

ACTIVITIES AT A GLANCE (YEAR: 2009-2010)

Sr. No.	Activity Name	Target	Achievement
1.	ESDPs		
	(i) No. of Programmes	57	20
	(ii) No. of Persons Trained	1140	515
2.	EDPs		
	(i) No. of Programmes	11	11
	(ii) No. of Persons Trained	220	273
3.	MDPs		
	(i) No. of Programmes	11	3
	(ii) No. of Persons Trained	220	72
4.	Motivation Campaigns		
	(i) No. of Programmes	60	46
	(ii) No. of Persons Trained	-	7875
5.	Project Profiles	15	15
6.	Programme on MSME Policy and Promotion	2	2
7.	NMCP Schemes		
	(i) Awareness Programme on Lean Manufacturing	-	3
	(ii) Awareness Programme on IPR	-	2
	(iii) Awareness Programme on QMS	-	1
8.	Bar Cod Re-imburement (Rs.)	-	1,57,500/-
9.	ISO Re-imburement (Rs.)	-	29,54,303/-
10.	MDA Re-imburement (Rs.)	-	2,72,761/-
11.	SDP (Machinist)		
	(i) No of SDPs	2	2
	(ii) No. of Persons Trained	20	19
12.	CNC Programming & Machining Course		
	(i) No of Courses	-	11
	(ii) No. of Persons Trained	-	113

13.	Other Activities		
	(i) Units benefited through workshops	-	209
	(ii) Jobs undertaken	-	358
	(iii) Persons trained in W/S programmes	-	132
	(iv) Units registered under signal point registration	-	115

Revenue Earning During the Year 2009-2010

Sr. No.	Activity	Cum. Total
1	Revenue from workshop	2,17,575
2.	Specialised Training Programmes (CAD/CAM)	7,98,000
3.	NSIC Regn. /GSPP	1,37,000
4.	Sale of Publications	400
5.	ESDP Fee	34,500
6.	MDP Fee	23,600
7.	SDP Fee	22,200
8.	EDP Fee	8,350
	Total	12,41,625

Section – 2

ACTIVITIES PERFORMED

This Institute is providing its techno-managerial assistance to existing as well as new industries in the State of Punjab and Union Territory of Chandigarh. The Institute creates an environment conducive for industrial growth by motivating the prospective entrepreneurs and by assisting the existing entrepreneurs through its multidimensional set-up of trade specific *Divisions* viz. Metallurgy Div., Mechanical Div., Chemical Div., Glass & Ceramics Div., Hosiery Div., Industrial Management Training Div. and Economic Investigation Div. equipped with expert officials providing techno-managerial solutions with a human face.

Highlights of Activities Undertaken

2.1 Human Resource Development

The importance of ‘Human Resource Development’ cannot be overlooked for overall development of any sector, the MSE Sector in particular. In the present world of competition trained men & women are the real assets of any Nation. The optimal utilization of this resource is the need of the hour. In this context, the Institute undertook following activities during the year 2009-2010.

2.1.1 Entrepreneurship Skill Development Programmes

The MSME-DI, Ludhiana, during the year, conducted 20 Entrepreneurship Skill Development Programmes. In these programmes total 515 persons, including 202 males (Gen-108, SC-94) and 313 females (Gen-214, SC-97, PH-2) were provided training, at various places in the State. Out of these, 10 ESDPs were for Weaker Sections, 3 programmes were exclusively for women participants and 7 ESDPs were for General participants. In these programmes, the educated unemployed youth were provided basic inputs covering both managerial and technical aspects to set up their

own venture. Lectures covering philosophy of entrepreneurship, procedures to set-up small scale units, State & Central Government policies, achievement motivation, project identification, selection of appropriate technology, production management, financial management, marketing, quality systems, ethic & moral values, working capital assessment, the concept of export & international marketing, preparation of project reports etc. were delivered by the experts from respective fields. Practical demonstrations alongwith theoretical linkage, were arranged to provide comprehensive knowledge for concerned particular trades. The candidates were also provided opportunities to have interaction with successful entrepreneurs to know the practical problems they faced and how did they overcome to pave their way to success. A summarized information on the ESDPs is given in the following tables:

