



# MIA

## MIA CONNECT

MIDC Industries Association

# MyMSME

NEWSLETTER  
SECOND EDITION



## ABOUT US



MIDC Industries Association (MIA) Hingna is one of the oldest industrial associations of Maharashtra. Since its inception, MIA Hingna is working actively to address various issues of MIDC Hingna and the industrial ecosystem as a whole. MIA acts as a bridge between government and the industries in a way that the issues of industries are taken up at appropriate levels with the authorities and similarly government rules, schemes, information is passed onto the industries. MIA provides a platform to industries wherein their local issues related to various departments are addressed and major issues are taken up with relevant authorities in state and national level. Various programs, workshops, conferences, guest lectures, seminars, webinars as per the industry-market needs are conducted at MIA Hingna from time to time.

As per changing needs and demands of the industry, MIA Hingna too is working closely with industries to address and resolve their problems in real-time using modern methods. The betterment of industries and people working in MIDC Hingna is our sole motto and MIA Hingna will continue to strive for it.



*Chandrashekhar G. Shegaonkar*

## PRESIDENT'S MESSAGE

A Very Happy New Year to all! May the New Year bring happiness and prosperity to all!

MIA Hingna's December newsletter features a 'Webinar special series' that were conducted on various topics in association with GIZ India and other industrial associations of Nagpur like Butibori Manufacturers Association (BMA),

Electronics Association Nagpur (EAN), ISHRAE Nagpur Chapter. Keeping in view the COVID-19 situation, we had taken the webinar route and based on demand-market needs, webinars were delivered for the benefit of people working across various sectors. The webinar speakers were esteemed personalities of their field and they explained each topic in a simple yet effective way to the participants. Each webinar received overwhelming response from the participants with many participating from Mizoram, Manipur, Kolkata, Allahabad, Mohali and various other places from across India. The first webinar was on the topic 'Recreating Opportunities in Tough Times' by Mr. Sandeep Maity. The webinar focused on the various opportunities for businesses to thrive and improve during this pandemic period. The second webinar was on the important topic – 'Customer Relationship Management' by Mr. Sandeep Maity. CRM which is a must have tool nowadays for businesses was explained in detail by Mr. Maity about the various benefits that it has in terms of business growth and profitability. Both the above topics were very much relevant in today's times when businesses have to adapt to the 'New Normal' and function accordingly.

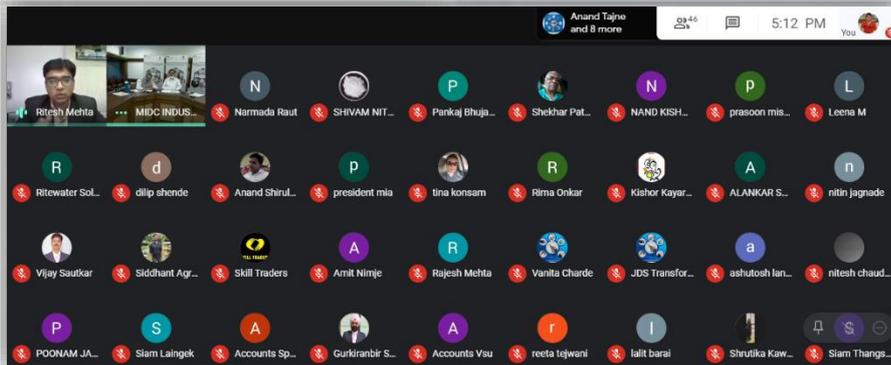
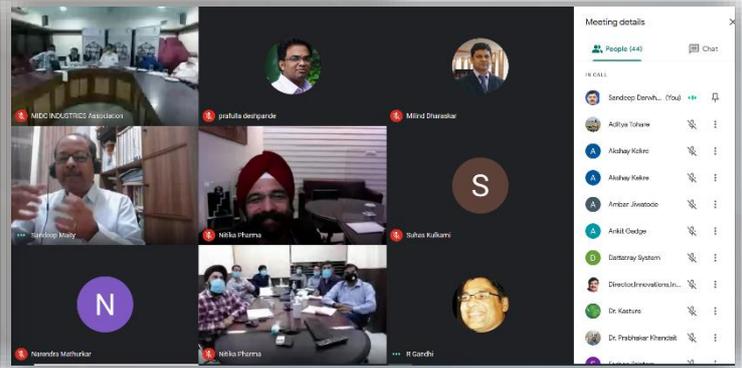
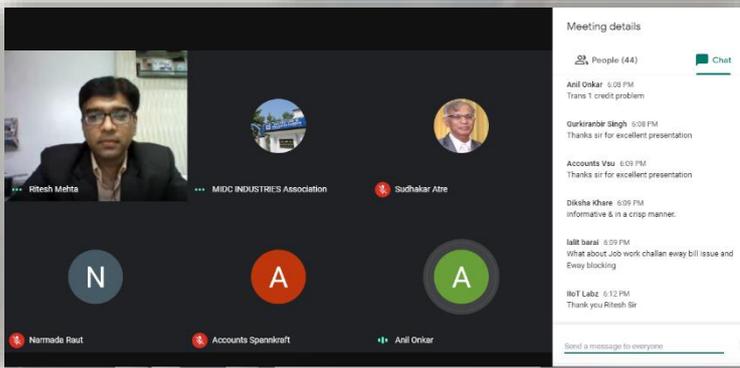
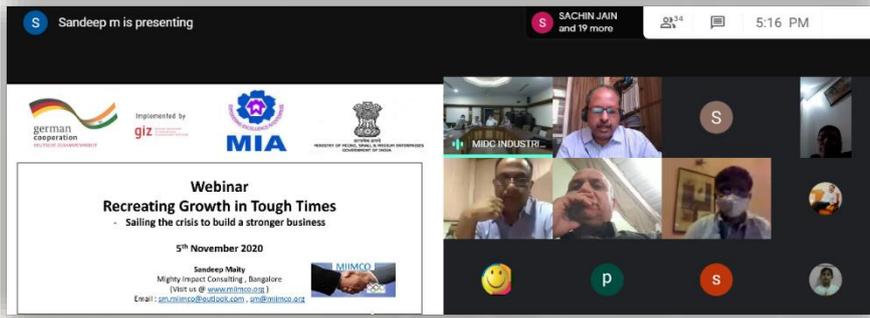
The third webinar of the series was on the topic 'Recent Developments under GST' by CA Ritesh Mehta. GST which has been a tricky subject for businesses since its inception due to many updations, amendments on a regular basis, was explained keeping in focus the recent developments that has happened under GST. The industry people participated in large numbers for the webinar and cleared their various doubts related to GST. The topics were very well explained by CA Mehta in a very simple manner for the participants. The fourth webinar was on the topic 'Industry 4.0: Insights through RCOEM CIIT' by Dr. Ishtiaq Ahmed Khan, Sr. Project Manager, TATA Technologies. Shri Ramdeobaba College of Engineering and Management Nagpur, a premier engineering institute of the region has developed a Centre for Invention, Innovation, Incubation and Training (CIIT) in partnership with TATA Technologies – an industry leader. This collaboration has developed a state-of-the-art setup keeping in mind the future needs based on industry 4.0 and education 4.0. The webinar highlighted the various programs, innovation labs, facilities available for students, industries, researchers etc. The fifth webinar of the series saw Mr. Milind Chittawar, an eminent energy expert speaking on the topic 'Energy Cost Reduction to Improve Profits in Small and Medium Industries'. This webinar was about the energy conservation and saving techniques that will be very beneficial for industries and increase their profitability.

