

MSME/RGUMY/68(Part-I)/ 2014
Government of India
Ministry of Micro, Small and Medium Enterprises (MSME)
(RGUMY Cell)

Udyog Bhawan, New Delhi -110011
18-Aug-2015

To,
Secretary/Principal Secretary (Industry)
All State/ UT Governments.

**Subject: Continuation of the XI Plan Scheme of RGUMY to the XII plan-
Revised guidelines reg.**

Sir,

I am directed to state that the Scheme of RGUMY has been revised for its continuation in 12th Five year plan. Since an alternate scheme to provide mentoring services to existing and new entrepreneurs had been under consideration of this Ministry assistance under the handholding component (Udyami Mitra) of the erstwhile RGUMY Scheme has been discontinued w.e.f. 31.03.2015.

2. A copy of the revised guidelines of the scheme is enclosed with a request to disseminate the same amongst all the departments/organization/institution under your administrative control.
3. Hindi version will follow.

Encl- As above.

Yours faithfully


(Dr. P.G.S. Rao) 18/8/15

Joint Director (SME)
Tel- 23063198

Copy To.

1. Special Secretary & Development Commissioner (MSME)
2. Addl. Secretary & Financial Adviser, M/o MSME
3. Additional Secretary (SME) , M/o MSME
4. Joint Secretary (PF-II). Ministry of Finance

CONTD....

5. All Commissioner/ Director (Industry) in the States and Union Territories
6. Joint Secretary (ARI), M/o MSME
7. Economic Adviser (IFW), M/o MSME
8. CEO, KVIC- Mumbai
9. CMD- NSIC
10. Director General, NIMSME, Hyderabad
11. Chairman, Coir Board
12. DG-NIESBUD, NOIDA
13. Director , IIE-Guwahati
14. Technical Director(NIC),M/o MSME – for uploading on website



P. G. S. Rao
18/8/15

(Dr. P.G.S. Rao)
Joint Director (SME)
Tel- 23063198

Rajiv Gandhi Udyami Mitra Yojana (RGUMY)
(Revised Guidelines for 12th Five Year Plan)

1. Background

- 1.1. The small scale industries tiny or micro industries and service/business entities, collectively referred as micro and small enterprises (MSEs), have a long history of promoting inclusive, spatially widespread and employment-oriented economic growth in India. In terms of employment generation, this segment is next only to agriculture.
- 1.2. Entrepreneurship development and training is one of the key elements for development and promotion of micro and small enterprises, particularly, the first generation entrepreneurs. Training Programme of various durations on Entrepreneurship Development are being organized on regular basis by a number of organizations to create new entrepreneurs by cultivating their latent qualities of entrepreneurship and enlightening them on various aspects necessary for setting up micro and small enterprises.
- 1.3. The Scheme of Rajiv Gandhi Udyami Mitra Yojana (RGUMY) was thus launched during 11th plan period to provide handholding support to first generation entrepreneurs. A component of "Udyami Helpline" was subsequently added to the Scheme in 2010 to also provide information support and guidance through a toll free number 1800-180-6763.
- 1.4. The Scheme of RGUMY has been modified w.e.f. 01-04-15 and the handholding support component (Udyami Mitra) has been discontinued w.e.f. 31-03-15. The Udyami Helpline (1800-180-6763) has been allowed to continue during the remaining period of 12th Plan.

2. Objective

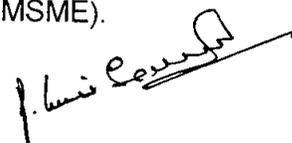
- 2.1 The objective of Rajiv Gandhi Udyami Mitra Yojana (RGUMY) is to provide information, support, guidance and assistance to first generation entrepreneurs as well as other existing entrepreneurs through an 'Udyami Helpline' (a Call Centre for MSMEs on toll-free number 1800-180-6763), to guide them regarding various promotional schemes of the Government, procedural formalities required for setting up and running of the enterprise.

3. Screening cum Monitoring Committee

3.1 Implementation of the Scheme would be considered/ reviewed by the Screening cum Monitoring Committee(SMC) headed by Joint Secretary (SME Division) periodically. The following officials would be members of such Committee:

- (i) Director (SME) – as Member Secretary
- (ii) Joint Development Commissioner in the office of DC(MSME) handling MSME policy
- (iii) Dy. Secretary (ED)
- (iv) Under Secretary (IF Wing)

3.2 The SMC would regularly review the progress of the scheme and when ever considered necessary for the smooth functioning of the scheme, issue suitable executive instructions, with the approval of Secretary (MSME).



