



GOVERNMENT OF KERALA

Abstract

Industries Department - Guidelines/criteria for Micro, Small and Medium Enterprises (MSME) Awards - Proposal approved - Orders issued.

INDUSTRIES (B)DEPARTMENT

G.O.(Rt)No.723/2023/ID Dated,Thiruvananthapuram, 15-07-2023

- Read 1) GO(Rt)No.1064/2021/ ID dated 25.09.2021
2) GO(Rt)No.1078/2028/ID dated 06.10.2022
3) GO(Rt)No.410/223/ID dated 17.05.2023
4) Letter from Director of Industries and Commerce No.DIC/845/2023- MA- MI dated 12.06.2023

ORDER

As per Orders read as 1st and 2nd above, the criteria for selection of enterprises, constitution of selection committee etc regarding Micro, Small and Medium Enterprises (MSME) Awards were approved. As per Order read as 3rd above, Government have accorded administrative sanction for the plan scheme of Capacity Building Programmes for an amount of Rs.9 Crore for the year 2023-24 wherein 'MSME Awards and Other Miscellaneous Items' is one of the components. And as per letter read above, the Director of Industries and Commerce has furnished a new proposal regarding the guidelines/criteria of MSME Awards in different categories at district/state level and requested Government approval for the proposal

2) Government have examined the matter in detail and are pleased to approve the proposal on Micro Small and Medium Enterprises (MSME) Awards as furnished by the Director of Industries and Commerce as per letter read above.

3) The approved proposal on MSME Awards is annexed to this Order.

(By order of the Governor)

SHIBU ISSAC
ADDITIONAL SECRETARY

To:
The Director of Industries & Commerce, Thiruvananthapuram
The Principal Accountant General (Audit/A&E), Kerala,
Thiruvananthapuram
The Managing Director, Kerala State Industrial Development
Corporation, Thiruvananthapuram
The Managing Director, Kerala Industrial Infrastructure Development
Corporation, Thiruvananthapuram
The Director, Centre for Management Development,
Thiruvananthapuram.
The Chief Executive Officer, Kerala Bureau of Industrial Promotion,
Thiruvananthapuram.
The Chief Executive Officer, Kerala Institute for Entrepreneurship
Development, Ernakulam,
Finance Department
Information and public Relations (Web and New Media Department)
Stock File/Office Copy

Forwarded /By order

Signed by

Aqil Kumar P

Section Officer

Date: 19-07-2023 09:53:10

Copy to- Private Secretary to the Hon'ble Minister for Law,
Industries and Coir.
PA to Principal Secretary, Industries Department.
CA to Additional Secretary, Industries.

**Proposal for
Micro Small and Medium Enterprise Awards**

Introduction

- Ref.: 1) G.O (Rt) No. 983/2018/ID dated 16.08.2018
2) G.O (Rt) No. 1064/2021/ID dated 25.09.2021
3) G.O (Rt) No. 1078/2022/ID dated 06.10.2022
4) Proposal from this office No. DIC/845/2023-MA-M1 dated 09.03.2023
5) Letter No.DIC/1948/2023-TC-T4 dated 28.03.2023 from the Director of Industries and Commerce.
6) G.O (Rt) No. 410/2023/ID dated 17.05.2023

State and District level Awards had been distributed to MSMEs, upto the financial year 2015-16 as per the G.O cited 1st above.

During 2021 a new G.O was issued for the Best Entrepreneur Award as per the reference 2nd cited above. Criteria for the selection of Entrepreneurs for the award was also approved in the order. As per reference 3rd cited, a selection committee was constituted for the selection of best entrepreneurs in the state for the award and also the Prize Money was fixed for the award as per the reference 3rd cited above.

