

# Indo-American Print Summit 2008

## Government Policy and Investment Initiatives



Jawhar Sircar

Additional Secretary & Development Commissioner (MSME)

Ministry of Micro, Small and Medium Enterprises

Government of India

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E-mail : [dc-msme@nic.in](mailto:dc-msme@nic.in)

## Printing Industry – An Overview

- ✓ Among Fastest Growing Sectors in India.
- ✓ Annual Growth Rate of over 16 per cent.
- ✓ Estimated 0.15 million Printing Press across India.
- ✓ Predominantly (almost 90%) in MSME sector.
- ✓ Capital Investments of over US\$ 2.1 billion.
- ✓ Provide Employment to over 1.5 million Persons.
- ✓ Rising Literacy levels in the Country
  - Hence, huge Potential for Growth.
- ✓ Technology Upgradation – the Major Requirement.

# Programmes/Schemes of Ministry of MSME

- ✓ Existing programmes/schemes:
  - Credit Linked Capital Subsidy Scheme
  - MSE-Cluster Development Programme
- ✓ New 'relevant' NMCP Schemes:
  - Quality Management Standards and Quality Technology Tools (QMS/QTT)
  - Lean Manufacturing Programme

## Credit Linked Capital Subsidy Scheme

- ✓ To facilitate Technology Upgradation of MSEs.
- ✓ Scheme implemented thru - Nodal Banks/Agencies.
- ✓ 15 per cent Capital Subsidy (max. Rs.1.5 million)
- ✓ 48 Sub-Sectors/Products (incl. Printing Industry).
- ✓ Covers machineries for:
  - Pre-Press, Printing and Post-printing operations,
  - Testing,
  - Digital Printing, etc.
- ✓ Only 19 Printing Units have availed Subsidy.
- ✓ Scheme Extended till XI Plan End.
- ✓ MSME Associations' role Critical in Awareness.

# MSE-Cluster Development Programme

- ✓ Includes:
  - Diagnostic Study & Action Plan,
  - 'Clusterize' for Common Facilities,
  - Organise Tech. Expositions,
  - Skills Training Programme,
  - Improve Quality & Techniques,
  - Set up Common Production/Testing Centres.
- ✓ Government shares between 30% to 80%.
- ✓ 408 MSE Clusters taken up for Intervention.

## MSE Printing Industry Clusters

- ✓ 6 Printing Clusters taken up for Interventions:
  - Offset Printer Cluster, Calicut (for CFC)
  - Printing Press Cluster, Bangalore (Soft intervention)
  - Printing Cluster, Chennai (Diagnostic Study)
  - Printing Cluster, Sivakasi (-do-)
  - Screen Printing Cluster, Farrukhabad (-do-)
  - Printing and Packaging Cluster, Delhi (-do-)
- ✓ Associations need to send more Proposals.
- ✓ Scheme offers Attractive Funding Arrangements.

# QMS/QTT

- ✓ To sensitize/encourage MSMEs for Adoption of:
  - Latest QMS/QTT to Strengthen their Operations.
- ✓ Activities include:
  - Appropriate Course Modules in Tech. Institutes
  - Awareness Campaigns for MSMEs
  - Organization of Competition Watch
  - Implementation of QMS/QTT in select MSMEs
  - Monitoring International Study Missions
- ✓ Implementation on Cost Sharing Basis.
- ✓ Assistance for both Clusters and Individual Units.

# Lean Manufacturing Programme

- ✓ To assist MSMEs reduce their Manufacturing Costs
  - through eliminating 'Waste'.
- ✓ Lean Consultants to Train MSMEs
  - with Substantial Assistance from Government.
- ✓ Implementation of Scheme through
  - Industries/Associations in Clusters.
- ✓ Awareness Campaigns in MSME clusters.
- ✓ To Benefit 100 Clusters at a Cost of Rs.350 million.
- ✓ 80% Cost by Government in First Year.

## Printing Industry: Issues

- ✓ Raising Loan Limit under CLCSS to Rs.50 million.
- ✓ Raising Excise Exemption Limit from Rs.15 million.
- ✓ Reduction in Excise duty from 16% to 8% on:
  - Corrugated Board/Box/Cartons.
- ✓ Exemption of Customs Duty on:
  - Printing Machineries not Manufactured in India.
  - Coated Paper and Paper Board.
- ✓ Ban on Import of Second Hand Printing Machineries.

*Thank You*