MASSIA

Development By Co-Operation

MyMSME
NEWSLETTER

The Marathwada Association of Small-Scale Industries and Agriculture

The **Marathwada Association of Small-Scale Industries and Agriculture (MASSIA)** is the apex body of all industries in the Marathwada region, founded in 1977. ISO 9001:2015 certified and accredited by **QCI-NABET**, MASSIA is the leading association in the region for reacting to the challenges faced by **MSMEs** and **start-ups.** MASSIA serves as a proactive catalyst for the overall industrial growth in the Marathwada region. Over the last four decades, Aurangabad has undergone a tremendous transformation, society-wise as well as economically. As of today, MASSIA is successfully representing 1300+ MSME members at central, state and district level governmental and semi-governmental offices by organizing various activities as per the needs and expectations of its members.

MASSIA, in association with the Programme for Modernisation and Innovation Promotion in MSMEs in India **(MSME INNO)**, implemented by the **Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH** on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) in cooperation with the Indian Ministry of MSMEs **(MoMSME)** has established the MASSIA Innovation Facilitation Cell **(MASSIA IFC)**. Its primary mandate is to identify and resolve the challenges of MSMEs through initiatives like technical engagements, awareness sessions and interventions, industry-academia collaboration projects, capacity building workshops, etc.

The objectives of the MASSIA IFC are:

- To create a local innovation ecosystem through industry-academia collaboration
- MSME modernisation through the introduction of new technologies that enhance MSME competitiveness and sustainability
- Capacity enhancement of MSMEs to introduce product and process innovations
- Promoting Marathwada MSMEs through national and international collaboration
- Improved employment opportunities for students
- Organizing information and knowledge sharing sessions as well as webinar programmes for promoting innovation in MSMEs
- Developing and offering innovation assistance services for MSMEs

As of today, MASSIA IFC has organized more than 15 events and with an outreach to more than 1000 MSMEs in the Aurangabad region.

Mr Abhay G Hanchanal
MASSIA President

Dear Readers,

Thank you for your continuous support and participation in this newsletter. MASSIA, a 40+ year old BMO based in Aurangabad, is one of the biggest MSME associations. We make continuous efforts to ensure that MSMEs in our region keep on growing. One of the ways to support our members is through the Innovation Facilitation Cell (IFC) which is guided and handheld by the GIZ-Programme for Modernisation and Innovation Promotion in MSMEs in India.

These current times are tough for all industries. We, the IFC team, are putting our efforts into staying in touch with our members. We seek to help you understand new opportunities, financial support schemes of the government, and instructions into safe working once operations resume.

Technology has helped us to keep in touch and to reach our members. It shows that innovation is unstoppable – even in these challenging times. In fact, only innovation can help us to work safely, work better, and introduce new modes of working. Once the situation improves and industries slowly come back on track, we ought to make innovation an essential part of our work culture.

Stay safe, maintain social distancing, take precautions while returning back to work.

Best wishes
Abhay Hanchanal

Aim

- Spreading awareness about Project Management and Best Practices among the industries and academia.
- Spreading knowledge to implement Project management Practices in day-to-day life.

Background

Employees simply lack the basic knowledge of the mechanics of project management. The conceptual foundation of project management has been around for several years. There is a multitude of training programs in project management, both at the college and commercial level. There are also several discussion groups on the Internet and professional associations dealing with this subject (e.g., the project management Institute of Newtown Square, PA). Hiring or contracting people with absolutely no knowledge of basic project management concepts is becoming a rarity. Marathwada Association of Small-Scale Industries and Agriculture (MASSIA) in collaboration with GIZ MSME Inno project and Innovation Entrepreneurship Promotion Center (IEPC) organized a webinar on Project Management and Best Practices for spreading awareness among the industries and academia about Project Management and best practices.

Input

> ## Webinar on Project Management and Best Practices is organized by MASSIA, GIZ MSME INNO, and IEPC

Mr. Tasvvar Ali, Maharastra Coordinator of GIZ MSME Inno Project started the webinar by welcoming all the participants and speakers. He introduced the speaker Mr. S. Venkatramanan, Project Consultant Founder-Swaraat Consultants & and all the organizers. He also explained the challenges faced by industries and academia to implement Project Management Practices.