Sr. No.	Details of ESDPs	Place	Participants
1.	Computer Networking (Women) (01.07.2009 to 07.08.2009)	Ludhiana	24
2.	Computer Hardware (Weaker Section) (03.08.09 to 17.09.09)	Bhamian (Ludhiana)	30
3.	Fashion Designing (Weaker Section) (17.08.09 to 30.09.09)	Firozpur	25
4.	Computer Hardware (Weaker Section) (18.08.09 to 30.09.09)	Amritsar	25
5.	Computer Hardware (Weaker Section) (28.08.2009 to 5.10.2009)	Bal Kalan (Amritsar)	25
6.	Computer Hardware (Weaker Section) (31.08.2009 to 7.10.2009)	Village Gill (Ludhiana)	25
7.	Beauty and Health Care (Weaker Section) (4.09.2009 to 29.10.2009)	Rajpura	25
8.	Fashion Designing (Weaker Section) (20.10.2009 to 25.11.2009)	Datarpur (Hoshiarpur)	25
9.	Computer Hardware (Weaker Section) (19.10.2009 to 30.11.2009)	Palahi (Phagwara)	25
10.	Computer Hardware (Gen) (14.10.2009 to 26.11.2009)	Ajitwal	31
11.	Computer Hardware (Gen) (28.10.2009 to 9.12.2009).	Ferozpur	24
12.	Computer Basics & Hardware (Gen) (12.11.2009 to 18.12.2009)	Patiala	21
13.	Computer Hardware (Gen) (14.10.2009 to 30.11.2009)	Bhamian	32
14.	Computer Hardware (Gen)	Talwara	25

	(29.10.2009 to 4.12.2009)		
15.	Computer Networking (Gen) (03.12.2009 to 08.01.2010)	Ludhiana	28
16.	Beautician & Health Care (Weaker Section) (22.12.2009 to 29.01.2010)	Rajpura	25
17.	Computer Basic & Hardware (Gen) (20.01.2010 to 25.02.2010)	Gurdaspur	25
18.	Computer Basic & Hardware (Weaker Section) (18.01.2010 to 23.02.2010)	Jalandhar	25
19.	Computer Basic & Hardware (Women) (04.01.2010 to 08.02.2010)	Phillaur	25
20.	Computer Hardware (Women) (23.02.2010 to 31.03.2010)	Jalandhar	25

2.1.2 Entrepreneurship Development Programmes

The Institute during the year conducted 11 Entrepreneurship Development Programmes, in which total 273 persons, including 46 males (Gen-34, SC-12) and 227 females (Gen-154, SC-73), were provided training. The main objective of such programmes was to train young people to make them successful entrepreneurs, who may set-up MSE units in the field of computer hardware, computer software, computer basic & maintenance, food processing, fashion designing and beauty & health care and other income generating activities. The managerial as well as technical inputs were provided for comprehensive knowledge. Summarized information on the EDPs conducted during the year 2009-10 is given in the following tables:

Sr. No.	Details of EDPs	Place	Participants
1.	Food Processing Industries (08.06.2009 to 26.06.2009)	Abohar	20
2.	Fashion Designing (29.06.2009 to 17.07.2009)	Pathankot	30
3.	Computer Software (5.11.2009 to 25.11.2009)	Phagwara	26
4.	Food Processing (WS) (23.12.2009 to 12.01.2010)	Jhande	25
5.	Food Processing (09.01.2010 to 28.01.2010)	Bareta	30
6.	Computer Basic (19.03.2010 to 06.04.2010)	Rupnagar	21

7.	Fashion Deigning	Apra (Jalandhar)	23
----	------------------	------------------	----

	(17.03.2010 to 08.04.2010)		
8.	Fashion Deigning (16.03.2010 to 03.04.2010)	Patiala	23
9.	Beauty & Health Care (08.03.2010 to 26.03.2010)	Phillaur	25
10.	Beauty & Health Care (06.03.2010 to 23.03.2010)	Jalandhar	25
11.	Fashion Deigning (WS) (17.03.2010 to 08.04.2010)	Phillaur	25

2.1.3 Management Development Programmes

The Institute conducted three MDPs during the year 2009-2010, in which the training was provided to total 72 persons, including 24 males (Gen-22, SC-2) and 48 females (Gen-48).

Out of these three programmes, the first was conducted on ‘E-Commerce’, which provides comprehensive inputs on modern business practices with focus on E-commerce so that the candidate may have an exposure of latest practices of modern management especially in view of changing scenario of global business. The programme was conducted in workshop manner with active participation of each and every participant to learn about oneself by practical approach. The activities like micro lab, learning process, risk-taking behaviour, need to achievement, communication skills, personality development, philosophy of entrepreneurship, ethics & moral values in modern business and management of small ventures were covered in detail. The entrepreneurs were also provided detailed information on e-commerce and tax management.

The second MDP was on ‘Family Business’ which focused to provide the candidates effective methods and basic inputs to enable them to play constructive role in their family business. The programme was conducted in workshop manner with active participation of each and every participant to learn about effective family business strategies by practical approach. The guest faculty of the programme included successful women entrepreneurs managing their family business, behaviors experts, tax consultants and financial advisors.