I would like to thank the team of GIZ India for their support in conducting these webinars successfully for the benefit of people. Lastly our industry partners, associations and participants made these webinars a huge success. I, on behalf of MIA Hingna, would like to assure that we will continue to organize such programs with active collaboration from other stakeholders and strive for the benefit of the industry people. Wishing all a Happy New Year once again!

## EVENTS/ACTIVITIES

- ✚ Webinar on 'Recreating Opportunities in Tough Times'
- ✚ Webinar on 'Customer Relationship Management'
- ✚ Webinar on 'Recent Developments under GST'
- ✚ Webinar on 'Industry 4.0: Insights through RCOEM CIIT'
- ✚ Webinar on 'Energy Cost Reduction to Improve Profits in Small and Medium Industries'

# PHOTO GALLERY



## RECENT WEBINAR EVENTS ORGANISED BY MIA-GIZ IFC

MIA-GIZ IFC takes initiatives in organizing innovation promotion programmes/events on a regular basis and for creating & nurturing linkages with critical stakeholders that influence innovation ecosystem for its member MSMEs in Nagpur Cluster. The underlying purpose for organizing such events is to help MSMEs get access to the industrial professionals who can share their valuable knowledge as well as strategic solutions that can be useful for this SME's to address their business challenges in present. The events are also directed towards creating awareness among the SMEs regarding recent market trends that can further help businesses to strategically plan their future action course for business growth.

Free exclusive webinars were organized on behalf of MIA-GIZ IFC under following titles:

### WEBINAR 1

#### Webinar on 'Recreating Opportunities in Tough Times'

The banner features logos for German cooperation, GIZ, MIA, and the Ministry of Micro, Small & Medium Enterprises, Government of India. It includes the title 'Recreating Opportunities in Tough Times' with the subtitle '- Sailing the crisis to build a stronger business'. The speaker is Mr. Sandeep Maity, Managing Partner at Mighty Impact Consulting, Bengaluru. The date is 05/11/2020 at 5:00 PM. Contact information for registration is provided, including email addresses and a registration link.

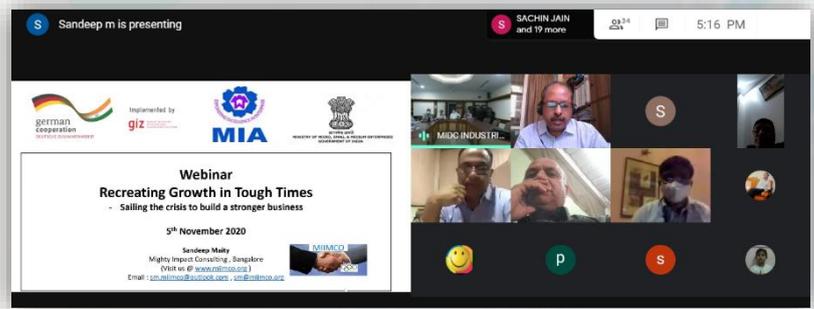
GIZ India and MIA Hingna in association with MSME-DI Nagpur conducted an Exclusive free webinar on 'Recreating Opportunities in Tough Times' by Mr. Sandeep Maity, Managing Partner at Mighty Impact Consulting, Bengaluru. This interactive webinar focused on two main issues, which every business/MSME faces while surviving the crisis period when the going gets tough and how to utilize this time to reinvent and

The screenshot shows a video call interface. On the left, a man wearing glasses and a headset is speaking. On the right, a chat window is open with the title 'GIZ India and MIA Hingna in asso...'. The chat shows messages from participants, including 'Unknown Sender', 'Prashant B Shiwalkar', and 'Gorakh Sirakar'. The chat also shows a 'Chat' button and a 'People (25)' indicator.

March ahead to keep the business updated with changing times. The need for this webinar occurred due to the current unprecedented times of COVID19 global pandemic crisis which brought a sudden shift in market needs and customer expectations,

meanwhile, threatening the existing business models of several businesses, especially MSME sectors, which are highly impacted and are struggling to survive this challenge while striving for more resilient and sustainable future for their business.

