



ABSTRACT

Micro, Small and Medium Enterprises Department – Hon'ble Chief Minister's Award to the State Level and District Level Best Entrepreneurs and Banks – Amendment to the Guidelines for processing of award applications – Revised Guidelines for Processing of Award Application – Approved - Orders- Issued.

MICRO, SMALL AND MEDIUM ENTERPRISES (A) DEPARTMENT

G.O. (Ms.) No. 59

Dated:02.11.2021

திருவள்ளூர் ஆண்டு 2052
பிலவ வருடம், ஜப்பசி 16

Read:

1. G.O.Ms.No.34, Micro, Small and Medium Enterprises (A) Department, dated 04.05.2005.
2. G.O.(Ms) No.03, Micro, Small and Medium Enterprises (A) Department, dated 09.01.2014.
3. From the Industries Commissioner and Director of Industries and Commerce Letter Rc.No.2170/EDP/2020, dated 20.04.2021,23.07.2021 and 12.08.2021.

ORDER:

In the Government Order first read above, the Government have issued guidelines for selecting the award in the following categories:-

- a) State level Award for Best Agro Based Industry.
- b) State level Award for Best Woman Entrepreneur.
- c) State level Award for Best Entrepreneur.
- d) State level Award for Best Quality and Export.
- e) State level Award for Best Performing Bank.

and

- f) District level Award for Best Entrepreneur.

2. In the Government Order second read above, orders have been issued for constitution of Committees for selection of Hon'ble Chief Minister's awards for best-performing entrepreneurs and banks that service the Micro, Small and Medium Enterprises Department sector and lays down criteria for such selection as well as the marks to be assigned for such selection. Accordingly, the State Level and District Level awards to the Best Entrepreneurs and the Banks have been distributed upto the financial year 2018-19.

3. Based on the suggestions of the members of the committee and detailed discussions, the Industries Commissioner and Director of Industries and Commerce in the references third cited has proposed to revise certain conditions laid down in the Government Order second read above and accordingly submitted a revised draft guideline for approval of the Government.

4. The Government after careful examination of the proposal of the Industries Commissioner and Director of Industries and Commerce has decided to accept and accordingly issue "Revised Guidelines for Processing of Award Application" as annexed to this Order for evaluation of the awards from the Financial Year 2019-2020 onwards.

(BY ORDER OF THE GOVERNOR)

V. ARUN ROY
SECRETARY TO GOVERNMENT

To
✓ The Industries Commissioner
and Director of Industries and Commerce,
Thiru. Vi.ka. Industrial Estate,
Guindy, Chennai-32.

The Accountant General, Chennai - 6/18.

The Pay and Accounts Officer, Chennai - 5.

Copy to:

The Special Personal Assistant to
Minister (Rural Industries), Chennai - 9.


The Finance (Inds. / BG-II) Department, Chennai- 9.

The Micro, Small and Medium

Enterprises (OP) Department, Chennai - 9.

SF / SC.

//FORWARDED BY ORDER//



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**Micro, Small and Medium
Enterprises (A) Department**

ANNEXURE

Revised Guidelines for processing award applications

1. Objective: The Micro Small and Medium Enterprises sector is the engine of growth in the State and a major contributor to employment and balanced regional growth. Considering the importance of the sector and the need to encourage the enterprises who have excelled on various parameters the Government have instituted the Annual Chief Minister's Award for Micro, Small and Medium Enterprises and Banks.

2. Categories of Awards: -

- i. State Level Award for Best Agro-Based Industry
- ii. State Level Award for Best Woman Entrepreneur
- iii. State Level Award for Best Entrepreneur
- iv. State Level Award for Best QUALITY and EXPORTS
- v. District Level Award for Best Entrepreneur
- vi. State Level Award for Best Performing Bank (1st Prize, 2nd Prize and 3rd Prize)

3. Selection Committee: In G.O. (Ms.) No.3, Micro, Small and Medium Enterprises (A) Department, dated 09.01.2014, the Government have also constituted committees for selecting the Best Entrepreneur/Bank and the same shall be constituted as follows:

a. Pre-Scrutiny Committee for State/District Level Award

1.	Additional Director (District Industries Centre)	Chairman
2.	Additional Director (Rural Project)	Member
3.	Joint Director (Engineering)	Member
4.	Joint Director (Electrical and Electronics)	Member
5.	Deputy Director (EDP)	Member- Convenor

b. State Level Selection Committee for State/District Level Award

1.	Principal Secretary, Micro, Small and Medium Enterprises Department	Chairman
2.	Managing Director, Tamil Nadu Industrial Investment Corporation Limited	Member
3.	Director, BIS Chennai	Member
4.	Director, MSME-DI, Chennai	Member
5.	President, TANSTIA	Member
6.	A representative of an Export Promotion Council	Member
7.	Industries Commissioner and Director of Industries and Commerce	Member- Secretary