The third programme was conducted on ‘Quality Management’. The main aim of the programme was to provide the candidates effective methods and basic inputs to

equip themselves with the latest quality management measures. The detail of Management Development Programmes conducted during the year is given as follows:

Sr. No.	Details of MDP	Place	Participants
1.	Management of E-Commerce (14.07.2009 to 18.07.2009)	Abohar	20
2.	Management of Family Business (25.08.2009 to 29.08.2009)	Ludhiana	27
3.	Quality Management (08.03.2010 to 13.03.2010)	Mandi Gobindgarh	25

2.1.4 Motivation Campaigns

The motivation campaigns are of great impact to motivate the educated unemployed youth in the State to go for self-employment by setting up MSE ventures. Motivation Campaigns are prelude to EDPs/ESDPs. The Institute conducted 46 such Motivation Campaigns at different industrially backward and rural places in the State, in which 7875 persons participated.

Sr. No.	Place of Campaign	Date	Participants
1.	Abohar	05.06.2009	135
2.	Phagwara	11.06.2009	165
3.	Talwara	12.06.2009	240
4.	Gurdaspur	13.06.2009	105
5.	Mallout	24.06.2009	85
6.	Pathankot	24.06.2009	140
7.	Ajitwal (Moga)	06.08.2009	195
8.	Pathankot	14.08.2009	150
9.	Ludhiana	17.08.2009	170
10.	Rajpura	18.08.2009	150
11.	Gurdaspur	10.09.2009	102
12.	Phagwara	14.09.2009	120
13.	Bardwal	24.09.2009	186
14.	Nakodar	23.09.2009	125
15.	Ferozepur	23.10.2009	120
16.	Mandi Gobindgarh	09.09.2009	180
17.	Palahi	15.10.2009	122
18.	Ludhiana (Bhamian Kalan)	13.10.2009	65
19.	Ludhiana (Karabara)	09.10.2009	125
20.	Mohali (Village Jhanjeri)	6.11.2009	184
21.	Ludhiana	21.11.2009	120
22.	Moga (Killi Chahal)	18.12.2009	246

23.	Bareta (Mansa)	30.12.2009	125
24.	Talwara	08.01.2010	284
25.	Jalandhar	08.02.2010	240
26.	Jalandhar	06.02.2010	272
27.	Phillaur (Jalandhar)	02.02.2010	120
28.	Quadian (Ludhiana)	10.02.2010	310
29.	Gurdaspur	17.02.2010	105
30.	Rajpura	15.03.2010	196
31.	Jalandhar	16.03.2010	178
32.	Rupnagar	19.03.2010	154
33.	Ajitwal	22.03.2010	220
34.	Govt. ITI (Girls) Rupnagar	25.03.2010	175
35.	Govt. ITI (Boys) Rupnagar	25.03.2010	245
36.	Ludhiana	25.03.2010	182
37.	Ludhiana	27.03.2010	150
38.	Ludhiana	29.03.2010	185
39.	Kapurthala	29.03.2010	182
40.	Govt. ITI (Girls), Ludhiana	30.03.2010	173
41.	GPW, Ludhiana	30.03.2010	195
42.	Nanaksar	30.03.2010	190
43.	Moga	30.03.2010	186
44.	PCTE, Baddowal, Ludhiana	30.03.2010	210
45.	CIMT, Bakshiwala, Patiala	31.03.2010	200
46.	Palahi (Phagwara)	31.03.2010	168

2.1.5 Skill Development Training Programmes (Regular)

The Institute conducts two SDPs of six months duration every year for machinist trade. The basic purpose for organising SDPs is to ensure trained and quality manpower to MSE units. In the first batch of SDP (April-September, 2009) total 9 male (Gen: 7, SC: 2) candidates were trained and in second batch (October 2009- March 2010) there were 10 male (Gen: 9, SC: 1) trainees.

2.1.6 Skill Development Training Programmes (Specialized)

The Institute has completed 11 batches of CNC Programming with Computer Drafting on Auto CAD in which total 113 male (Gen: 86, SC: 25 & Min : 2) candidates participated. The following table provides more details about duration and participants of these CNC courses held at Ludhiana:

Sr. No.	Programme Duration	Participants
1.	02.02.2009 – 30.04.2009 (Morning)	9

2.	02.02.2009 – 30.04.2009 (Evening)	9
3.	24.02.2009 - 28.05.2009 (Morning)	10
4.	24.02.2009 - 28.05.2009 (Evening)	10
5.	11.05.2008 – 31.07.2009 (Morning)	9
6.	11.05.2008 – 31.07.2009 (Evening)	9
7.	15.06.2009 - 07.09.2009 (Morning)	12
8.	09.09.2009 – 08.12.2009 (Morning)	13
9.	09.09.2009 – 08.12.2009 (Evening)	13
10.	01.01.2010 – 31.03.2010 (Morning)	9
11.	01.01.2010 – 31.03.2010 (Evening)	10

2.1.7

Fourth Census of MSME Sector

The Institute, acting as nodal agency, coordinated the work of Sample Survey of Unregistered Units under the 4th All India Census of MSME sector. The Institute provided comprehensive assistance to the supervisory staff and enumerators and conducted proper scrutiny and test checks of filled in formats along with checking of sample selections. During the year, the Institute conducted eight training programmes on Sample Survey of Un-registered Units as per following details:

