

ZED Certification Scheme to make MSME's Efficiency Champions

To promote adaptation of quality tools and systems and also energy efficient manufacturing, World Trade Center Jaipur and MSME DFO Jaipur organized a webinar on 'Awareness Programme on MSME Sustainable ZED Certification Scheme' and invited manufacturers from all over the state of Rajasthan to join and understand the nuances of the scheme from subject matter experts.



Mr. Japan Trivedi, ZED Certified Consultant, Effort Consulting, Ahmedabad (Gujarat) in his address pointed out that MSMEs are among the strongest drivers of economic development, innovation and employment and it become imperative to strengthen their ecosystem. "The Government of India envisioned the Zero Defect Zero Effect (ZED) initiative to enhance MSME competitiveness, and make them sustainable and transform them as National and

International Champions. Through the journey of ZED Certification, MSMEs can reduce wastage substantially, increase productivity, enhance environmental consciousness, save energy, optimally use natural resources, expand their markets, etc." he remarked. Mr. Trivedi further highlighted that MSMEs will be motivated to adopt best practices in work culture, standardization of products, processes, systems etc. in order to enhance their global competitiveness and sustainability. "The ZED Certification aims at enhancing the competitiveness of an MSME through assessment, handholding, managerial and technological intervention etc., hence it is much more than just a Certification" expressed Mr. Trivedi.



Mr. A K. Goyal, ZED-Lean QMS Expert, Arun & Sons Engineering, Jaipur in his presentation informed that any number of units registered under one Udyam Registration can apply for subsidy under this Scheme. Each Unit (under one Udyam Registration) will need to apply for Certification separately to avail subsidy/benefits/incentives. He further mentioned that MSMEs will be given financial assistance/subsidy for obtaining a ZED

Certification Level and moreover there will be an additional subsidy of 10% for the MSMEs owned by Women/SC/ST Entrepreneurs or MSMEs in NER/Himalayan/LWE/Island territories/aspirational districts. “There will be an additional subsidy of 5% for MSMEs which are also a part of the SFURTI or Micro & Small Enterprises - Cluster Development Programme (MSE-CDP) of the Ministry” he said. Further, Mr. Goyal mentioned that MSMEs may opt for upgrading their Certification Level at any point of time before the expiry of validity of their existing ZED Certification. Cost and subsidy will remain the same for the applied level.

Mr. V. K. Sharma, Director, Mr. Girish Kumar Sharma, Assistant Director and Mr. Balram Meena, Investigator (Mechanical) from MSME-DFO Jaipur urged manufacturers to come forward and register their units for ZED scheme.

Later, Mr. Goyal responded to multiple queries from participants

The program was supported by District Industries & Commerce Centre - Rajsamand; District Industries & Commerce Centre - Chittorgarh; District Industries & Commerce Centre - Sirohi; District Industries & Commerce Centre – Jalore; District Industries & Commerce Centre – Banswara; Industry Associations Rajsamand; Industry Associations Chittorgarh; Industry Associations Sirohi; Industry Associations Jalore and Industry Associations Banswara.

Vote of thanks was proposed by Mr. Navneet Agarwal, Assistant Director, World Trade Center Jaipur

The programme was held on August 30, 2022