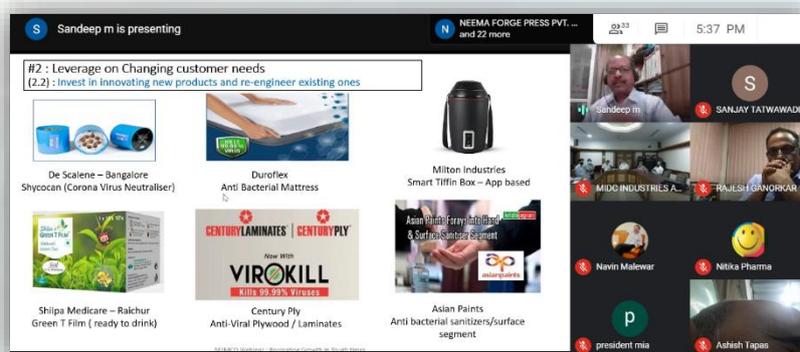
Mr. Sandeep Maity, an alumnus of VNIT has been associated with many leading businesses in various positions and roles for the last three decades like NELCO (TATA Group), L&T, ABB, Kirloskar-Ansaldo, Danfoss, VACON, LAPP. He carries with him an incredible amount of experience having worked in India, Europe, China and Asia-Pacific regions in various capacities for a range of businesses.



This webinar was intended to benefit many businesses/MSMEs of Nagpur in building a road-map ahead in these crucial times. Many of MIA Nagpur industry partners attended this webinar. The participants received a chance to interact with the person himself who has transformed many businesses around India. This webinar guided businesses on retaining the existing customer base with changing times and needs while moulding the business in such a way to attract new customers alike.

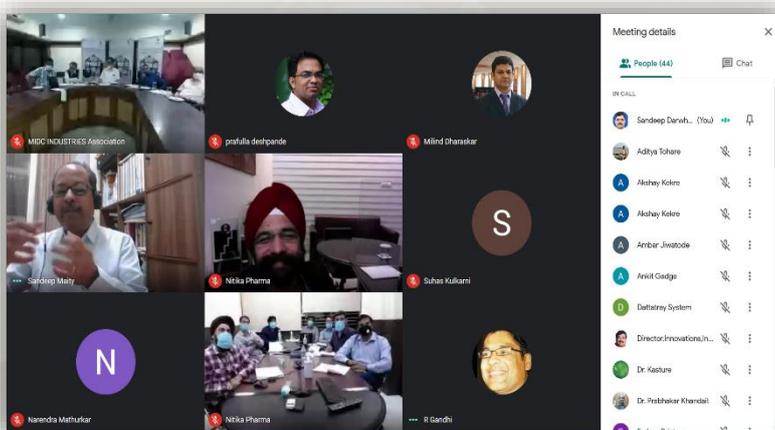
The webinar covered four major areas for business improvements, further elaborated as below:

- Evaluation of business portfolio for identifying exclusive growth opportunities: which explored end customer based segmentation and customer base life cycle.
- Leverage on changing customer needs: which focused upon recreating business models with new normal, investing in innovating new products and re-engineer existing ones, and discovery of the “real” customer needs.
- Market penetration with Existing products in Existing markets: Maintaining customer confidence while increasing market share, Building / Re-creating customer (brand) loyalty, and CRM.
- Market development: Expanding in New markets with Existing products, which covered Comprehensive Digital Strategy including Branding & Promotion.



## Webinar on 'Customer Relationship Management'

GIZ India and MIA Hingna in association with Electronics Association Nagpur conducted an Exclusive free webinar on 'Customer Relationship Management - For creating foundation for business growth' by Mr. Sandeep Maity, Managing Partner at Mighty Impact Consulting, Bengaluru. After his previous successful webinar on the topic 'Recreating Opportunities in Tough Times', he conducted yet another insightful session on this important topic. This interactive webinar focused on the topics: Why CRM and its importance in businesses, Types of CRM and SME considerations for CRM. The topics covered are very important for every business/MSME to understand and implement in order to create a strong foundation by consolidating existing customers and to create a platform for growth to existing and new markets.



Mr. Sandeep Maity, an alumnus of VNIT has been associated with many leading businesses in various positions and roles for the last three decades like NELCO (TATA Group), L&T, ABB, Kirloskar-Ansaldo, Danfoss, VACON, LAPP. He carries with him an incredible amount of experience having worked in India, Europe, China and Asia-Pacific regions in various capacities for a range of businesses.

Mr. Maity through his presentation emphasized as to how CRM systems is the need of the hour and how it enables companies to manage, interact and retain customers effectively. He also spoke on how CRM helps industries transition a customer journey from awareness stage till conversion and then promotion stage smoothly. He added that implementing CRM in a proper way helps companies to achieve substantial sales growth. Some CRM activities for business growth (External and internal factors) and types of CRM basically classified into: Basic, Operational, Analytical, Collaborative and Strategic; were some of the other important topics he covered.

There are various CRMs available in the market as per usability and needs of the customer and SMEs should consider the following points while building a proper CRM strategy for their businesses:

- User friendly across multiple devices (Mobile App must and On/Offline sync)
- Marketing Tools for Branding/Promotion via Social Media
- Marketing Tools for Lead Management (New Customers)
- Customer Account Management (Market and Customer Segmentation)
- Customer Contact Management (Buyer Profiles)
- Customer Opportunity Management
- Products/Services + Pricelist/Discounts
- Interface with Business Partners
- Dashboard

- Automation Interfaces/API's
- End-to-End Systems (Pre and Post Sales)

In addition to the above Mr. Maity spoke on leveraging CRM tools and strategy for developing existing markets and to use CRM as a stepping stone for establishing businesses digital presence and planning the journey ahead. Competitor analysis, improved productivity and sales force efficiency are the various other advantages that CRM brings with it to the industries, he added.



Lastly he asked companies to map the existing customer relationship process as on today and to consider the next three years for future expansion of the business. *“The business should decide and configure the CRM and not the other way around”*.

## WEBINAR 3

### Webinar on ‘Recent Developments under GST’

**FREE EXCLUSIVE WEBINAR ON**  
**RECENT DEVELOPMENTS UNDER GST**  
 Be future ready for changes in taxation. (with specific reference to post COVID-19 challenges.)

**DATE**  
**1/12/2020**  
 (Tuesday)  
 5pm to 6pm

**SPEAKER**  
**MR. RITESH R. MEHTA**  
 B.COM, FCA, DISA (ICA)  
 PRACTICING CA SINCE LAST 15 YRS.

**REGISTER HERE**  
<https://gizgo.nagpurlink.LYQCB>

**WEBINAR OVERVIEW:**  
 This webinar will be focused on:

- Input tax credit and its recent updates.
- GST R 2A vs GST R 2B.
- Reconciliation under GST.
- Accounts & Records to be maintained under GST.
- GST Audit by department
- e-invoicing.
- other critical aspects under GST.