Mr. S. Venkatramanan, said the scope of project management affects many people, The individual worker will prepare estimates and schedules, perform project work, and report on activities, the project manager will plan and direct the use of resources on projects and solve problems, department managers will administer resources and control projects within an area and executive management will establish project priorities and monitor project progress

He explained active and reactive management types in any organization. He said the adage, "If you do not make the decision, the decision will be made for you," is valid. This also sums up the difference between an active and reactive manager. True project management requires an "active" manager, not "reactive." The active manager takes care of the problems before they happen. They plan for the future. The reactive manager deals with yesterday and waits until problems occur, then tries to take care of them. Today, more and more IT organizations find themselves in a constant "firefighting" mode of operation. Why? Because of a "reactive" management style. The "reactive" manager never seems to get ahead, yet probably enjoys the highest visibility in the company. As an aside, beware of your "firefighters," they are probably your chief arsonists. He also explained the different parameters related to project management

and also explained the cycle of a project by explaining the initiating, planning, execution, monitoring and controlling, and closing process of a project with lots of examples.

He closes his statement by saying 'Managers don't wait for things to happen, they make things happen'.

Mr. Tasvvar Ali, Maharastra Coordinator of GIZ MSME Inno Project, thanks the speaker to deliver such a great session, thanks to all participants for attending the webinar, and all the organizers for arraigning such a great event.

Output

- All the participants are satisfied with the content to provide by the expert related to project management and best practices.
- Expert cleared all the doubts of participants related to the project management and its best practices.
- The expert made a clear vision about the project management start from its initiation to its closing. More than 60 participants demanded a more detailed seminar on project management.
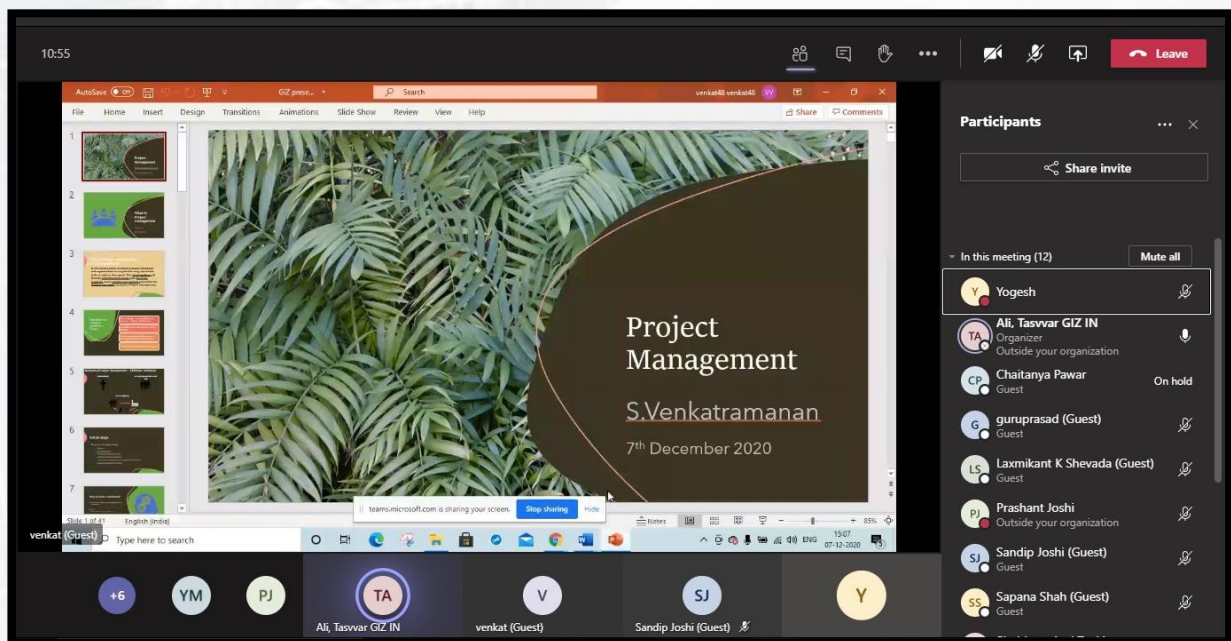
Solution for public transport during COVID-19

