown an exemplary and innovative approach to achieve administrative efficiency and transparency.



## COIR FIBRE BANK-CUM-INCUBATION CENTRE INAUGURATED AT NAWADA, BIHAR

A new Coir Fibre Bank-cum-Incubation Centre set up by Coir Board was inaugurated at Nawada, Bihar on 23rd February, 2019. The centre aims to train the entrepreneurs in the new technologies developed and transferred in the Coir sector.



## SIX-MEMBER DELEGATION FROM EGYPT VISITS MSME

A six-member delegation from Egypt led by D. Mohammed El Sewedy, Member of Parliament and Head of Industries Union in Egypt, met Secretary of the MSME Ministry on 12th February, 2019 in New Delhi. Both sides discussed topics of mutual interest and how to expand the scope of economic cooperation in MSME sector.

## SCHEME CORNER

### Skill Upgradation and Mahila Coir Yojana (MCY)



The Coir Board is implementing Skill Upgradation and Mahila Coir Yojana (MCY) exclusively for empowering women in the country by giving training and distribution of coir processing equipments. This is a 100% women oriented programme intended to provide self employment to the rural women artisans in coir producing regions.

The scheme envisages distribution of motorized ratts/motorized traditional ratts and other coir processing equipments, which can be operated by women, at 75% subsidy after imparting training with a duration of 2 months subject to a maximum amount of Rs.7,500/-.

The training under MCY are conducted through all training centres of the Board. During the training period, the women artisans are given stipend amounting to Rs.1000 per month.

The scheme is prevalent in Coir producing coastal States such as Kerala, Tamil Nadu, Karnataka, Andhra Pradesh, Telangana, Odisha, Lakshadweep, Maharashtra, Gujarat, Goa, Pondicherry, A&N Islands, West Bengal and NE Region.



**KNOW MORE ABOUT THIS SCHEME**

# Success Stories



## PASSION FOR FASHION: KHYATI RUPANI

Khyati Rupani is a bright youth who pursued her fashion studies abroad. Motivated by her family and friends, who always acknowledged her knack for fashion, she kickstarted a small venture from her home selling artefacts and home décor items like garlands, candles etc. Her incessant efforts finally paid off as she bagged a big export order from Dubai. Eventually, she started printing and manufacturing her own fabrics. Not only this, she also launched an exclusive range of organic cotton fabric wherein she printed and designed tunics from this fabric. With the support from Government of India, Khyati set up a small physical store. She now aspires to set up her own manufacturing unit employing similar skilled women and access textile market overseas. Her venture is flourishing day by day and she expresses her sincere thanks to the Government of India for being the catalyst in transforming her life.

## TALE OF PERSISTENCE, PERSEVERANCE AND HARD WORK- DR. SMITA NARAM

Dr. Smita Naram is the CMD of Ayurshakti Ayurveda Company having franchised and alliance partner clinics of Ayurveda in and around the country. Her first-hand experiences and close proximity to the ancient science made Dr. Naram choose to study Ayurveda. But she was not content being just a practitioner, she went on to start Ayushakti Ayurveda Pvt Ltd, in 1987 which is a result of her love for the science and the urge to go beyond convention. Dr. Naram cannot stop gushing about the support her husband lent her during the early days. Furthermore, the burning desire and passion accompanied with the will to contribute to society has reaped her 100 alliances around the world, including in Europe, Australia and New Zealand alongwith three more subsidiaries beside India. It is interesting to note that more than 15, 00, 000 people visit her clinics to seek help and medication. Ayushakti is one of the many players poised to ride the wave through its product partnerships and franchise expansion using Schemes under MSME. For instance, DGFT subsidiary for export purpose, subsidiaries through Export Promotion Council for registering cosmetic and food supplement products and several manufacturing expanding subsidiary has proved to be a big support in establishing her business.

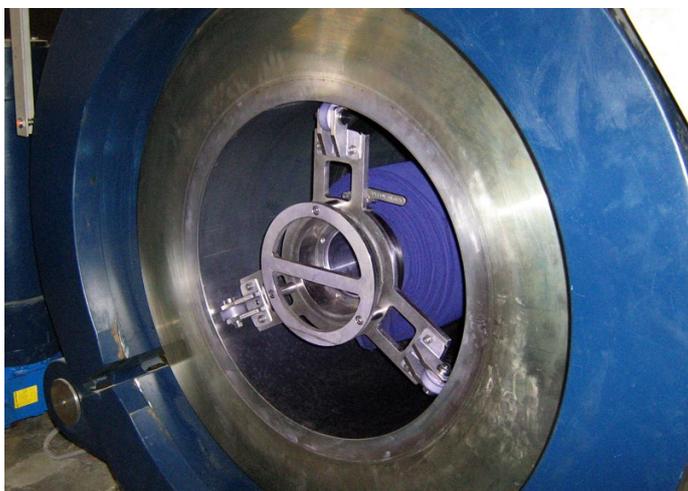


## INSPIRING JOURNEY OF A HOUSEWIFE TO ENTREPRENEUR: SUSHILA KUCHEKAR

Once a housewife and now known as founder of Krupa Enterprise, Smt. Sushila Kuchekar, who is just a matric pass always had a vision and a dream to create an individual identity for herself. Her vision motivated her to take training in preparing single and mixed spices from C.B.Kora Kendra, Borivali, Mumbai. She did not stop just by taking training. Taking a step ahead she availed bank loan for the project cost of Rs. 2.50 lakh from Bank of Baroda under the PMEGP Scheme of KVIC to set up her own enterprise.