4. Training of Call Centre Agents

4.1 Call Center Agents attending to the Calls would be required to undergo Refresher Training from time to time, as necessary and such expenditure shall be borne by the Ministry. Besides the class-room training on-site, a web based content module would be developed and maintained to cover the frequently asked questions (FAQs), scheme-wise, to act as a Quick Reference Material (QRM) for the Call Center Agents.

4.2 The hourly rates for Training of Trainers (TOT) programmes under the Scheme of Assistance to Training Institutions (ATIs) shall be applicable for all trainings and refresher trainings under RGUMY.

5. Udyami Helpline Cell (UHC)

5.1 The Udyami Helpline set up by the Ministry of MSME, with services support from NSIC, will coordinate the operations of Udyami Helpline. The administrative expenses/service charges for these services would be reimbursed to NSIC, on actual basis. The services from NSIC, inter-alia would include posting appropriate personnel to the UHC.

6. Udyami Helpline

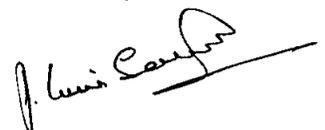
6.1 In order to provide information about the various promotional and developmental schemes of the Government/other agencies and helping the MSMEs in accessing bank credit and resolving their credit related problems, an Udyami Helpline has been set up under the Scheme. Udyami Helpline provides the much needed information and guidance & about various aspects of entrepreneurship/ information on MSME schemes /procedures/Credit related issues to potential as well as existing Entrepreneurs.

6.2 The process of Helpline for National Portal for Online Registration of MSMEs may also be brought under the ambit of Udyami Helpline. A few seats in the Udyami Helpline may be dedicated to this process and personnel attending such calls may be specifically trained by NIC to solve the issues / queries raised by users about the EM Portal.

6.3 The services of Udyami Helpline are offered in Hindi or English on a Toll-free number (1800-180-6763) which is accessible from all landline and mobile phones in the country. The Udyami Helpline functions, from 7.00 am in the morning till 9.00 pm in the evening with 20 seats. During non-working hours, the callers get an IVRS message.

6.4 Call Centre agents at Udyami Helpline would be trained from time to time about various schemes of the Government and other developmental organisations and Banks etc. They are required to answer basic queries from the public, related to schemes of the Government and banks etc., over the phone and wherever necessary escalate the call to the relevant authority by email and an SMS would be sent to the caller conveying the call id for future reference.

6.5 Every Call/Query received by the Udyami Helpline may be captured by the Call Centre agent by recording its basic contents, assigned a unique reference



number for its tracking.

6.6 In addition to catering to inbound calls, the facilities of Call Centre may be leveraged by the Ministry for collection of feedback, over telephone call, from the beneficiaries of different schemes being implemented by the Ministry. Collection of feedback from trainees benefitted under the Scheme of assistance to Training Institutions (ATI) is presently being done by Udyami Helpline. It is envisaged to add more schemes, in a phased manner, on similar lines for collecting feedback from the beneficiaries through Udyami Helpline. The number of seats in Udyami Helpline may accordingly be scaled up, if required.

6.7 In order to increase the outreach of Udyami Helpline, it is envisaged to add regional languages in the inbound calling portfolio, one each for Tamil, Telugu, Kannada, Marathi and Bengali.

7. Consultant Organization

7.1 A Consultant Organization, having relevant experience in providing Call Center Services and such other IT enabled services (ITES), would be awarded the work to run the operations of Udyami Helpline, on turn-key basis.

7.2 The responsibilities of such Consultant Organization, inter-alia, would include arrangement of built-up space, all IT/ telecom hardware required for the operations of Call Centre, the necessary software and hiring the personnel i.e. Call Center Agents (CCAs). A lump sum payment on per-seat per-shift basis would be paid to the Consultant Organization for maintaining the operations of Udyami Helpline.

7.3 The Consultant Organization would be responsible for maintaining the quality and up-time of Udyami Helpline and would be the single point of contact for the Ministry.

7.4 The said organization would also be responsible for creating and updating the QRF to be used by the Call Center Agents and conducting on-site class room trainings, wherever required, for the Call Centre Agents.

8. Monitoring and Evaluation

8.1 The progress of the scheme will be reviewed and monitored on a regular basis by the Ministry. The consolidated information and progress report compiled by the Udyami Mitra Cell will be placed before the Screening cum Monitoring Committee in the Ministry for review and analysis.

8.3 The scheme would be evaluated by an independent agency to assess its success/impact and to ascertain constraints/shortcomings, if any, at the end of XIIth Plan.

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