These two orders were re-worked and a new proposal is submitting here with for distributing awards to Best MSMEs in different categories across districts and the state:

A Proposal was already submitted to the Govt. in this regard as per reference 4th cited and a revised proposal for awards to the best enterprises/ entrepreneurs in the State based on their performance during the Financial Year 2022-23 was submitted to the Govt. for placing in the Department Working Group as per reference 5. The Working Group approved the proposal and issued the administrative sanction for the Awards for the MSME Awards vide reference 6 above.

**Awards for Best Entrepreneurs/Enterprises for the Financial Year
2021-22**

The following Awards are proposed for Entrepreneurs/Enterprises based on their performance during the Financial Year 2021-22

I. District Level

a) Micro Category

1. Best Manufacturing Unit
2. Best Service Unit
3. Best Trade Unit

b) Small Category

1. Best Manufacturing Unit
2. Best Service Unit
3. Best Trade Unit

c) Medium Category

1. Best Manufacturing Unit
2. Best Service Unit
3. Best Trade Unit

d) Export

1. Best Export oriented Manufacturing unit

e) Special Categories

1. Best MSME unit promoted by Women entrepreneur
2. Best MSME unit promoted by SC entrepreneur
3. Best MSME unit promoted by ST entrepreneur

II. State Level

a) Micro Category

1. Best Manufacturing Unit
2. Best Service Unit
3. Best Trade Unit

b) Small Category

1. Best Manufacturing Unit
2. Best Service Unit
3. Best Trade Unit

c) Medium Category

1. Best Manufacturing Unit
2. Best Service Unit
3. Best Trade Unit

d) Large and Mega Category

1. Best Manufacturing Unit
2. Best Service Unit
3. Best Trade Unit

e) Export

1. Best Export oriented Manufacturing unit in the state

f) Special Categories

1. Lifetime Achievement Award
2. Best Manufacturing Startup in State
3. Best MSME unit promoted by Women entrepreneur
4. Best MSME unit promoted by SC entrepreneur
5. Best MSME unit promoted by ST entrepreneur
6. Best unit promoted by Transgender entrepreneur in State

Prize Money for Awards

Level	Category	Prize Money
State	Lifetime Achievement Award	Rs.2,50,000
Level	Best Manufacturing Unit in State (Micro)	Rs.1,00,000
	Best Service Unit in State (Micro)	Rs.1,00,000
	Best Trade Unit in State (Micro)	Rs.1,00,000
	Best Manufacturing Unit in State (Small)	Rs.1,00,000
	Best Service Unit in State (Small)	Rs.1,00,000
	Best Trade Unit in State (Small)	Rs.1,00,000
	Best Manufacturing Unit in State (Medium)	Rs.1,00,000

	Best Service Unit in State (Medium)	Rs.1,00,000
	Best Trade Unit in State (Medium)	Rs.1,00,000
	Best Manufacturing Unit in State (Large or Mega)	Rs.1,00,000
	Best Service Unit in State (Large or Mega)	Rs.1,00,000
	Best Trade Unit in State (Large or Mega)	Rs.1,00,000
	Best Export oriented Manufacturing unit in State	Rs. 100,000
	Best Manufacturing Startup in State	Rs. 100,000
	Best unit promoted by Women entrepreneur in State	Rs. 50,000
	Best unit promoted by SC entrepreneur in State	Rs. 50,000
	Best unit promoted by ST entrepreneur in State	Rs. 50,000
	Best unit promoted by Transgender entrepreneur in State	Rs. 50,000
District Level	Best Manufacturing Unit in the District (Micro)	Rs. 50,000
	Best Service Unit in in the District (Micro)	Rs. 50,000
	Best Trade Unit in the District (Micro)	Rs. 50,000
	Best Manufacturing Unit in the District (Small)	Rs. 50,000
	Best Service Unit in the District (Small)	Rs. 50,000
	Best Trade Unit in the District (Small)	Rs. 50,000
	Best Manufacturing Unit in the District (Medium)	Rs. 50,000
	Best Service Unit in the District (Medium)	Rs. 50,000
	Best Trade Unit in the District (Medium)	Rs. 50,000
	Best Export oriented Manufacturing unit in the District	Rs. 50,000
	Best unit promoted by Women entrepreneur in the District	Rs. 25,000
	Best unit promoted by SC entrepreneur in the District	Rs. 25,000
	Best unit promoted by ST entrepreneur in the District	Rs. 25,000