**CONTACT**  
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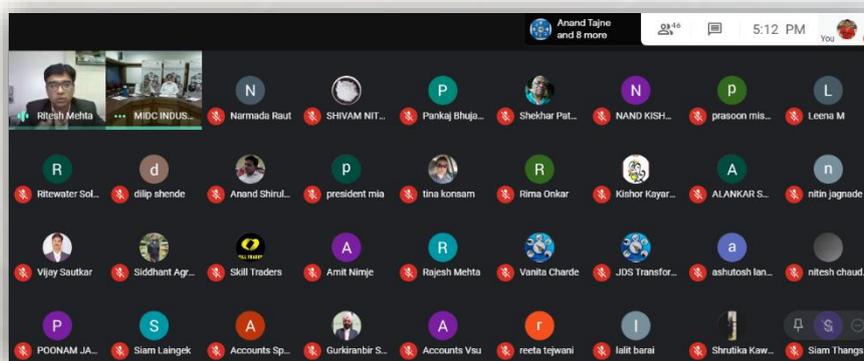
GIZ India and MIDC Industries Association (MIA) Hingna in association with Butibori Manufacturers Association conducted an Exclusive free webinar on ‘Recent Developments under GST – Be future ready for changes in taxation’ by CA Ritesh Mehta [B.Com, FCA, DISA (ICA)], Nagpur. Of late, there have been many amendments related to GST and every industry has these questions related to GST like Input tax credit and its recent updates, GST R 2A vs GST R 2B, Reconciliation under GST, Accounts & Records to be maintained under GST, GST Audit by department, e-invoicing and various other critical aspects under GST.

CA Ritesh Mehta practicing since last 15 years and an expert in GST related matters covered the above topics and explained them in an easy to understand language for the webinar participants. He is a consultant to various Corporates, MSMEs, Service industries, Chartered Accountants, Advocates, Tax Practitioners and has written articles on GST in many local and national publications. He has delivered more than 300 talks on GST and indirect taxes at various associations. Identified as GST Faculty by ICAI for imparting training and is a regular contributor to various magazines and publications on GST. He has also presented suggestions to the GST Council to make GST - A Good and Simple Tax. Many of the suggestions have been accepted and incorporated too.



CA Ritesh Mehta started his presentation by addressing the notifications, amendments, circulars, press releases that have been coming regularly, right from the implementation of GST and how it has caused confusion among businesses and MSMEs. He then focused on 'Quarterly Returns Monthly Payments' scheme that is set to be effective from 1st January 2021 and explained the

details of the scheme. He then spoke about the decisions taken in this regard in the 42nd GST Council Meeting held. He then explained regarding the Fixed Sum Method – 35% of previous Month/Quarter and Self-Assessment Method – Actual Sum Method.



E-way bill blocking with particular details and amendments, e-invoicing under GST too were explained in detail through presentation by CA Mehta. Other topics which generally businesses have doubts or face difficulties in like QR Code for B2C invoice, Refinement of GST R 2A and the newly inserted form GST R 2B – A static form of GST R 2A (which is available since July 2020) were too covered in the presentation. Next he explained the difference between GST R 2A and GST R 2B and a special mention to Form 26AS with issues related to it.

Fake Invoices related to GST which has come to fore and has become a menace with new rules and amendments were cleared to the webinar audience by CA Mehta. Lastly the changes in GST portal with recent important judgements delivered by High Courts across India to various pleas filed related to GST were covered through his presentation.

Participants from various sectors and from various places across India gave an overwhelming response to the webinar. The webinar concluded with the question-answer session in which participants asked their queries on different issues related to GST, which CA Ritesh Mehta explained and guided them in a simple and effective way.

## Webinar on 'Industry 4.0: Insights through RCOEM CIIT'

Shri Ramdeobaba College of Engineering and Management, Nagpur  
 TATA RCOEM  
 RCOEM TECHNOLOGY BUSINESS INCUBATORS FOUNDATION  
**RCOEM - TATA TECHNOLOGIES - CIIT**  
 CENTER FOR INVENTION, INNOVATION,  
 INCUBATION AND TRAINING  
 Shri Ramdeobaba College of Engineering and Management  
 in association with  
 MIDC Industries Association & GIZ  
 presents  
**Webinar on**  
**Industry 4.0: Insights through RCOEM CIIT**  
 11<sup>th</sup> December 2020, 4.00 pm to 5.30 pm

**Webinar Highlights:**  
 • CIIT - MSME collaboration Opportunities  
 • Objective of CIIT  
 • Overview of CIIT  
 • Q&A

**Speaker**  
**Dr. Ishtiaq Ahmed Khan**  
 Sr. Project Manager  
 TATA Technologies

**Registration link**  
<https://tinyurl.com/HCIIT>

**For more details contact:**  
 Vignesh Iyer 9130140193  
 Dr. Ravindra Aher 9422145293  
 Dr. Rajiv B. Khaire 9860465760

Shri Ramdeobaba College of Engineering and Management (RCOEM) Nagpur in association with GIZ India and MIDC Industries Association (MIA) Hingna recently organized an exclusive webinar on 'Industry 4.0: Insights through RCOEM CIIT' by Dr. Ishtiaq Ahmed Khan, Senior Project Manager, TATA Technologies.

The objective of this webinar was to make aware the world class technologies that RCOEM-TATA Center for Invention, Innovation, Incubation & Training (CIIT) offer to students, researchers and industry professionals, based on education 4.0. Keeping in mind the future needs, 'Industry 4.0' comprising of Autonomous Robots, Simulation, Industrial IOT, Augmented Reality, Additive Manufacturing, Big Data Analytics etc., setup has been designed. The

State-of-art CIIT has been started to inculcate the culture of invention, innovation and skill development; which will enable the future generations of technocrats with up-to-date knowledge and tools, thus giving a boost to industry-academia collaboration and aiding the local ecosystem.



