



Digital MSME” Scheme for promotion of Information and Communication Technology (ICT) in MSME Sector

Government of India DC(MSME), Ministry of Micro, Small & Medium Enterprises



■ Scheme Summary/key features:

The main objective of scheme is to make MSMEs digitally empowered and motivate them to adopt ICT tools and applications in their production & business processes with a view to improve their competitiveness in national and international mark.

Besides this, it aims to empower and enable MSMEs to harness IT as a medium of communication to revamp access to the markets to update their managerial and technical knowledge though online content-both static and dynamic and to evolve internal efficiencies by way of intense ICT intake and

This scheme is a component of Credit Linked Capital Subsidy Scheme for Technology Up-gradation (CLCS- TU) automating procedure for cost reduction and capacity enhancement for information access, processing, collaboration and dissemination.

The Ministry of Micro, Small and Medium Enterprises (MSME) has released new guidelines for the “Digital MSME” Scheme for promotion of Information & Communication Technology in MSME Sector.

This scheme is a component of Credit Linked Capital Subsidy Scheme for Technology Up-gradation (CLCS- TU)

According to the new guidelines, the main components of the scheme would include Awareness Program and Work Shop, Development of e-Platform, Development of software/Apps for MSMEs, Digital Literacy and e-marketing, Training to MSME officials, MSMEs, Professionals etc.,

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Digital Empowerment through Enterprise Development Centre (EDC), Assistance for IT infrastructure to various Implementing Agencies (IA) up to Rs.10 lakhs per IA, Futuristic developments, Publicity, Branding and Mobilization, impact Assessment and Survey including Data Analytics and Miscellaneous Expenses



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•Eligibility:

Udyog Aadhar memorandum number
MSME must pay for the services provided
Selection will be based on first come first serve plan
Financial stability, Product ability, export, the scope for advancement shall be considered.

<http://msme-tc-nr.gov.in/>

<https://knnindia.co.in>

▪ **Amount or Percentage of Subsidy:**

- Awareness activities and workshops
- Cloud Computing- this service will be provided in three layers
- With subsidy- Maximum of Rs 1 lakh for 2 years
- Without subsidy- services from the cloud at very low cost
- Market cost- No exceptions
- Publicity, Branding, mobilization, Assorted expenses
- Development of e- platform, software apps, assistance through IT infrastructure
- Enterprise Facilitation centres for enabling digitization.
- Working of the Digital MSME Scheme