Academic Institution: Vishwakarma Institute of Technology, Pune
Project Theme: Business
Team Name: COVID Fighters
Team Member Names: 1. Kalyani Vidhate
2. Rutvik Deshmukh
3. Shailesh Kadam
4. Tasmiya Kankurti
5. Tanay Vartak

Background and challenge:

In this pandemic situation of COVID-19 public transport is totally stuck. Hence many peoples are facing various problems due to the non-availability of public transport. We need to tackle this problem with proper guidelines against COVID-19. Along with emergency services, it's the need of an hour to again start public transport for normal people too. We are presenting a solution to address this problem. Everyone is dealing with this dangerous virus which is spreading in the whole world continuously. So, our project aimed on the proper safety and security of the passengers those who are using the Public transport buses. That particular bus will contain all the safety measures required for dealing with COVID-19. The major challenge before us to implement this project is to integrate the system modules. As during this lockdown phase, we are implementing the individual module at our homes and it's not possible for us to meet together.

Our main motto is to start public transport by considering all safety precautions which are stated by government for welfare of the citizens against Corona virus.

Cost Structure:

Our project is basically cost driven. We are using low price Value Propositions, maximum automation, and extensive outsourcing.

Fixed price: Cost of hardware is fixed.

Variable cost: Sanitizer cost depends on considering different distributors providing their deals and contracts.

Cost structure of Solution for public transport during COVID-19

| Expenses	Budget	Description
Software Maintenance Cost	INR 1,800	Per Month
Hardware Component Cost	INR 16,000	One-time investment
Extra Cost for needs	INR 30,000	Per Month & Per Product
Product Installation	INR 2,000	One-time investment
Product Maintenance	INR 1,000	Per Product

Idea/ Solution

In our proposed system we have promoted the government guidelines for the safety of citizens. For the purpose of safety and precautions temperature sensing, mask and sanitization are very essential. All of these processes are done at offices and banks by a security guard. We have tried to automate this process and use it for public transport in a beneficial way. Our system will automatically detect the temperature of a person and also make sure whether a person is wearing a mask, after this he will be provided with sanitizer automatically without any requirement of touch. This system will be installed at the door of buses and every passenger will go through this process before entering the vehicle.

There will be a rod placed at the door of the bus. If the temperature of a person is not normal and if he doesn't wear a mask, then he will be not allowed to enter the bus. If everything is normal, then the bar will automatically be raised and the person will enter the bus and then he will be provided with sanitization treatment with our automatic sanitizer machine.

The bus will be installed with sanitizer-based nozzles. This system will sanitize the entire bus internally during the departure. And the same process will be done at the end of the journey at the destination. This will ensure that the bus is cleaned and safe for the citizens to travel. No manual sanitizing is needed and the bus driver can operate this system with a simple electronic device.

