



Marathwada Association of Small
Scale Industries and Agriculture

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, and take precautions while returning back to work.

Best wishes
Abhay Hanchanal

PHOTO GALLERY



Webinar on Industrial Automation



Implemented by
giz Indische Gesellschaft für Wirtschaftszusammenarbeit (IGZ) GmbH



MR. GANESH LAXMAN DAKE

Industrial Automation Expert
Founder - Verdient Technology

Speaker



Webinar On

INDUSTRIAL AUTOMATION



Topics covered

- Automation introduction & types
- PLC system and programming
- Overview of pneumatic systems & Integrated Automation

Who should attend

- MSMEs
- Startups
- Entrepreneurs
- Students/Faculties

6 6TH NOV-2020

11:00 AM TO 12:00 PM

iepc.in

iepc_india

info@iepc.in

Register Now



For registration more details:
iepc.in/events



For further enquiries please contact:
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PPE DISINFECTOR MACHINE

- Academic Institution: Maharashtra Institute of Technology
- Project Theme: Health
- Team Name: Sentinels
- Team Member Names:
 - Rahul Srivastava
 - Vikaspuri Goswami
 - Sapna Ghunawat

Background and challenge: With the rapid increase of **COVID-19** cases the demand of PPE kits also increased on large scale. India travelled a journey of manufacturing 0 PPE kits per day to 4.5 lakh PPE kits per day. But to make manufacturing fast and easy PPE kit manufacturers used polypropylene. These PPE kits are for one time use only and creating tonnes of biomedical waste every day. Soon the pandemic will come to an end leaving behind tonnes of biomedical plastic waste which has to be minimize. After days of research and calculations Team SENTINELS found solution of this problem which is first of its kind in India.

IMG: PPE Kit Waste, Source: The New Indian Express.



Idea/ Solution:

We all are aware of the pollution and environmental issues the world is facing. During this pandemic period on one end due to lockdown the nature was healing itself but at the other end we still continued to pollute it by biomedical waste. **Team SENTINELS** noticed this increasing PPE kit waste problem and proposed a solution which we named as PPE DISINFECTOR MACHINE. The machine work on the principle of Ultraviolet germicidal irradiation. As the material of PPEs are highly sensitive to chemicals and detergent, we are using short wavelength ultraviolet C light to kill or inactivate virus by destroying nucleic acids and disrupting their DNA, leaving them unable to perform vital cellular functions. It is an easy to use one touch semiautomatic machine which allows UV C light to expose at every part of the PPE kit and disinfects multiple PPEs together only in 5 minutes. It's a user-friendly product One can operate it without any skills. It saves both environment and economy.

IMG: Design of PPE Disinfector Machine

**Impact:**

The machine will reduce per day expenditure of user/hospitals/offices on PPEs kits which help them saving capital, also it reduces the waste management work of local authorities, and reduce tones of biomedical waste polluting environment. It not only solves the shortage problem of PPEs but also reduces the pressure on PPE kits supply chain. Hospitals, municipalities and other organization who uses PPEs will be able to access the machine. As soon as the final prototype is tested and launch, we love to share this with the world to be used to save environment and capital. It generates an income source and the money saved in PPEs will contribute in fighting with infection around the world.

"Ideathon gave us an opportunity to complete our duty as an engineer by contributing to the society at this very crucial time. Getting connected to industrial experts, taking guidance from them is blessing to young minds. Ideathon Platform make us feel quite confident that we can achieve way ahead of what we could do as a student."

Team Sentinels

Name & designation	Ms. Suryakanta Kshirsagar, Managing Director
Business name	Surya Enterprises
COVID-19 solution	PPE suits and OT gown manufacturing
Background and challenge (e.g. what kind of innovation did you develop? What was the particular challenge you want to overcome?)	All Indian MSMEs are facing unprecedented business challenges due to COVID-19, where most of the businesses are on the stage of the shutdown. In this situation, Surya enterprises are developing innovative solutions to protect humans from the infection as well as helping India to fight against the COVID-19 pandemic. Surya Enterprises are developed different kinds of Mask and PPE suits for any of the age groups. In India at the time were fewer manufacturers manufacture the Mask and PPE Suits that time we start to develop the mask and PPE suits with all the standard suggested by the Government. More than 30 Women are the part of Surya Enterprises working for manufacturing the PPE suit and Mask.
Approach (Which were the most important steps towards your intended goal?)	As the WHO announced the COVID-19 pandemic all over the World. To protect from the COVID-19 virus WHO provided the safety and precaution to be taken. So, to help the society we start a market survey, were we understand India is the least manufacturer of Mask and PPE suit. Therefore, we study and start the manufacturing of PPE suit and Mask in Aurangabad with 30 young women. Surya Enterprises has the vision to develop a women's working environment in India and promote the Make in India program.
Solution + benefit (Why does your 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?)	Surya enterprises manufacture single, double, triple-layer Fabric Masks to protect the human also we manufacture the mask for the children with cartoon painting to grow the interest for wearing the mask. We have a customized mask-like Designer, partyware, etc. We also manufacture hospital apparel and PPE suits. MASSIA and GIZ support us for marketing our product in the region and gain more knowledge about the finance related schemes by the webinars. MASSIA and GIZ had organized a webinar on COVID-19 Solutions by MSME in Aurangabad where we showcase our products and increase our appearance in the market.
Impact (what kind of impact on the society do you expect from your innovation? Who will be able to access it?)	Surya enterprise products have a huge impact on all human life. The Mask protects the user by the Virus and Germs present near to them. The PPE suits protect doctor and COVID warriors from the inflection. We had sold masks up to 2 lacs, Disposable cape up to 3 thousand, and PPE up to 10 thousand across Maharashtra. Our product is easily accessible for all the regions, we have established a good supply chain mechanism for selling our product.

*"I was broke when my business collapsed same as every other business in the world due to pandemic, yet I found sustainability for my business with a novel idea to develop mask and PPE suits, because of this I had the option to save people's lives and provide employment to more than 30 women's. I thanks to **MASSIA** and **GIZ** for their consistent support."* Ms. Suryakanta Kshirsagar, Managing Director of Surya Enterprises



**Marathwada Association of Small
Scale Industries & Agriculture
(MASSIA)**

Editors:

Mr. Yogesh Tawde

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MASSIA

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