4. Criteria of Evaluation: The criteria for evaluation of the applications received online for the relevant award will be scrutinised based on the following guidelines –

- a. State Level /District Level Best Entrepreneur Award – Annexure I
- b. State Level Best Woman Entrepreneur Award – Annexure II
- c. State Level Best Quality and Export entrepreneur Award – Annexure-III
- d. Guidelines for the State Level Agro-Based Industries – Annexure IV
- e. State Level Best Banker Award – Annexure-V

The applications received online will be forwarded by the General Manager concerned / Regional Joint Director, Chennai with their recommendations and will be scrutinised subsequently by the Pre-scrutiny Committee as above. These scrutinised applications will then be placed before the State Level Selection Committee for selection.

5. Periodicity and Eligibility: The Micro, Small and Medium Enterprises should have been in continuous production for the previous three years. The awards will be given for each year to deserving Micro, Small and Medium Enterprises which have been registered with UDYAM Registration Certification.

To encourage more number of enterprises "The Awardee shall not be nominated or considered for the same or lower category of award in the subsequent 5 year(s). However, there will be no bar for an awardee to be nominated or considered for a higher category of award in the subsequent year".

6. How to apply: The eligible enterprises and the banks will submit their applications online as per the advertisement released by the Industries Commissioner and Director of Industries and Commerce in leading newspapers for the relevant year and category of awards. An enterprise can apply for more than one category online provided that the condition Stated above is fulfilled.

7. Applicability of the Guidelines: The above guidelines will be applicable for the selection of awards from the financial year (2019-20).

ANNEXURE-I

STATE LEVEL /DISTRICT LEVEL BEST ENTREPRENEUR AWARD			
Name and address of the Unit:			
Products Manufacture / Line of Activity:			
Date of Commencement of Production :			
Sl. No	Criteria	The methodology for awarding marks	Marks
1	Growth of MSME (Max mark) = 20 (Please give details and attach/ upload relevant evidence)	Original Investment in Plant and Machinery (Max Mark=3) Rising®=3 Stable(S)=2 Eratic(E)=1 Falling(F)=0	
		Employment(Max Mark)=6 Rising®=6 Stable(S)=4 Eratic (E)=2 Falling(F)=0	
		Turn Over(Max Mark)= 4 Rising®= 4 Stable(S)= 3 Eratic (E)=2 Falling(F)=0	
		Growth Rate of Average Annual Turn Over for the previous 3 years (Max Mark)= 7 Growth rate up to 10 % = 3 Growth rate above 10 % & up to 20%= 5 Above 20% =7 No growth = 0	
2	Use and Choice of Technology (Max Mark)=5 (Please give details and attach/ upload relevant evidence)	Technology Developed in – house = 5	
		Adoption of latest / Modern Technology = 3	
		Others = 2	
3	Details of the applicant (Max Mark)=5	Brother/Sister/Parent/Grand Parent has not set up any Enterprise/Business = 5 (First Generation Entrepreneur)	
		Others = 3	
4	Location(Max Mark)=5	Backward (Block) = 5 Others – Nil	

5	Standardization and Quality Control (Max mark=5) (Please give details and attach/upload relevant evidence)	Confirmation to -- National Standards = 2 - International Standards = 3 (Apart from Mandatory Certifications such as BIS/ FSSAI etc)	
6	Certifications (Max mark=10) (Please give details and attach/upload relevant evidence)	For each National Certification @ 2 Marks (such as ZED/ BEE etc) For each International Certification @2.5 Marks (such as ISO 9000 series/ 14000/ 22000/ HACCP and GMP)	
7	Welfare Measures (Max mark=10) (Please give details and attach/upload relevant evidence)	EPF/ ESI = 3	
		Welfare Measures for Women = 2	
		Welfare Measures for Differently-abled = 2	
		Group Insurance = 2	
		Skill Training = 2	
8	Pollution Control / waste management/ Safety /Energy Conservation (Max Mark)=10 Note: Full marks may be given if these measures do not apply to this industry subject to the presentation of relevant NOC from the Competent Authority / Enterprise exempted by State Government. (Please give details and attach/upload relevant evidence)	Pollution Control = 5	
		Safety Measures = 3	
		Energy Conservation adopted = 2	
9	Weightage (Max Marks)=10	Category of Enterprise = 2 Micro = 2 Small = 1 Medium = 0	
		Scaling of Enterprise = 8 Change in Category from Micro to Small or Small to Medium	
Total = 80 Marks			