IMG: Implementing Mask Detection for Solution for public transport during Covid-19
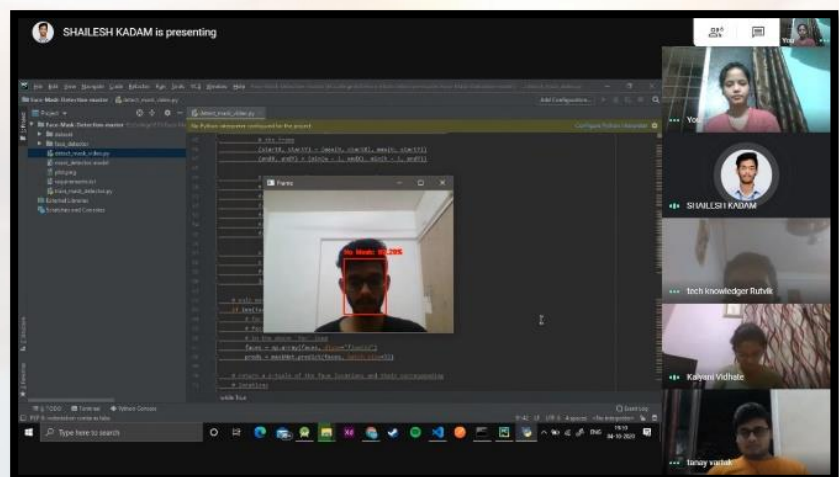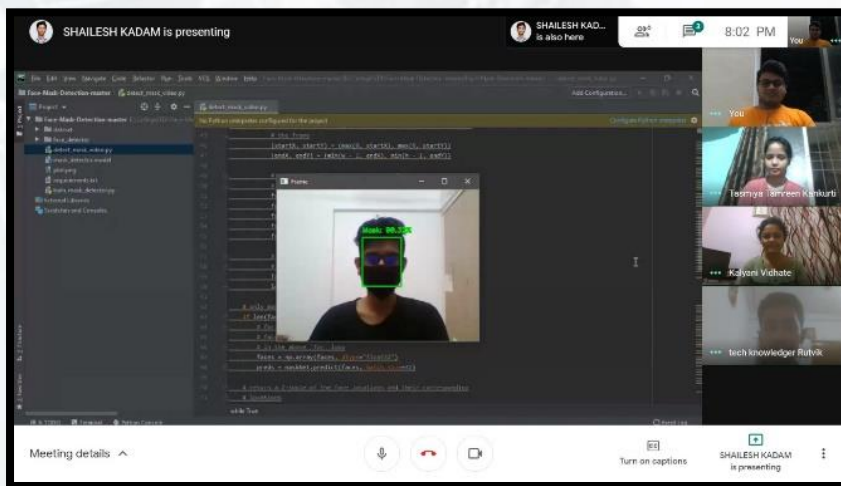
Customer Segments:

- GOVERNMENT:
  - Public transport system-
  - State public transport,
  - Trains and metros,
  - Airports, etc.

- PRIVATE TRAVELS
  - All private buses and travels
  - Rental buses and cars, etc.

- INFRASTRUCTURE
  - Banks
  - Offices
  - Stores and shops
  - And other public places

- HEALTH CARE
  - In various medical services like hospitals, ambulance, medicals, government medical colleges and hospitals, etc.

Action Plan:

Tab: Tentative Action Plan of COVID Fighters

Objective	Activities	Due date
Prototype Development	1. Survey by visiting public transport depot to understand problems 2. Literature survey for required technologies 3. Software algorithms and development	Dec 2020
Product Marketing	1. Customer insights: interviews, surveys, focus groups, customer observation. 2. Data analysis: internal and external data. 3. Product validation: test and validate product ideas (the minimum viable product or rapid prototyping), before committing engineering resources. 4. Market testing: optimal prices and marketing programs are developed	Jan 2021
Sales	1. Proposing our project to various government bodies. 2. Visiting various private businesses for commercial sale Marketing and campaign	Feb 2021

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Impact:

This project will surely create a positive impact on society as it solves the problem of public transport for citizens during this pandemic. Besides this our project also promotes health and safety against Covid-19 by considering all precautionary measures.

"This Ideathon is best place to placed your idea and knowledge. It has connected me with mentors who have guided me towards launching innovative. Also the seminars and the guidance of various fields helps me and my team. It's really a best platform!!"

- COVID Fighters

IMG: Kalyani Vidhate – Team Leader

Maharashtra Govt allocates Rs 454 cr to tribal development department

The Maharashtra government has allocated Rs 454 crore to the tribal development department in the state after Congress President Sonia Gandhi wrote to chief minister Uddhav Thackeray about fulfilling the promises made to socially backward classes. Much of the funds from the allotment would be spent as the state's share in building hostels for tribal students under a central government scheme - the Centre and states share the costs under this scheme.