Total Amount needed for distributing the Prize Money

Award Type	Total Prize Money
Total Amount for Entrepreneur/Enterprise Awards	Rs. 99,00,000
Expense for conducting the Event	Rs. 10,00,000
Total	Rs. 1,09,00,000

Criteria for the Awards

The criteria for the awards for the best entrepreneurs/ enterprises is given below.

1. Criteria for Entrepreneur/Entreprise Awards (Manufacturing and Service)

Criteria	Parameter	Marks (Parameter)	Marks (Criteria)
Investment	Total Investment in Plant and Machinery/equipments as on 31 st March of the year	10	15
	Average Growth in Investment over 3 years	5	
Employment	Total Employment as on 31 st March of the year	10	25
	% of Non-Male payroll	5	
	% of Differently able Employees	5	
	Salary to Turnover Ratio	5	
Sales and Profitability	Annual Turnover for the year	10	35
	Average Growth in Annual Turnover over 3 years	5	
	Annual Net Profit	10	
	Average Growth in Net Profit over 3 years	5	
	Profit/Turnover Ratio	5	
Export	Annual Export Turnover for the year	10	10
Certification	Certification by ISO , AGMARK , BIS , ZED, CE Marking, HACCP, NABL (1 mark for each certification)	5	5
Environmental, Social and Governance (ESG) Practice	% of Green Energy used to the total energy requirement	5	10
	Eco Friendly Waste Disposal System	5	
Total		100	

2. Criteria for Entrepreneur/Entreprise Awards (Trade)

Criteria	Parameter	Marks (Parameter)	Marks (Criteria)
Investment	Total Investment in fixed assets as on 31 st March of the year	10	15
	Average Growth in Investment over 3 years	5	
Employment	Total Employment as on 31 st March of the year	10	25
	% of Non-Male payroll	5	
	% of Differently able Employees	5	
	Salary to Turnover Ratio	5	
Sales and Profitability	Annual Turnover for the year	15	45
	Average Growth in Annual Turnover over 3 years	5	
	Annual Net Profit	15	
	Average Growth in Net Profit over 3 years	5	
	Profit/Turnover Ratio	5	

Export	Annual Export Turnover for the year (International)	10	15
	Annual Export Turnover for the year (with India)	5	
Total		100	

3. Criteria for Export Oriented Units

Criteria	Parameter	Marks (Parameter)	Marks (Criteria)
Export	Annual Export Turnover for the year	30	75
	Export to Total Turnover Ratio	30	
	Growth in Annual Export Turnover for three years	15	
Investment	Total Investment in Plant and Machinery in One Year	5	5
Employment	Total Employment	5	5
Sales and Profitability	Annual Turnover	5	10
	Annual Net Profit	5	
Certification	Certification by ISO, AGMARK, BIS, ZED, CE Marking, HACCP, NABL (1 mark for each certification)	5	5
Total		100	

4. Criteria for Lifetime Achievement Award

1. At least 25 years of documented accomplishment in the field of Entrepreneurship who had a significant impact on a large number of individuals and organizations.
2. Should be first generation entrepreneur or should have made remarkable growth for the enterprise after taking over.
3. should have contributed substantial time and expertise towards improvement of entrepreneurial and social ecosystem.

The winner shall be decided by a Committee constituted for the same.

Forms

The Director of Industries & Commerce shall have the full authority to prepare application forms and any other formats required for the proper implementation of the scheme, and to make, sub-rules, check list if any, required.

Expenditure can be met from the Head of Account 2851-00-001-93 IIP (P) provided in the annual plan for the financial year 2023-24.