Sr. No.	Place	Date	Participants	Remarks
1.	Ludhiana	July 2-3, 2009	100	The officials from Delhi, Chandigarh, Uttrakhand, J & K Haryana, Himachal, Rajsthan and Punjab participated
2.	Ludhiana	August 17, 2009	25	The officials from district Ludhiana participated
3.	Mandi Gobindgarh	August 26, 2009	25	The officials from district Fatehgarh Sahib and Patiala participated
4.	Jalandhar	August 31, 2009	45	The officials from district Jalandhar, Nawanshaher, Gurdaspur and Kapurthala
5.	Amritsar	Sept. 16, 2009	40	The officials from district Amritsar and Tarn Taran participated
6.	Ludhiana	Sept. 18, 2009	25	The officials from district Sangrur and Bathinda participated
7.	Ludhiana	Sept. 23, 2009	25	The officials from district Mukatsar, Moga and Mansa participated
8.	Srinagar (J&K)	Dec. 9-11, 2009	80	The programme was conducted with MSMEDI, Jammu for all the districts of Kashmir division

In these programmes the enumerators and supervisory staff of DICs were provided comprehensive information regarding listing, sample selection and collection of

information of Unregistered MSMEs. The participants were also informed to fill the requisite information in format II, III, IV and V.

2.2

Participation in Trade Fairs & Exhibitions

The Office of the Development Commissioner, (MSME), New Delhi, participates on behalf of and for the benefit of MSE units in trade fairs & exhibitions in different countries every year. Products manufactured by these units are displayed in such events and business inquiries generated are passed on to them for compliance. This is one of the most important activities of MSMEDO in promoting exports from the micro & small sector. Various MSMEDIs are entrusted to identify export-worthy units and to motivate them to display their products in such trade fairs and exhibitions. During the year the Institute forwarded the applications of 14 MSE units for participation in the trade fairs & exhibitions as per following detail:

S. No.	Name of the Party	Trade Fair Participate
1	M/s. R.Oswal Shawls, Ludhiana-141008	6 th Commodities Fair at Fujan China, (May 18-22, 2009)
2	M/s. Temple Hosiery, Ludhiana.	6 th Commodities Fair at Fujan China, (May 18-22, 2009)
3	M/s. The Raunaq, Handlooms W/S Coop, Industrial Society Ltd; Ludhiana-	6 th Commodities Fair at Fujan China, (May 18-22,2009)
4	M/S. R. Ravinder Kumar, Ludhiana	6 th Commodities Fair at Fujan China, (May 18-22,2009)
5	M/s. Amrit Arts, Goraya. Distt.Jalandhar,	EXPO RIVA, SCHUH, Garda, Italy (June 6-9,2009)
6	M/s. KMV Exports, Jalandhar	China Important Export Fair (Canton Fair), China (April 15-19,2010)
7	M/s. Aren Exports, Jalandhar	China Important Export Fair (Canton Fair), China (April 15-19,2010)
8	M/s. Victor Forgings, Jalandhar	China Important Export Fair (Canton Fair), China (April 15-19,2010)
9	M/s. Victor Tools, Jalandhar.	China Important Export Fair (Canton Fair), China (April 15-19,2010)
10	M/s. Amita Enterprises, Ludhiana.	Cairo International Fair, Cairo, Egypt (March 11-22, 2010)
11	M/s. Jivanjoti Overseas, Goraya, Distt.Jalandhar.	Cairo International Fair, Cairo, Egypt (March 11-22, 2010)
12	M/s. Madhu International, Ludhiana.	Cairo International Fair, Cairo, Egypt (March 11-22, 2010)
13	M/s. Duke fashions, (India) Ltd., Ludhiana.	MSME EXPO:2009, New Delhi (Nov 14-27, 2009)
14	M/s. Neva Clothing Co; Ludhiana.	MSME EXPO:2009, New Delhi (Nov 14-27, 2009)

2.3 Promotional Programmes

Promotional programmes cover various activities undertaken by the Institute, which act as catalyst in promoting the growth of MSME sector in the region. The following paragraphs highlight the detailed information on each activity.

2.3.1 Seminar on MSME Policy and Promotion

To provide the information about the schemes and policy measures of Ministry of MSME for the benefit of micro, small and medium sector, the Institute organized two seminars as per following details:

Sr. No.	Seminar	Place	Participants
1.	MSME Policy and Promotion (02.05.2009)	Ludhiana	100
2.	MSME Policy and Promotion (19.02.2010)	Ludhiana	52

These programmes were conducted in association with industrial association's viz. Small Scale Industries and Traders Association Ludhiana and Knitwear Association Ludhiana. In these seminars the total 152 entrepreneurs were provided comprehensive information about various incentives available under different schemes meant for strengthening of micro, small and medium enterprise.