Example:

	2016-17	2017-18	2018-19	2019-20
Value (Rs. In lakh)	20	25	18	30
Growth Rate		$\frac{(25-20) \times 100}{20} = 25\%$	$\frac{(18-25) \times 100}{25} = -28\%$	$\frac{(30-18) \times 100}{18} = 66.66\%$
Average Growth Rate of 3 Years	$25 + (-28) + 66.66 / 3 = 21.22\%$			

ANNEXURE-II

STATE LEVEL BEST WOMAN ENTREPRENEUR AWARD			
Name and address of the Unit:			
Products Manufacture / Line of Activity:			
Date of Commencement of Production :			
Sl. No	Criteria	The methodology for awarding marks	Marks
1	Growth of MSME (Max mark) = 20 (Please give details and attach/ upload relevant evidence)	Original Investment in Plant and Machinery (Max Mark=3) Rising®=3 Stable(S)=2 Eratic(E)=1 Falling(F)=0	
		Employment(Max Mark)=6 Rising®=6 Stable(S)=4 Eratic (E)=2 Falling(F)=0	
		Turn Over(Max Mark)= 4 Rising®= 4 Stable(S)= 3 Eratic (E)=2 Falling(F)=0	
		Growth Rate of Average Annual Turn Over for the previous 3 years (Max Mark)= 7 Growth rate up to 10 % = 3 Growth rate above 10 % & up to 20%= 5 Above 20% =7 No growth = 0	
2.	Use and Choice of Technology (Max Mark)=5 (Please give details and attach/ upload relevant evidence)	Technology Developed in - house = 5	
		Adoption of latest / Modern Technology = 3	
		Others = 2	
3.	Details of the applicant (Max Mark)=5	First Generation Entrepreneur = 5	
		Others = 3	
4.	Location(Max Mark)=5	Backward (Block) = 5 Others - Nil	

5.	Standardization and Quality Control (Max mark=5) (Please give details and attach/upload relevant evidence)	Confirmation to -- National Standards = 2 - International Standards = 3 (Apart from Mandatory Certifications such as BIS/ FSSAI/ APEDA and Halal)	
6.	Certifications (Max mark=10) (Please give details and attach/upload relevant evidence)	For each National Certification @ 2 Marks (such as ZED/ BEE etc) For each International Certification @2.5 Marks (such as ISO 9000 series/ 14000/ 22000/ HACCP and GMP)	
7.	Welfare Measures (Max mark=10) (Please give details and attach/upload relevant evidence)	EPF/ ESI = 3	
		Welfare Measures for Women = 2	
		Welfare Measures for Differently-abled = 2	
		Group Insurance = 2	
		Skill Training = 2	
8.	Pollution Control / waste management/ Safety /Energy Conservation (Max Mark)=10 Note: Full marks may be given if these measures do not apply to this industry subject to the presentation of relevant NOC from the Competent Authority / Enterprise exempted by State Government. (Please give details and attach/upload relevant evidence)	Pollution Control = 5	
		Safety Measures = 2	
		Waste Management = 1	
		Energy Conservation adopted = 2	
9.	Weightage (Max Marks)=10	Category of Enterprise = 2 Micro = 2 Small = 1 Medium = 0	
		Scaling of Enterprise = 8 Change in Category from Micro to Small or Small to Medium	
Total = 80 Marks			

Example:

	2016-17	2017-18	2018-19	2019-20
Value (Rs. In lakh)	20	25	18	30
Growth Rate		$\frac{(25-20) \times 100}{20} = 25\%$	$\frac{(18-25) \times 100}{25} = -28\%$	$\frac{(30-18) \times 100}{18} = 66.66\%$
Average Growth Rate of 3 Years	$25 + (-28) + 66.66 / 3 = 21.22\%$			