"My passion lies in the pursuit of excellence. How my products can be better than others?" says the proud woman. Strictly adhering to quality and purity she climbed the ladder of success. Within a few years of time the annual turnover of her masala unit has reached around Rs.10.00 lakh in addition generating employment for 5 more people.

## NEW FABRIC-DYEING TECHNIQUE THAT DOESN'T USE WATER, BUT CO2



Fabric dyeing is one of the most environmentally harmful processes in textile manufacturing, between 17 and 20% of industrial water pollution is generated by textile dyeing processes, and the industry continues to cause environmental stress on the water resources in developing countries and with increasing improper treatment this runoff wreaks havoc on local ecosystems. This CO<sub>2</sub>-based dyeing process offers a sustainable alternative to the conventional water-based dyeing process, in which up to 700 liters of freshwater are typically required to finish just one kg of textiles. In addition, the process lowers operational costs

by up to 45% compared to conventional textile dyeing, according to the company.

The technology doesn't just save water and chemicals, due to the fact its waterless, fabrics don't need to be dried, speeding up the dyeing process by 40 percent and cutting energy use by 60 percent.

During the dyeing of polymer fibers, CO<sub>2</sub> loaded with dyestuff penetrates deep into the pore and capillary structure of fibers. This deep penetration provides effective coloration of these materials which are intrinsically hydrophobic. The process of scouring, dyeing, rinsing, drying and removing the excess dye can be carried out in the same batch.

Once the dyeing process is completed, the CO<sub>2</sub> is used to remove excess dye. This clean CO<sub>2</sub> can be cycled back into the dyeing vats to be reused. This way the technology saves energy, water and heavy metals that comprise of dye water runoff. Currently, the technique can only be applied to scoured or prewashed polyester fabric.

From shifting toward renewable and nontoxic ingredients to keeping clothing at its highest and best use and recycling it at the end of its usable life. In the meantime, customers are pushing companies to make an eco-friendly solution that can support nature in the ever-changing global environment.

## CTTC, KOLKATA DESIGNS AND DEVELOPES DRONE



Post Diploma Trainees of Central Tool Room and Training Centre (CTTC), Kolkata have designed and developed a DRONE which has been successfully exhibited at 'Jadavpur University Tech Fest' on 16.02.2019. The innovation is highly significant as Geological surveying, agriculture, archaeology, and several other industries can benefit greatly from the myriad of sensors that can be packed into a drone.

## 'DRINKABLE BOOK' MAKES SEWAGE WATER FIT FOR DRINKING



When two entirely unrelated words as 'drinkable' and 'book' are put together side by side, it takes us quite a while to grasp the practicality of the product it designates. However bizarre it might sound, the 'Drinkable Book' is undoubtedly a revolutionary invention.

Manufactured by a group of researchers in the USA, in collaboration with non-profit organisation WATERisLIFE, the 'Drinkable Book' is ensuring clean drinking water in developing countries of Africa and Asia.



## EMPOWERING *Women entrepreneurs*

— Enabling Women From Marginalised Sections —  
25th Feb 2019, Mumbai

### MSME MINISTRY ORGANISED CONCLAVE ON EMPOWERING WOMEN ENTREPRENEURS FROM MARGINALISED SECTIONS

A conclave entitled "Empowering Women Entrepreneurs, 2019, Financing and Enabling Women from Marginalised Sections" was organised by India SME Forum jointly with National SC/ST Hub under Ministry of MSME at Mumbai on 25.02.2019. This is first of its kind conclave that endeavours to empower women entrepreneurs from marginalised sections and enable their growth and success in business by offering substantial knowledge on various business opportunities and national best practices in doing business.



### INDO DANISH TOOL ROOM (IDTR), JAMSHEDPUR ORGANIZED 'KISAN MELA & TRAINING'

Indo Danish Tool Room (IDTR), Jamshedpur organized a 'Kisan Mela & Training' on distillation process for extraction of essential oils from aromatic crops at Krishi Vigyan Kendra, Godda, Jharkhand in association with MSME-Development Institute, Ranchi and Fragrance & Flavour Development Centre (FFDC), Kannauj on 16.02.2019 and 17.02.2019. Around 300 participants including farmers participated in the programme.



### NSSH CONCLAVE FOR SC-ST ENTREPRENEURS

Six State Level Conclaves were organised under National Scheduled Caste and Scheduled Tribe Hub Scheme (NSSH) on 5.2.2019 at Dimapur, Nagaland; on 16.02.2019 at Durgapur, West Bengal; on 18.02.2019 at Itanagar, Arunachal Pradesh on 20.02.2019 at Jaipur, Rajasthan; on 24.02.2019 at Vadodra, Gujarat and on 26.02.2019 at Gangtok, Sikkim.

### UPCOMING EVENTS/ TRAININGS/ ACTIVITIES FOR THE MONTH OF MARCH

NSIC

MSME-DI

TECHNOLOGY  
CENTRES

NIMSME

CLICK ON THE CATEGORIES ABOVE FOR FURTHER DETAILS



Write to us at [feedback-msme@gov.in](mailto:feedback-msme@gov.in)