2.3.2 Follow-up Meetings (EDPs)

The Institute organized four follow-up meetings during the year at Talwara (09.06.09), Pathankot (13.08.09), Ajitwal (04.11.09) and Phillaur (18.12.09) for EDPs conducted during 2006-07. About 190 trainees were called through letters and telephonically. About 40% of the trainees turned for the meetings. During the aforesaid meetings, the discussions were held regarding the progress of the candidates in achieving their goal of self-employment in their concerned technical field. The problems faced by the candidates in establishing their own ventures were discussed in detail to provide them possible solutions. The candidates were also informed about Prime Minister's Employment Generation Programme and Rajiv Gandhi Udyog Mitra Scheme.

2.3.3 Marketing Assistance

guidance The Institute provides assistance and in the field of marketing to the MSME units through a number of activities like Ancillary Development, Participation in International Trade Fairs & Exhibition, and Registration under GSPP etc. International Trade Fairs & Exhibition are covered.

2.3.3.1 Marketing Development Assistance Scheme

Under this scheme the cases of subsidy in respect of seven units, those participated in different International Trade Fairs, were processed. An amount of Rs. 2,72,761/- was sanctioned as airfare subsidy by the office of DC (MSME), New Delhi in favour of participating MSE units as per following details:

Sr. No.	Name of the Units	Trade Fair Participated	Amount of Subsidy (Rs.)
1.	M/s. Madhu International, Ludhiana	Cairo International Trade Fair, Cairo, Egypt (Mar. 18-27, 2009)	47,648
2.	M/s. Amita Entreprises, Ludhiana	Cairo International Trade Fair, Cairo, Egypt (Mar. 18-27, 2009)	47,648
3.	M/s. R.Oswal Shawls, Ludhiana	6 th Commodities Fair, Fujian, China (May 18-22, 2009)	31,875
4.	M/s. Temple Hosiery, Ludhiana	6 th Commodities Fair, Fujian, China (May 18-22, 2009)	31,875
5.	M/s. The Raunaque Handloom W/S Coop Industrial. Society, Ludhiana	6 th Commodities Fair, Fujian, China (May 18-22, 2009)	31,041
6.	M/s. R.Ravinder Kumar, Ludhiana	6 th Commodities Fair, Fujian, China (May 18-22, 2009)	31,041
7.	M/s. Amrit Arts, Goraya Jalandhar	EXPO RIVA, SCHUH, Garda, Italy (June 6-9, 2009)	51,633

2.3.3.2 Government Stores Purchases Programme

During the year the Institute recommended 115 cases (Fresh - 69, Addl. / Amend - 46) of MSE units under Government Stores Purchase Programme, thus earning revenue of Rs. 1,37,000/-.

The Single Points Registration Scheme being operated by National Small Industries Corporation Ltd. helps the MSE units marketing their products to Government Departments, Corporations, Autonomous Bodies, Agencies, etc. The registration under the scheme is considered at par with DGS&D.

The units registered under the scheme are eligible to avail of various incentives like supply of Tender Application Forms free of any charges, exemption from depositing earnest money and guarantee money limited to the registered monetary capacity.

The units desirous of getting registration under the scheme apply to the NSIC Ltd. in the prescribed application forms, in turn, the applications after preliminary scrutiny by them are forwarded to MSMEDI for assessing the technical capability of the units. The units are visited and operation-wise capability to produce quality goods are assessed by the Officers and based on the merit of the cases, are recommended to NSIC Ltd.

2.3.4 International Co-operation Scheme

This scheme is being implemented for technology infusion & up gradation, modernisation and promotion of exports of MSEs. Under this scheme the applications of the trade associations were forwarded to the office of DC (MSME), New Delhi as per following details:

Sr. No.	Name of the Association	Trade Fair
1.	Offset Printers Association, Ludhiana	Print 09, Chicago, USA (Sept. 11-16, 2009)
2.	Offset Printers Association, Ludhiana	7 th Beijing International Printing Tech. Exhibition, Beijing (May 12-16, 2009)
3.	United Cycle & Parts Manufacturers Association, Ludhiana	China Cycle 2009, Shanghai, China (May 4-7, 2009)
4.	The Ludhiana Machine Tools Manufacturers Association, Ludhiana	EMO-Milano 2009 at Fieramilano, Milan, Italy (Oct. 5-10, 2009)
5.	Garment Machinery Manufacturers & Suppliers Association, Ludhiana	CISMA, Shanghai, China
6.	Sewing Machine Development Club, Ludhiana	CISMA, Shanghai, China
7.	Offset Printers Association,	IPEX 2010, Birmingham, UK

	Ludhiana	(May 18-25, 2010)
8.	Offset Printers Association, Ludhiana	Sino Label & Printing, Guangzhou, China (March, 9-11,2010)
9.	Bhadur Ke Textiles & Knitwear Association, Ludhiana	Tex World, New York, USA (Jan., 19-21, 2010)
10.	Fastener Manufacture Association of India	Canton Fair 2010, Guangzhou (April, 15-19,2009)
11.	Bhadur Ke Textiles & Knitwear Association, Ludhiana	CISMA, Shanghai, China, (Jan, 19-21, 2010)