*Dr. Ishtiaq Ahmed Khan  
 Sr. Project Manager, TATA Technologies  
 (Speaker for the webinar)*

Dr. Ishtiaq Khan, speaker for the webinar started his address by describing about the modern technical facility and skill development training that is being offered by RCOEM-TATA CIIT that comprises of the most of the prerequisites that are essential qualifications for under graduate and post graduate students for employability and placement in multi-national companies. He added that the students trained at CIIT will eventually be either absorbed as skilled resources in the industry or they would be self-sufficient to become entrepreneurs.

He said that, "Keeping in mind the product life cycle and development and to imbibe the same through required skills and knowledge, two main centers with cutting edge technology tools, equipment and machinery are being offered at CIIT namely- Innovation Design and Incubation and Integrated Advance Manufacturing Center." There are other advanced laboratories at RCOEM-TATA CIIT like – Digital Manufacturing, Multi Body Dynamics, Product Life Management, AR-VR & Machine Learning, Industrial Robotics and Sensor Technology center etc. with modern machines and contemporary software essentials for industry 4.0 and education 4.0, he added.

Dr. Khan further elaborated on the enrollment and registration for CIIT training and skill development competency courses with eligibility, topics and batch details, which has been started from June 2020. Dr. Khan and Dr. Khaire said that CIIT caters to enhance the skill of various branches of engineering and appealed students, industry people, and researchers alike to take maximum benefits of this exclusive CIIT. It also offers research opportunities to PG and Ph.D. research scholars in multi-disciplinary domains of Industry 4.0, Dr. Khan added. The webinar concluded with the question-answer session in which participants asked their queries on a range of topics, which Dr. Ishtiaq Ahmed Khan explained and guided them in a simple and effective way.



*Dr. Rajiv Khaire  
Dean – III Cell  
Shri Ramdeobaba College of Engineering and  
Management Nagpur*

## WEBINAR 5

### Webinar on ‘Energy Cost Reduction to Improve Profits in Small and Medium Industries’

GIZ India and MIDC Industries Association (MIA) Hingna in association with ISHRAE Nagpur Chapter recently conducted an Exclusive free webinar on ‘Energy Cost Reduction to Improve Profits in Small and Medium Industries’ by renowned energy expert from Nagpur – Milind Chittawar, CEO of SEE-Tech Solutions Nagpur. SEE-Tech Solutions is a Grade 1 ESCo (energy Service Company) having a rich experience of over 25 years in the field of energy efficiency and having done over 500 projects in various large and MSMEs throughout India.

**FREE EXCLUSIVE WEBINAR ON**  
**ENERGY COST REDUCTION TO IMPROVE PROFITS IN SMALL & MEDIUM INDUSTRIES**  
*Get Ready for Higher Profits.*

**DATE**  
24/12/2020

**TIME**  
5pm to 6pm

**SPEAKER**  
  
**MR. MILIND CHITTAWAR**  
B.E., M.TECH, A.E.A., C.C.A., IBSSE  
CEO, SEETECH SOLUTIONS PVT. LTD.

**REGISTER HERE**  
<https://www.giz.in/Registration/2224>  
NISM7

**FOR REGISTRATION CONTACT:**  
Vijayesh: +91-9320461992 | Shubham: +91-9561444306 | Dhruj: +91-8087100382

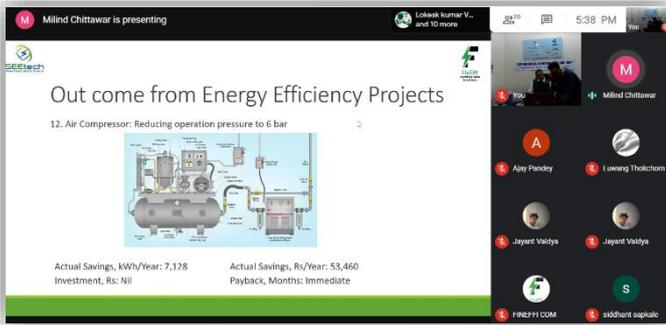
**WEBINAR OVERVIEW:**

- How energy cost reduction can help in improving profits.
- Areas to be focused on for energy cost reduction.
- Case studies on energy cost reduction in SMEs.
- Know how energy monitoring can help in energy cost reduction.
- Pathway for more than 20% energy cost reduction.

Mr. Milind Chittawar initiated his presentation by describing about the common activities that SME business conducts for improving its profitability in terms of sales, raw materials, manpower, and operations cost. He highlighted that energy cost contributes to around 15 - 40% in total operating cost of most SMEs. Later he shared outline of major energy intensive industries in India with scope of energy savings and shared some of the primary measures to achieve more than 20% energy cost savings in SMEs.

The speaker insisted that energy cost saving is not one-time activity rather than it is a series of consistent efforts that is why SMEs should consider practicing ‘Holistic Approach to energy cost savings’ which

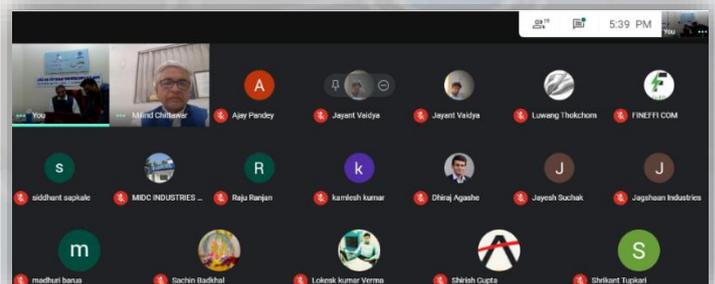
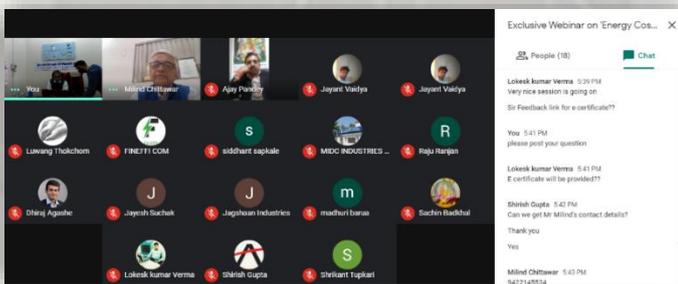
includes energy monitoring in the areas of Demand Side Management, Furnaces, Boilers, Electrical Motors, Compressors, Cooling Towers, Heat Exchangers, Lighting, and other energy utilizing systems.