Salaries of those working in Ashram schools for tribal students would also be paid from these funds. The allocation has come after Gandhi wrote to Thackeray, reminding him of the need to adhere to the common minimum programme of the Shiv Sena-NCP-Congress ruling coalition. In the letter, she wrote that the budget allocated for the SC and ST communities should be used for the same purpose.

The letter came after several Congress ministers complained to the party leadership that even though the state budget had allocated funds for their ministries, the government was not releasing the money citing a fund crunch due to the Covid-19 pandemic. The Congress publicising the letter and its ministers coming personally to deliver it to the chief minister were seen as a not-so subtle signal to the Shiv Sena and NCP that the Congress would no longer be taken for a ride in running the government.
Source: EconomicTimes

Maharashtra Govt to spend Rs 2,500 crore on power infra development

The state energy department is set to spend Rs 2,500 crore per annum on infrastructure development of state-owned power distribution company Maharashtra State Electricity Distribution Company Limited

(Mahavitaran). The decision is necessary to boost industrial development, Energy Minister Nitin Raut said on Friday.

Of the Rs 2,500 crore, around Rs 1,500 crore will be set aside for energisation of agriculture pumps and Rs 1,000 crore for strengthening infrastructure in industrial and urban areas.

This was decided in a meeting held between Raut and Mahavitaran officials on Thursday in Mumbai. The fund will be spent on infrastructure development, including erection of new sub-stations, installation of distribution transformers and construction of high-tension and low-tension wires.

"We will spend Rs 800 crore on power infrastructure development in Maharashtra Industrial Development Corporation areas in the next three years. Another Rs 1,000 crore will be spent on setting up new sub-stations, transformers and bifurcation of existing sub-divisions during this period. Besides, Rs 1,200 crore will be spent to strengthen power infrastructure in urban areas in three years," Raut told media persons on Friday.

He also directed Mahavitaran to regularise all unauthorised agriculture pump connections within a 30 m distance from electric supply poles. As per government estimates, there are 4.85 lakh unauthorised agriculture pump connections in the state. Of these, 30 per cent are located within 30 m from electric supply poles. "I have directed officials to regularise all these connections by March 31," Raut said.

Source: IndianExpress

NEWS - MSME

Big boost for Maharashtra small business! BSE signs MoU state govt to encourage SME listing

BSE signed a memorandum of understanding (MoU) with the Government of Maharashtra to create awareness about benefits of listing among SMEs of the state. India's premier exchange and the world's fastest Stock Exchange informed about the MoU on Tuesday evening in a written press statement. Through this MoU, BSE will provide intellectual and manpower support to create awareness about the benefits of listing among SMEs and will enable capacity building to SMEs to fulfil listing requirements. Besides, BSE

will provide training and capacity building support to District Industries Centre officials.

Speaking on this occasion Subhash Desai, Minister for Industries & Mining, Government of Maharashtra said "this MoU will help the micro, small and medium industries in the state to get registered in the capital market and raise capital from the public capital market. BSE will also provide technical support to all the MSME industries in Maharashtra."

Commenting on this collaboration, Ajay Thakur, Head-BSE SME & Startups said, "Through this collaborative effort, we will be able to reach out to various SME representatives and industry associations of the state and create greater awareness about the benefits of listings among SMEs of the state. It will further encourage more and more SMEs to list and raise equity capital on the exchange."

As a part of this MoU, Government of Maharashtra will help in mobilizing the SME representatives and State/Regional associations/chambers to encourage their SME members to attend capacity building programs and will also reach out to industrial associations in the state for conducting joint seminars with BSE to create awareness among SMEs about benefits of listing."

BSE became the first stock exchange to get the approval from SEBI and had launched its SME platform on 13th March, 2012. So far 331 companies listed on BSE SME Platform have raised Rs 3,381 crore from the market and the total market capitalization of 331 companies as on January 19, 2021 is Rs 21,566.36 Crore. Out of which 95 companies are migrated to BSE Main Board. BSE is the market leader in this segment with a market share of 65 percent.