2.3.5 National Awards

The Government of India, Ministry of MSME has established the following National Awards to honor and commemorate the MSE entrepreneurs for their outstanding achievements:

- *National Awards for Outstanding Entrepreneurs*
- *National Awards for Quality Products*
- *National Awards for Research & Development*

During the year the Institute received 35 applications under various categories of National Award from whole State of Punjab and UT, Chandigarh. Out of these applications, 13 applications were rejected at preliminary stages and remaining 22 applications were put to the State Level Selection Committee headed by the Secretary Industry, Punjab Government. The Committee recommend 21 applications under various categories of National Award of Punjab & UT, Chandigarh.

The following units of Punjab and UT Chandigarh were awarded National Award during the year.

Entrepreneurship Awards

- M/s. Muskan Engineers, Ludhiana
- M/s. Rajhans International, Jalandhar
- M/s. Duke Fashions (I) Ltd., Ludhiana
- M/s. Parkash Chand Brij Mohan, Jalandhar
- M/s. New Swan Enterprises (Regd.), Ludhiana
- M/s. S.K.Bikes, Ludhiana

- M/s. A.P Organics Pvt. Ltd, Sangrur (*Medium Unit*)
- M/s. Kitty Industries Pvt. Ltd., Ludhiana
- M/s. Valco Industries, Chandigarh

Quality Awards

- M/s. Mitra Industries (Regd.), Ludhiana (*National Level*)
- M/s. Jain Shawls, Ludhiana (*National Level*)
- M/s. New Swan Enterprises (Regd.), Ludhiana
- M/s. Moonlight Auto Pvt. Ltd., Ludhiana

R & D Awards

- M/s. Vinko Auto Industries Ltd., Jalandhar

2.3.6 Capacity Building Scheme

This Institute motivated the competent associations of the State to reap the benefit of this scheme. The proposal from the Chamber of Industrial and Commercial Undertakings, Ludhiana has been forwarded to the office of DC (MSME), New Delhi, and the same was sanctioned during the year 2009-10. The others proposals forwarded under this scheme were submitted by Bhadur Ke Textiles & Knitwear Association, Ludhiana, Offset Printers Association, Ludhiana & Industries Association of Chandigarh, Chandigarh (UT).

2.3.7 ISO-9001/14001

The Institute motivated the MSME units of the state to adopt quality management systems by obtaining ISO certification. Under the Incentive Scheme for ISO-900/14001/HACCP certification, the Institute disbursed an amount of Rs. 29,54,303/- as one time re-imbusement to 70 applicants.

2.3.8 NMCP Schemes

Under the National Manufacturing Competitiveness Programme, the following activities were undertaken during the year:

2.3.8.1 Lean Manufacturing

- Awareness Programme on Lean Manufacturing for Hosiery Industry was organised at Ludhiana on 1.12.2009. The programme, conducted by National Productivity Council, was attended by 72 participants.
- Awareness Programme on Lean Manufacturing for General Engineering Industry was organised at Ludhiana on 1.12.2009. The programme, conducted by National Productivity Council, was attended by 72 participants.
- Awareness Programme on Lean Manufacturing for Sports Goods Industry was organised at Jalandhar. The programme, conducted by National Productivity Council, was attended by 45 participants.
- Selected Cluster for Lean Manufacturing
 - 1) Foundry Council, Ludhiana
 - 2) Hosiery Cluster, Ludhiana.
- Cluster in pipe line for Lean Manufacturing
 - 1) Bahadur Ke Hosiery & Textile, Ludhiana
 - 2) Machine Tools Cluster, Ludhiana.
 - 3) Oil Expeller Cluster, Ludhiana

2.3.8.2 Intellectual Property Rights

- Awareness Programme on Intellectual Property Rights was organised at Ludhiana on 29.11.2009. The programme, conducted by Chamber of Industrial and Commercial Undertakings, was attended by 65 participants
- Awareness Programme on Intellectual Property Rights was organised at Jalandhar for Sports Goods Industry. The programme, conducted by NISBUD, was attended by 41 participants.

2.3.8.3 Quality Management Standards (QMS)

- Awareness Programme on QMS was in association with CICU, Ludhiana on 23.02.2010. The programme was attended by 100 participants.

2.3.8.4 Bar Code Re-imburement

The Institute motivated the MSME units of the state to avail financial assistance for using global standards in Bar-coding. Under this scheme the Institute disbursed an

amount of Rs. 1, 57, 500/- as re-imbursement of Bar Code registration fee to 8 MSE units.