Further he elaborated that how energy monitoring can help energy users to monitor energy consumption profile of the day, avoid losses due to low power factor, and pre-estimation of electric bill. "It also helps in getting insight on energy load profile through current load, maximum demand, current and voltage load profiles while making user aware on how the implemented energy saving projects are giving results month on month", he added.

He shared some of the major projects that have been initiated by SEE-TECH SOLUTIONS since last 25 years of its inception and are successfully achieving the desired goal for reducing energy consumption; thus reducing energy costs and improving profitability of businesses.

Participants from various industry sectors gave an overwhelming response to the webinar. Mr. Chittawar answered the queries of participants and assured full support to the industries to implement the cost saving measures.



## BUSINESS SUCCESS STORY

### MAKXENIA ENGINEERING RESOURCES PVT. LTD.

#### BACKGROUND AND CHALLENGE

During the Covid-19 crisis, Lockdown was tough, logistics were minimum and restricted to essential equipment. The segment of local businesses whose business has been disrupted somehow during the lockdown and who opted to manufacture touchless sanitizer dispensers, which was in demand at that time but they had no or some experience in electronics, to build the control system and manufacture the product efficiently.

#### APPROACH

At the same period, we were planning to launch similar product but we decided that instead of becoming one more competitor of such local businesses who were already struggling, we developed a product (Touchless Dispenser control system) to bridge the need of those local businesses. Hence instead of becoming their competitor we became their partner.

#### SOLUTIONS AND BENEFITS

Understanding designing, testing, prototyping, and bringing the product in the market with good revenue during the crisis. Also Established the SOPs to make the production process efficient.

The product has the ability to sense the hands and dispense the perfect amount of sanitizer automatically to get the hands quickly clean without any contact. It is easy to install, plug and play electronics control system that can be fitted in any type of Automatic Touchless Sanitizer Dispensers, Sanitization Chambers & tunnels.

This enabled the small business to easily launch customized product, use same control module for multiple types of products and cater their customer needs.

#### DIRECTOR

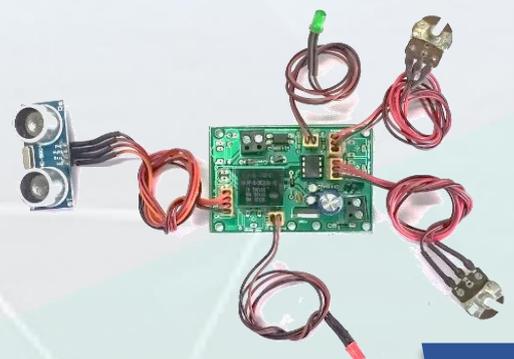
**MS. DIKSHA KHARE**  
**MR. MANISH MAURYA**



We supplied 3000+ dispensers control system all over India. This helped the local businesses who shifted their business from traditional business to manufacturing touchless dispensers and related in demand products during lockdown and Covid-19 crises, due to several reasons. This solution also promoted and followed "Make in India" approach of product manufacturing.

#### COVID-19 SOLUTION

'Touchless Dispenser Controller Boards  
- TSOP Sensor and Ultrasonic Sensor  
based.'



## IMPACT

Supported large number of small and medium businesses whose market got disrupted due to Covid crisis by supplying dispenser control system.

Hence we solved and are still solving their problem by manufacturing and supplying what was needed and required by them enabling them to run their businesses and bring socio-economic impact while generating revenue.

Supplying the products in bulk across India (Delhi, Bhatinda, Chandigarh, Hathras, Bhopal, Indore, Jabalpur, Kolkata, Bokaro, Raipur, Vishakhapatnam, Hyderabad, Karimnagar, Chennai, Ernakulum, Palakkad, Kochi, Kozhikode, Kanyakumari, Bengaluru, Tumkur, Pune, Aurangabad, Mumbai, Nagpur, Ahmednagar, Wardha, Gondia, Amravati, Ahemdabad, Rajkot, Jaipur and aiming to cover more) covering all directions with good number of recurring customers. CIEA (Central India of Electronics Association) also provided a platform to connect with some clients.

## TESTIMONIALS

"Good Product, received the product on time" - Hashim (Kollam)

"Product quality and design is appreciable. Customisation is also provided" - Mehul Industries (Jaipur)

Thank you for your high level of customer service." - Prathmesh Patil (Mumbai)

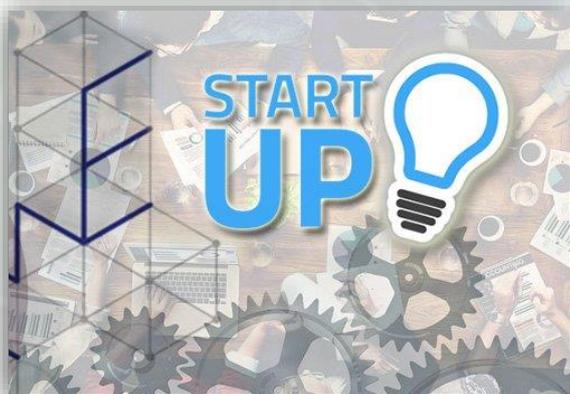
## MSME NEWS

### Maharashtra Govt To Provide Financial Aid To Startups

Addressing a press conference in Mumbai, the **Skill Development, Employment and Entrepreneurship** Minister said in the first phase of the scheme, 125 to 150 startups will be supported with financial assistance of Rs 2 lakh to Rs 10 lakh.

The Maharashtra government has decided to provide financial assistance to innovative startups which wish to file for patents, state minister **Nawab Malik** said on Tuesday.

