

"ഭരണഭാഷ- മാതൃഭാഷ"



കേരള സർക്കാർ

സംഗ്രഹം

വ്യവസായ വകുപ്പ് - ഏറ്റവും മികച്ച തദ്ദേശ സ്വയംഭരണ സ്ഥാപനങ്ങൾക്കും ജില്ലാ വ്യവസായ കേന്ദ്രങ്ങൾക്കുമുള്ള അവാർഡുകൾ - മാർഗനിർദ്ദേശങ്ങൾ അംഗീകരിച്ച് ഉത്തരവ് പുറപ്പെടുവിക്കുന്നു.

വ്യവസായ (ബി) വകുപ്പ്

സ.ഉ.(സാധാ) നം.770/2023/ID തീയതി,തിരുവനന്തപുരം, 31-07-2023

- പരാമർശം:-
- 1) സ.ഉ(സാധാ)നം.436/2023/വ്യവ. തീയതി 20.05.2023
 - 2) വ്യവസായ വാണിജ്യ ഡയറക്ടറുടെ 14.06.2023-ലെ ഡി.ഐ.സി /3022/2023- ടിസി-ടി4 നമ്പർകത്ത്

ഉത്തരവ്

പരാമർശം 1-ലെ സർക്കാർ ഉത്തരവ് പ്രകാരം പ്രാദേശിക സാമ്പത്തിക വികസനവും സംരംഭങ്ങളുടെ സുസ്ഥിരതയും (പുതിയത്) എന്ന സ്തീമിന് കീഴിൽ വിവിധ പ്രോജക്റ്റുകൾക്കും പരിപാടികൾക്കുമായി 687.08 ലക്ഷം രൂപയുടെ ഭരണാനുമതി നൽകി ഉത്തരവായിരുന്നു. പ്രസ്തുത സ്തീമിലെ വിവിധ പ്രോജക്റ്റുകളിൽ/പരിപാടികളിൽ ഒന്നായ "ഏറ്റവും മികച്ച തദ്ദേശ സ്വയംഭരണ സ്ഥാപനങ്ങൾക്കും ജില്ലാ വ്യവസായ കേന്ദ്രങ്ങൾക്കുമുള്ള അവാർഡുകൾ (Award to Best LSGIs and District Industries Centres)" എന്ന പ്രോഗ്രാമിന്റെ മാർഗനിർദ്ദേശങ്ങൾ അംഗീകരിക്കണമെന്നാവശ്യപ്പെട്ട് വ്യവസായ വാണിജ്യ ഡയറക്ടർ, പരാമർശം 2 പ്രകാരം സർക്കാരിന് പ്രപ്പോസൽ സമർപ്പിച്ചു.

2) സർക്കാർ ഇക്കാര്യം വിശദമായി പരിശോധിച്ചതിന്റെ അടിസ്ഥാനത്തിൽ, ഈ ഉത്തരവിന് അനുബന്ധമായി ചേർത്തിരിക്കുന്ന "ഏറ്റവും മികച്ച തദ്ദേശ സ്വയംഭരണ സ്ഥാപനങ്ങൾക്കും ജില്ലാ വ്യവസായ കേന്ദ്രങ്ങൾക്കുമുള്ള അവാർഡുകൾ (Award to Best LSGIs and District Industries Centres)" എന്ന പ്രോഗ്രാമിന്റെ മാർഗനിർദ്ദേശങ്ങൾ അംഗീകരിച്ച് ഉത്തരവാകുന്നു.

(ഗവർണ്ണറുടെ ഉത്തരവിൻ പ്രകാരം)
SHIBU ISSAC
അഡീഷണൽ സെക്രട്ടറി

വ്യവസായ വാണിജ്യവകുപ്പ് ഡയറക്ടർ, തിരുവനന്തപുരം
ചീഫ് എക്സിക്യൂട്ടീവ് ഓഫീസർ, K- Bip, തിരുവനന്തപുരം
പ്രിൻസിപ്പൽ അക്കൗണ്ടന്റ് ജനറൽ (ഓഡിറ്റ്/എ & ഇ), കേരളം , തിരുവനന്തപുരം
ജില്ലാ ട്രഷറി ഓഫീസർ,തിരുവനന്തപുരം

ആസൂത്രണ സാമ്പത്തികകാര്യ വകുപ്പ്
ധനകാര്യ വകുപ്പ്
വ്യവസായ (ജെ) വകുപ്പ്
വെബ് & ന്യൂ മീഡിയ
കരുതൽ ഫയൽ / ഓഫീസ് കോപ്പി

ഉത്തരവിൻ പ്രകാരം

സെക്ഷൻ ഓഫീസർ

Awards to Local Self Government Institutions and District Industries Centres - Guidelines

Introduction

Department of Industries and Commerce in association with agencies like Kudumbasree, Employment Exchange, KSBCDC, Kerala Startup Mission etc., implemented suitable strategies to facilitate the setting up of One Lakh Enterprises across the state during 2022-23. The target group were Enterprises as per the definition of the MSMED Act 2006 which are eligible to register in the Udyam Portal of the Ministry of MSME, Government of India.

The Department was able to achieve the ambitious target of commencing one lakh new enterprises within a remarkable period of 250 days from 1st of April to 7th of December, 2022. This path breaking achievement was made possible by introducing various sustainable systems at all levels. As part of this initiative to assist the entrepreneurs in every aspect of setting up an enterprise, starting from the concept planning to the post production stage including the application for licenses, subsidies, loans etc. and for establishing better coordination with the stakeholder agencies and departments, the following systems were put in place.