S. No.	Name of Units	Eligible Amount	75% Amount to be reimbursed
1.	M/s Pro Active Tool, Jalandhar, Punjab	36500/-	27,375/-
2.	M/s Beverly Beverage. Ind. Focal Point, Patiala, Punjab	6000/-	4,500/-
3.	M/s Cheers Food & Beverages , C-73, Ind. Focal Point, Patiala, Punjab	6000/-	4,500/-
4.	M/s M/s Gagan Udyog, E-9, Ind. Area, Jalandhar, Punjab	30500/-	22875/-
5.	M/s Duke Fashion (India) Limited, G.T. Road (West) Ludhiana, Punjab	34,000/-	25,500/-

6.	M/s Mikado Engineer, 8 Industrial Area-I, Chandigarh	25,000/-	18,750/-
7.	M/s Satish Soap Mill, B-8, Focal Point, Khanna, Distt. Ludhiana, Punjab	31,000/-	23,250/-
8.	M/s Oaykay Forgings Pvt. Ltd., B-26, Focal Point, Jalandhar, Punjab	41,000/-	30,750/-
Total			1,57,500/-

02.3.9 Common Facility Services

The common facility services are the significant elements of Promotional Activities of the Institute. These services are rendered in two trades, Mechanical Engineering, and Chemical through the Engineering Workshop and Chemical Laboratory. The precision machines installed in the Workshop assisted entrepreneurs in developing products requiring higher accuracy in cylindrical & surface grinding, milling and turning, The Chemical Laboratory helped entrepreneurs in formulating products like soaps, detergents, phenyl, cleaning powder, printing inks, etc. through demonstrations. During the year 358 jobs were undertaken and 209 units were

benefited and the Institute earned revenue amounting to Rs. 2,17,575 through Workshop.

2.4 Consultancy Services

This is one of the important activities being carried-out by the Institute. Consultancy services include not only providing guidance to set-up new units but also to the existing MSME units pertaining to techno-managerial-cum-marketing assistance.

The prospective entrepreneurs are guided in identifying the viable products/projects, selection of appropriate technology, manufacturing processes and techniques, selection of machinery & equipment, raw materials, standardization and specifications and quality control techniques. Information is also provided about various facilities being provided by other Organisations like DIC, PFC, NSIC etc.

While providing consultancy services to existing units, developments taking place in various fields like technology, manufacturing processes, market trends, environmental protection, energy conservation etc. were taken care of. These factors lead to improve the quality of their products vis-a-vis to improve their overall productivity.

2.5 Project Profiles

The Institute, during the year prepared fifteen Project Profiles in Chemical, Hosiery, Mechanical and Glass & Ceramic trades. Five profiles have been prepared for new items having market potential in this region and ten are revised & updated. The list of Project Profiles prepared/updated during the year has been given as under:

Sr. No.	Name of Project Profile	Division
1.	Knitted Blouses (New)	Hosiery
2.	Woolen Under Pant (Updation)	Hosiery
3.	Embroidery on Computerized Machine (Updation)	Hosiery
4.	Bloomer Suits (Updation)	Hosiery
5.	Ladies Skeeves (Updation)	Hosiery
6.	Cotton Vests (New)	Hosiery

7.	Herbal Drug Concentrate (New)	Chemical
8.	Paper Carry Bags (Updation)	Chemical
9.	Pet Bottles (Updation)	Chemical
10.	Castor Wheel (New)	Mechanical
11.	Spectacle Hinges (Updation)	Mechanical
12.	Standard Wires (Updation)	Mechanical
13.	School Chalks (New)	G & C
14.	Cement Concrete Tiles & Paving (Updation)	G & C
15.	RCC Spun Pipes (Updation)	G & C

2.6 CO-ORDINATION WITH CENTRAL AND STATE GOVERNMENT ORGANIZATIONS

Under this activity, officers of the Institute participate in various meetings of the Committees constituted by different Central & State Government Organisations to help them in implementing Government policies for the development of MSME sector in the region.

2.6.1 Prime Minister's Employment Generation Programme

The Officers of the Institute attended various task force committee meetings to identify the beneficiaries and recommend them to financial Institutions for disbursement of loan under PMEGP.

2.7.2

Miscellaneous

The Senior Officers of the Institute attended a number of other following meetings convened by various Departments or Organisations as per following:

- *State Level Bankers' Committee Meeting*
- *Sub-regional Committee Meeting on Quality Complaints*
- *Accepting Committee Meeting of NSIC for appraisal of hire purchase loans.*
- *IMPCC meeting conducted by Min. of Information & Broadcasting.*

2.7 Other Activities

2.7.1 Cluster Development Programme

Under the Cluster Development Programme, the Institute has taken up the 7 clusters upto the year 2009-2010 as per following details:

- Sewing Machine and Parts Cluster at Ludhiana
- Agriculture Implements Cluster at Moga
- Knitted Outerwear Cluster at Ludhiana
- Builders' hardware Cluster at Ludhiana
- Valves and Cocks Cluster at Jalandhar -
- Fasteners Cluster at Ludhiana
- Steel Re-rolling Mills Cluster at Mandi Gobindgarh