Addressing a press conference in Mumbai, the Skill Development, Employment and Entrepreneurship Minister said in the first phase of the scheme, 125 to 150 startups will be supported with financial assistance of Rs 2 lakh to Rs 10 lakh.



"In order to survive in a competitive world, it is important for startups and early-stage entrepreneurs to protect their Intellectual Property Rights (IPR)," an official statement said.

With the objective of spreading awareness and providing assistance for filing IPR application, this scheme aims to offer financial assistance of up to Rs 2 lakh for a domestic patent application.

"And up to Rs 10 lakh for an international patent application, subject to maximum 80 percent contribution by Maharashtra State Innovation Society set up by the department of skill development, employment and entrepreneurship, on a reimbursement basis, the statement said.

The scheme will cater across utility patents, industry design patents, copyrights (limited to computer code), and trademark applications, the statement said.

To be eligible for aid, the applicant should be a startup recognised by the Department of Industry and Internal Trade, Government of India, and incorporated in Maharashtra, it said.

For domestic patent applications, since incorporation, the startup should have a revenue of less than Rs 1 crore.

"For international patent applications, since incorporation, the startup should have a revenue of less than Rs 5 crore, the statement said.

Malik also said the Maharashtra government has decided to support startups with expenses incurred for quality testing and certification.

He contended that quality testing and certification is an important expense for early-stage startups and often, they find it difficult to bear the cost.

As per this scheme, startups will be supported up to Rs 2 lakh, subject to 80 percent of the total cost incurred for quality testing and certification, on a reimbursement basis, the minister said.



To be eligible under this scheme, it is mandatory to undertake these tests at a NABL/BIS recognised lab Malik said, and added that the state government aims to support approximately 250 startups under the initiative.

Also, the startup's annual revenue should not have crossed Rs 1 crore in any financial year and it should not have raised funds

exceeding Rs 3 crore.

Malik said these schemes will be launched very soon by **Chief Minister Uddhav Thackeray** and financial assistance shall be provided for patent filing and quality testing and certification.

Post their launch, applications for financial aid will be accepted on [www.msins.in](http://www.msins.in), the statement added.

**Source: Your Story**

## Maharashtra's Ease of Doing Business Reforms: Single Window Clearance System

This year, the western state of Maharashtra introduced a new plan, *Maha Parwana*, to attract greater investments in its industries. The plan rolled out several incentives, including a single-window clearance system.



Since late June, facilitated by the Maharashtra government, all companies in the state whose project investments are worth over INR 5 billion (US\$67.74 million) will no longer be burdened with needing clearances from multiple departments.

These companies must apply to the Maharashtra Industry, Trade, and Investment Facilitation Cell (MAITRI) to obtain an assurance letter (*Maha Parwana*).

The MAITRI is a single-window system and if the application is complete and the company has proved its eligibility, they will secure online approvals within 48 hours. Earlier, companies had to wait for six months.

Only non-polluting industries, that fall under the orange and green criteria as announced by the Maharashtra pollution control board, will be allowed to avail this accelerated system. Hence only non-polluting units can make use of the government's new plan.

The government has assured that industries under the *Maha Parwana* plan will receive all the necessary 25 statutory permissions and clearances needed from respective state government departments and within the prescribed duration of 30 days.

If the business applicant does not receive the necessary approvals within this time frame, the clearances will automatically be deemed cleared. After clearance, companies can immediately begin their operations.

The plan has proposed assigning a relationship manager to companies for hand holding and depending on the size of their operations. The relationship manager will be fully qualified and will act as a liaison between the company and bureaucratic authorities; these managers will resolve any regulatory issues faced by the company and interact with relevant government offices on their behalf.

Major highlights of the *Maha Parwana* plan include:

- ✚ Online permission granted within 48 hours;
- ✚ Statutory permissions and clearances cleared within 30 days;
- ✚ Orange and green industries will need minimal approval requirements; and
- ✚ The relationship manager will guide the companies from day one.

Under this plan, investors from orange, green, and red zones can submit their proposals with all the necessary details to a special Maharashtra Industrial Development Corporation (MIDC) portal through self-certification.

The orange and green zones include the following industries: electronics, engineering, food processing, logistics and garments and textiles. The red zone includes chemical, paper, bulk drug, and steel industries.

MIDC will issue consent within 24 hours to investors in the green and orange zones, after they have submitted their proposals with all necessary details on the special portal through self-certification. Consent will be released within 15 days in the case of red zone investors.

New units that will be set up in Maharashtra under the *Zero Parwana* plan will be free from obtaining government permissions for three years.

Major highlights of the *Zero Parwana* plan include:

- ✚ Proposals to be submitted online via self-certification; and
  - Within 24 hours for the orange and green zones
  - Within 15 days for the red zone
- ✚ Exempt from requiring further / renewing government clearances for three years.

**Source: India Briefing**

## TECHNOLOGY & INNOVATION

### TECHNOLOGY

### Maharashtra Government Launches Business Incubation Centre

With an aim to make it easier for entrepreneurs to start a business in Maharashtra, the Chief Minister Uddhav Thackeray-led government has launched a business incubator centre in the state.

Maharashtra's Minister for Industries and Mining Subhash Desai said this is a new innovative step taken by the government. "The centre will encourage more and more people to join entrepreneurship. The MIDC is going to shoulder all expenses related to the incubation centre," Hindu Business line quoted Desai as saying.

Addressing a function, Desai added that the state has basic infrastructure and reputed educational institutes to attract investments. Apart from this, he also assured the business firms and industries that the state government will ensure they don't face any hurdles in carrying out operations.

Compared to other states in India, Maharashtra has attracted more investment during the COVID-19 period.

In a recent interview, Uddhav Thackeray said his government signed memorandum of understanding worth Rs 50,000 crore during the pandemic and has decided to bring in investment worth Rs 1 lakh crore in one year to revive the financial condition of the state. **Source: Moneycontrol**



In a bid to support the startup ecosystem in Maharashtra, the state government has taken a slew of initiatives. The state government will be providing financial assistance to innovative startups who wish to file for patents. In the first phase, around 125 to 150 startups will be supported with a financial assistance of from up to Rs 2 lakh to Rs 10 lakh. Minister of Skill Development, Employment and Entrepreneurship Nawab Malik said that youth-led startups offering innovative solutions often need to incur significant expenses while filing patent applications. Despite being innovative and deserving, many startups are unable to file patents because of the high expenses involved.