ANNEXURE-III

STATE LEVEL BEST QUALITY AND EXPORT ENTREPRENEUR AWARD			
Name and address of the Unit:			
Products Manufacture / Line of Activity:			
Date of Commencement of Production:			
Sl. No	Criteria	The methodology of awarding marks	Marks
1	Growth of MSME (Max Mark) = 20 (Please give details and attach/ upload relevant evidence)	Original Investment in Plant and Machinery(Max Mark=3) Rising(R)=3 Stable(S)=2 Erratic(E)=1 Falling(F)=0	
		Employment(Max Mark)=6 Rising®=6 Stable(S)=4 Erratic (E)=2 Falling(F)=0	
		Turn Over(Max Mark)= 4 Rising®= 4 Stable(S)= 3 Erratic (E)=2 Falling(F)=0	
		Growth Rate of Average Annual Turn Over for the previous 3 years (Max Mark)= 7 Growth rate up to 10% = 3 Growth rate above 10% & up to 20%= 5 Above 20% =7 No growth = 0	
2.	Exports =10 (FOB Value) (Please give details and attach/ upload relevant evidence)	Export Growth rate for the previous 3 years (Max Mark = 5) Growth rate up to 10 % = 3 Growth rate above 10 % & up to 20%= 4 Above 20% = 5 No growth = 0	
		Average Export Turnover for previous 3 years = 5 (Max Mark = 5) Growth rate up to 10% = 3 Growth rate above 10% & up to 20%= 4 Above 20% = 5 No growth = 0	

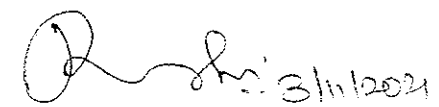
5	Standardization and Quality Control (Max mark=5) (Please give details and attach/ upload relevant evidence)	Confirmation to -- National Standards = 2 - International Standards = 3 (Apart from Mandatory Certifications such as BIS/ FSSAI/ APEDA and Halal)	
6	Certifications (Max mark=10) (Please give details and attach/ upload relevant evidence)	For each National Certification @ 2 Marks (such as ZED/ BEE etc) For each International Certification @2.5 Marks (such as ISO 9000 series/ 14000/ 22000/ HACCP and GMP)	
7	Welfare Measures (Max mark=10) (Please give details and attach/ upload relevant evidence)	EPF/ ESI = 3	
		Welfare Measures for Women = 2	
		Welfare Measures for Differently -abled= 2	
		Group Insurance = 2	
		Skill Training = 2	
8	Pollution Control/ Waste management/ Safety / Energy/ (Max Mark)=10 Note: Full marks may be given if these measures do not apply to this industry subject to the presentation of relevant NOC from the Competent Authority / Enterprise exempted by State Government. (Please give details and attach/ upload relevant evidence)	Pollution Control = 5	
		Safety Measures = 3	
		Energy Conservation adopted = 2	
9	The weightage (Max Marks)=10	Category of Enterprise = 2 Micro = 2 Small = 1 Medium = 0	
		Scaling of Enterprise = 8 Change in Category from Micro to Small or Small to Medium	
Total = 80 Marks			

ANNEXURE-V

STATE LEVEL BEST BANKER AWARD				
Sl. No	Criteria		Marks	Max Marks
1	MSME Portfolio of Bank Lending per branch to State average (As per SLBC data)	Above State average	5	5
		Below State average	3	
2	CGTMSE Scheme - Credit extended for every 500 enterprises		2	10
3	CGTMSE Scheme – Loan Disbursement for every Rs.100 Crores		2	10
4	Performance on lending to MSMEs % of Increase in credit lending (Total lending for the Current Financial Year to that of the Total lending for the Previous Financial Year)	above 5%	5	5
		3% to 5%	3	
		Less than 3%	1	
5	Performance under NEEDS & UYEGP % of Sanctioned to Recommended	Above 75%	5	5
		50% - 75%	3	
		Below 50%	1	
6	Performance for New Enterprises a) Number of New Enterprises Assisted (Total Lending for the Current Financial Year to that of the Previous Financial Year)	If it is above 10%	5	5
		5% - 10%	3	
		Below 5%	1	
	b) Loan disbursed to New Enterprises (Total Lending for the Current Financial Year to that of the Previous Financial Year)	If it is above 10%	5	5
		5% - 10%	3	
		Below 5%	1	
7	Performance of Women Entrepreneur % of Women Entrepreneurs Assisted	If it is above 10% of the Total Lending	5	5
		5% - 10%	3	
		Less than 5%	1	
8	Lending to Micro Enterprises	Above State average	5	5
		Below State Average	3	
			Total	55

V. ARUN ROY
SECRETARY TO GOVERNMENT

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