First two clusters have been completed while the next five are in progress. The DSR in respect of Fasteners Cluster & Steel Re-rolling Mills Cluster is under process. The different soft-interventions were taken up in Knitted Outerwear Cluster. The details of cluster development activities are given as under:

Knitted Outerwear Cluster at Ludhiana (2009-10)

- Awareness Programme on Lean manufacturing & Credit rating was organized for the benefit of cluster members.
- Services of the foreign Expert were taken in the field of garment manufacturing & the findings of the same were discussed in the seminar with the cluster members.
- An awareness programme on the MSME Schemes was held in the Cluster for the general awareness among the Cluster Members.
- A Study by foreign expert in the field of Garment Processing was taken in a unit to suggest some changes to improve the Quality of the end product & improvement in the process & to minimize the wastages. Findings of the same were discussed with the cluster members.
- A workshop on the benefit of CFC was held & detailed modalities were discussed with officer from the office of DC (MSME) by the cluster members.

- Land for the secretariate of the Association is purchased by the members for proper functioning of association.
- Services of foreign expert in the field of Dyeing were taken in a unit to suggest some changes to improve the Quality of the dyeing process & to minimize the wastages. Findings of the same were discussed with the cluster members.

Valves & Cocks Cluster at Jalandhar (2009-10)

- Seminar on Technology Upgradation at Hotel Maya, Jalandhar on 17.06.2009.
- Seminar on CDP under Capacity Building on 17.09.2009 in office of the Association at Jalandhar.
- Seminar on CDP under Capacity Building on 04.12.2009 at Hotel Regent Park, Jalandhar.

2.7.2 Parliament Question

During the year the Institute received the following parliament question:

- Rajya Sabha Question Dy No. S-3493, S-3495 regarding ‘Hassle free access to finance for development of industries’
- Rajya Sabha Question Dy No. S-3489 on ‘Growth and Promotion of Service Industries’
- Lok Sabha Starred Question Dy. No. 6975 on ‘Lower Supply to SSI’

The Directorate of Industries (Punjab), Directorate of Industries (UT, Chandigarh) & other concerned sources were contacted to expedite the reply

2.7.3 Contact with Associations of Industries

The following Industrial Associations were visited either for getting varied information concerning their industry to have first- hand knowledge or to chalk out various programmes with their co-ordination.

Punjab Agriculture Implements Manufacturers Association, Ludhiana
 United Cycle & Parts Manufacturers Association, Ludhiana
 Ludhiana Sewing Machine Dealers & Assemblers Association, Ludhiana
 Bhadur Ke Textile & Knitwear Association (Regd.), Ludhiana
 Punjab Brick Kiln Owners Association, Ludhiana
 Moga Brick Kiln Owners Association, Moga
 Ludhiana Sewing Machine Industries Association, Ludhiana
 Ludhiana Spinners’ Association, Industrial Area ‘A’ Ludhiana
 Bajwa Nagar Hosiery Manufacturers Association, Bajwa Nagar, Ludhiana
 Appeal, Industrial Area ‘A’, Ludhiana
 Knitwear Club (Regd.), Cemetery Road, Ludhiana

REHMA, Sunder Nagar, Ludhiana
Mohali Industries Association, Association Bhawan, Mohali
Textile Manufacturers Association, Amritsar
Federation of Small Industries Association, Phagwara
Punjab Chamber of Small Exporters, Phagwara
Association of Sports Goods Industries (Regd.), Jalandhar
Punjab Leather Federation, Jalandhar
Hand Tools Manufacturers & Exporters Association, Jalandhar
Machine Tools & Accessories Association, Jalandhar
Auto Parts Manufacturers Association, Jalandhar
Federation of Tiny & Small Industries of India, Ludhiana
Ludhiana Motor Parts manufacturers Association, Ludhiana
Punjab Forging industries Association, Ludhiana,
Ludhiana Machine Tool Makers Association, Ludhiana
Moga Agro Industries Association, Moga
Fasteners Manufacturers Association, Ludhiana
Chamber of Industrial & Commercial Undertakings, Ludhiana.
All India Valves & Cocks Mfr. Association, Jalandhar
The Punjab Surgical Instruments Mfr. & Suppliers Association (Regd.), Jalandhar
Small Hand Tools Mfr. Association, Jalandhar
Industrial Focal Point Association, Jalandhar
Builders hardware Manufacturers Association, Ludhiana
Pipe Fittings Mfr. Association, Jalandhar
Indian Printing Packaging and Allied Machinery Mfrs' Association, Noida
Northern India Chamber of Industries, Jalandhar
North India Printers Association, Ludhiana
Offset Printers Association, Ludhiana
Mandi Gobindgarh Infrastructure Cluster, Mandi Gobindgarh
Garment Machinery Manufacturers and Suppliers Association, Ludhiana

.....