"In order to survive in a competitive world, it is important for startups and early stage entrepreneurs to protect their Intellectual Property Rights (IPR). With the objective of spreading awareness and providing assistance to file the Intellectual Property Rights (IPR) application, this scheme aims to offer financial assistance of up to Rs 2 lakh for a domestic patent application and up to Rs 10 lakh for an international patent application, subject to maximum 80% contribution by Maharashtra State Innovation Society set up by the Department of Skill Development, Employment and Entrepreneurship, on a reimbursement

basis," said Malik on Tuesday.

The scheme will cater to utility patents, industry design patents, copyrights (limited to computer code) and trademark applications.

In order to be eligible, the applicant should be a startup recognised by the Department of Industry and Internal Trade (DPIIT), Government of India and incorporated in Maharashtra. For domestic patent applications, since incorporation, the startup should have a revenue of less than Rs 1 crore. For international patent applications, since incorporation, the startup should have a revenue of less than Rs 5 crore. There are certain other such eligibility conditions.

In case the startup has raised funds of more than Rs 3 crore, then the contribution from MSInS shall reduce to 50% instead of 80%. "Maharashtra is one of the first few states to provide an end-to-end platform for IPR applications, in addition to financial assistance. This scheme shall help establish Maharashtra's position as an IP-led startup hub, playing to our advantage as the country's most industrialised state," said Malik. He added that, post the launch of the scheme, the applications will be accepted on [www.msins.in](http://www.msins.in)

Malik said quality testing and certification is an important expense for early stage startups. It is important for any startup to get their innovative product / service tested in a laboratory. "The Government of Maharashtra has decided to support startups with expenses incurred for quality testing and certification. As per this scheme, startups will be supported up to Rs 2 lakh, subject to 80% of the total cost incurred for quality testing and certification, on a reimbursement basis. In order to be eligible under this scheme, it is mandatory to undertake these tests at a NABL/BIS recognized lab. Under this scheme, the state government aims to support approximately 250 startups," he noted.

According to Malik, this scheme will increase the competence of startups in product development and will also help them become more competitive in the domestic and export markets. Maharashtra is amongst the first few states to support startups with quality testing and certification costs. These schemes will be launched very soon by Chief Minister Uddhav Thackeray.

**Source: [freepressjournal.in](http://freepressjournal.in)**

## MSME STORY

The COVID-19 lockdown and post-lockdown phase was really a challenge for all industries. The industries faced many difficulties and the road back to recovery and adapting to the 'New Normal' continues to be a great task before all of us. In the early days to tackle this pandemic, many essential items like PPE kits, Gloves, Sanitizers, Masks, Ventilators, Oxymeters, Disinfection devices etc were required in large numbers and there were very few companies manufacturing these items in India. But as they say that 'Necessity is the mother of Invention', many companies started making these essential items for India as well as for other countries; thereby responding to Prime Minister's clarion call for 'AtmaNirbhar Bharat'. Many industries in MIDC Hingna Industrial Area too started manufacturing a variety of essential items required in addition to their existing product line-up thereby assisting the sustenance of industry, retaining and generating employment, and growth of the industrial ecosystem as well as assisting in country's fight against COVID-19.

In this feature we proudly bring to you one such amazing story of our member who has developed one such product indigenously thereby giving a great impetus to the local ecosystem and opening up of opportunities in developing such products locally for the collective fight against COVID-19.

### ▶ **Medi-Rail Systems**

After the outbreak of Novel Coronavirus disease COVID-19, there were many difficulties in maintaining work and social premises clean and free of any infections.

The need created possibility of developing indigenized products with the support of research & development, Shelby Meditronics Pvt. Ltd. launched UVC disinfection systems in collaboration with Medi-rail systems. UVC disinfection systems are reliable safety device for protection against infection. Our products are designed for all area of work, hospital & healthcare environment and other sectors too.

The tower is completely mobile, making it perfect for disinfecting ambulances & suitable for disinfecting patient rooms, operating theatres & all over the hospital or even in airplane cabins, hotels, corporate offices and conference rooms; that is you name it and we have it! The method used for disinfection is application of short wavelength light to kill or inactivate microorganisms.



*Shri Rajesh Ganorkar  
Joint Managing Director  
Shelby Meditronics Pvt. Ltd.*

### Our Product features:

- Faster disinfection
- Adjusts and operates up to 2.25m
- Extends to shadowed areas
- Full 360-degree coverage
- Floor to ceiling disinfection
- Easy to transport.

### Product Variants:

Our latest constant wave UV-C surface & air disinfection technology products suited for all applications are-

**YODDHA**



**YODDHA++**



**HYGEIA LITE**



**HYGEIA**



### Areas of application:

- Hospitals
- Workspaces/Offices
- Residential Complex/Bungalows
- Workshops
- Showrooms
- Halls
- Stadiums
- Sporting arenas and Gymnasiums
- Salons, Spas and Resorts
- Coaching institutes
- Theatres
- Airports
- Railway Stations
- Hotels and eateries
- Shopping Malls
- Schools and colleges
- Banks
- Hostels and lodges
- Metros

### Impact:

The impact of our products due to its vast usability has been immense and we have successfully forayed into the markets of Chhattisgarh, Madhya Pradesh and Vidarbha. Due to our products pricing, easy to handle and use applications for every sector, the market growth is climbing up steadily. As per customer needs and demands, our team will strive to make such efficient products at a reasonable cost so that it can be used by all.

## UPCOMING EVENTS

- + An exclusive free webinar on Managing Bank Borrowing during COVID stress by Mr. Sudhakar Atre, Honorary Advisor on Banking, Laghu Udyog Bharati
- + An exclusive free webinar on Intellectual Property Rights by expert faculty from RGNIPM Nagpur

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