Source: ZEEBIZ

SUCCESS STORY

Name, designation	Mr. Yogesh Pawar, Managing Director
Business name	**IPRO3D Technologies LLP**
COVID-19 solution	**IPRO3D Face shield**
Background and challenge (E.g. what kind of innovation did you develop? What was the particular challenge you want to overcome?)	As the COVID-19 pandemic was announced throughout the world, and numbers of human death were increasing day by day, complete shutdowns and disturbing day-to-day life caused so many problems to everyone. To overcome this pandemic situation and problem, as per some protective measures suggested by WHO, Face Shield is one of them. So, IPRO3D Technologies started to work on creating a new opportunity that will help socially to prevent oneself from COVID-19 as well as develop new business opportunities. IPRO3D Technologies have already worked on 3D printing but never made Face Shield before this. These lead us to many problems and new challenges regarding manufacturing Face Shield. Although IPRO3D Technologies have applied for support from many sources and began to manufacture Face Shield.
Approach (Which were the most important steps towards your intended goal?)	The time IPRO3D Technologies started making Face Shield, there was the least manufacturing of Face Shield all over India. IPRO3D Technologies made a good start to make Face Shield and surveyed more to meet the WHO standards. Studied all the WHO parameter to make effective Face shield. To achieve the standards noted was the most important and challenging one. Some important actions and efforts taken were surveying people about the product, asking feedback from them, and work on it. Finding the scope of improvement in the product and make changes accordingly.
Solution + benefit (Why does your	The face shield developed by IPRO3D Technologies is very Unique and effective.

innovation help soften the impact of the COVID-19 pandemic? Does GIZ/an industry association (i.e. MASSIA, CICU, CMIA …) help you in reaching your goal?)	The high-quality Face Shield manufactured by IPRO3D Technologies very comfortable to use/wear and protect from the COVID-19 virus. After making some study and changes, now IPRO3D Technologies is successfully able to make reusable Face Shield which is very beneficial. so it is accepted easily in the market. IPRO3D Technologies could also make a good supply chain to market the product. IPRO3D Technologies is exporting Face shield all over India and also out of the country. As our face shield is used by doctors, police man, COVID-19 fighters, by which they can protect themselves from being affected by COVID19. At the initial stage, IPRO3D Technologies faced a lot of problems for meeting WHO standards, industry standards, to get some certifications, and many more to which MASSIA and GIZ supported and directed IPRO3D Technologies. Finance related schemes were made easily available to us through webinar only because of MASSIA and GIZ. MASSIA and GIZ are also directed/ guided to make understand how to meet the standards. MASSIA also organized a webinar on marketing, which we attended and gained good knowledge about how to do marketing. Before we attainted the webinar, we had the very least knowledge about marketing because of which we faced so many problems. We showcase our Face Shield in the webinar organized by MASSIA, where we market our product and then our product well-known all-over India in a short span.
Impact (what kind of impact on the society do you expect from your innovation? Who will be able to access it?)	Our product is accessible throughout the world since we made our website now and anyone can order from anywhere. IPRO3D Technologies Face Shield is also available on Amazon, Flipkart, for placing the order. Our product as a great social impact as it has changed many lives, and made people work fear-free with this Face shield. It has prevented people from spreading and affecting from COVID-19 virus. IPRO3D Technologies started making Face Shield when there were very least companies in India manufacturing Face shield, so the effectiveness of our product is more since IPRO3D Technologies workout on it for a long time. IPRO3D Technologies is happy to get a success rate of more than 4 Lakh Face Shield sold all over India, in Germany, and the USA.

"Being in a 3D printing business, these COVID-19 pandemics provided us the great opportunity to make face shield and help the people lives. But it was not easy for us, because we never did something similar before. With some trails, feedback from people's and support provided by the MASSIA & GIZ we were able to make a full-fledged product that protects people from this deadly virus. Now our product is available on various global platform protecting people." **Mr. Yogesh Pawar, Managing Director of IPRO3D Technologies LLP**

Marathwada Association of Small Scale Industries & Agriculture (MASSIA)

Editors:
Mr. Yogesh Tawde

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