1. 1153 professionals with B.Tech/MBA qualification were recruited and deployed as “Interns” in all the 1034 Local Self Government Institutions across the State. The interns were continuously given capacity building trainings from time-to-time, in all aspects of industrial facilitation to provide awareness to entrepreneurs on the various services available and to assist the entrepreneurs in aspects

of application for licenses, subsidies, loans etc. in coordination with various agencies and departments.

2. Help desks were established in all local bodies across the State. Through these help desks, the public could avail the services of the interns in all industry/enterprise setting-up related matters, on every Monday and Wednesday.
3. Continuous campaigns starting from General Orientation Training to potential entrepreneurs, Loan/License/Subsidy Melas for entrepreneurs, Marketing festivals for providing marketing avenues to newly formed enterprises were conducted at all local bodies.
4. Enterprise loan scheme was introduced which provided interest subvention to make finances available at lowest interest rate
5. MSME Clinics were established to give support to those enterprises requiring consultancy. Through this facility provided in each District Industries Centre, entrepreneurs could interact with the already empanelled experts in each sector (Law, Marketing, DPR preparation, Export, GST, Technology, Consents, Licenses and Banking) in a pre-assigned date and time and clear their queries/doubts.
6. The Department set up MSME Facilitation Centres in all the 59 Taluk Industries Offices across the State with the posting of Taluk Resource Persons with qualification of BTech/MBA/MCA and knowledge in computer data entry. The role of these TRPs, is to assist the entrepreneurs to file online applications for clearances, registration, assistance etc.
7. District Resource Persons (DRPs) were appointed in all District Industries Centres to provide support to the people availing the services of the help desks established. Call centres were also made operational in these help desks through which the beneficiaries

could avail the services of the DRPs without visiting the Offices.

Government accorded administrative sanction for the project/programme of "Awards for the best LSGIs and District Industries Centres" among other projects/programmes as per GO(Rt)No.436/2023/ID dated 20.05.2023

About the Programme - Awards for Local Self Government Institutions and District Industries Centres based on the performance of the Year 2022-23

As the Department of Industries and Commerce has succeeded in facilitating the creation of One Lakh Enterprises under the 'Year of Enterprises' initiative with the field level support from Local Self Government Institutions, Awards to LSGIs and District Industries Centres based on their performance during the Financial Year 2022-23 are proposed.

The following Awards are proposed for the Local self Government Institutions (LSGIs) and District Industries Centres based on the performance during the financial Year 2022-23

i. District Level

1. Best Grama Panchayat
2. Best Urban Local Self Government Institution.

ii. State Level

1. Best Grama Panchayat
2. Best Municipality
3. Best Corporation
4. Best District Industries Centre for overall performance – 3 Awards

(First, Second and Third)

5. Best District Industries Centre for Year of Enterprise Performance –
3 Awards (First, Second and Third)

Prize Money

The proposed Prize Money for each category shall be as follows

Level	Category	Prize Money
State Level	Best Grama Panchayath	Rs. 2,50,000 towards development of Industrial Infrastructure
	Best Municipality	Rs. 2,50,000 towards development of Industrial Infrastructure
	Best Corporation	Rs. 2,50,000 towards development of Industrial Infrastructure
District Level	Best Grama Panchayath	Rs.1,00,000 towards development of Industrial Infrastructure
	Best Urban Local Self Government Institution	Rs. 1,00,000 towards development of Industrial Infrastructure

Total amount to be expended

Particulars	Total Prize Money
Total Amount for Awards	Rs. 35,50,000
Expense for conducting the Event	Rs. 10,00,000
Total	Rs. 45,50,000

Criteria for the awards

The following are the criteria for evaluating LSGIs with respect to their performance regarding the support and services extended to industrial growth in their respective areas. The scores obtained for each criterion shall be calculated and the sum of all the scores shall be summed up to get the final score of the Local Self Government Institution.

- 1) **Criteria for best Local Self Government Institution (LSGI)**

Award (Grama Panchayath, Municipality and Corporation)

Criteria	Total marks
Total Number of Enterprises Started during 2022-23	20
% of Plan fund allotted for local economic development for the year 2022-23	15
Area developed by the LSGI for Industrial Parks/Estates	15
% Area of the LSGI allotted for Industrial Parks/Estates	5
Occupancy of available land in Industrial Parks/Estates	5
Employment generated during the year 2022-23 (As per Year of Enterprises portal)	10
Investment (As per the Year of Enterprises Portal) (Rupees in Lakh)	10
% Achievement of 1 Lakh MSME target (As per Year of Enterprises Portal)	10
Has OLOP been fixed	10
Number of Deemed Licenses issued (KSWIFT and SWCB)	(-20)
Total	100

2). Criteria for Best District Industries Centre Award

Criteria	Total marks
Total number of Enterprises started during 2022-23	20
Employment generated during 2022-23	10
Investment during 2022-23 (Rs in Cr)	10
Number of Single Window Clearance Board Meetings held during 2022-23	5
Number of District Level Export Promotion Policy Meetings held	5
Number of District Level Grievance Redressal meetings held	5
% Achievement of 1 Lakh MSME Target	10
Number of sick units revived with case by case	5

% Plan fund utilization	5
% Achievement of PMFME	5
% Achievement of PMEGP	5
No. of DPRs submitted in MSE CDP	5
% Active Units in DA/DP	5
No. of PIE Identified	5
Total	100

Forms

The Director of Industries & Commerce shall have the full authority to prepare application forms and any other formats required for the proper implementation of the scheme and to make, sub-rules, check list, if any, required.

Expenditure can be met under the Head of Account 2851-00-102-98 from the budgetary allocation available for the current financial year (2023-24).
