



भारत सरकार

मध्यम उद्यम मंत्रालय

एमएसएमई - विकास संस्थान

65/1, GST Road, Guindy, चेन्नै - 600 032



Government of India

Ministry of Micro, Small & Medium Enterprises

MSME - DEVELOPMENT INSTITUTE

65/1, GST Road, Guindy, Chennai - 600 032

Date: 04.12.2019

8-1.20 - for  
7-1.20 - LFC  
10-1.20 - copy  
Compl.

To

The Chief Education Officer,  
Collectorate Building,  
3rd Floor, B Block, Vellore Arcot Road, Sathuvacheri, Vellore – 632009

**Sub:** District Level Awards for Enterprise Development and Promotion of Brand MSME

**Ref:** 1) Office of Development Commissioner, Ministry of MSME, Govt. of India, New Delhi  
Sanction no NA/10/State/UT-Award-DI/2019 dated 02.09.2019.

Sir/Madam,

Office of The Development Commissioner(MSME), Ministry of MSME, Govt. of India, New Delhi vide sanction cited in Ref(1), directed the field office, MSME-DI to conduct Essay competition on subject topic related to MSME and another competition on Traditional art as per the district requirement with an objective to promote MSMEs. Students of Class IX to XII standard of the schools throughout the district are eligible to participate in the above mentioned competitions

In this regard you are requested to give wide circulation and conduct the competition in the schools throughout the district as following

1. **Essay Competition topic: Role of MSMEs in Development of Indian Economy**
2. **Tradition art topic: Painting competition on Traditions of Tamilnadu.**
3. CEO, Vellore can decide a date and time, tentatively in third or fourth week of October, 2019 and the same has to be specifically indicated on the Circular to be issued to Schools.
4. Applications from students for participation in the competition should be collected at least one week before the commencement of competition along with one identity proof and Bank Details
5. Language of competition can be decided by the CEO, Vellore
6. Competition should be conducted on single day throughout the District
7. CEO, Vellore will conduct the competition in the Government schools throughout the district, evaluate and submit the first three at block level to the committee for deciding the winners at District level.
8. Committee at district level consisting of the following members is constituted
  - a. GM DIC, Vellore
  - b. MSME-DI, Nodal officer of Vellore District
  - c. Representative of Education department Vellore
  - d. Representative of Industry association Vellore

9. The winners of each district will be distributed certificate during any mega event organized in the district by the Ministry of MSME and the prize money will be credited to the winner bank account directly in accordance with DBT.
10. All the terms and conditions besides modalities in the sanction mentioned in the Ref(1) may be followed while conducting the competitions.

Your kind cooperation in this regard is solicited.

Yours faithfully



A.RAVI KUMAR  
Dist. Nodal Officer-Vellore

ofc

Encl: Office of Development Commissioner, Ministry of MSME, Govt. of India, New Delhi Sanction no NA/10/State/UT-Award-DI/2019 dated 02.09.2019.

தமிழ்நாடு பள்ளிக்கல்வி இயக்குநரின் செயல்முறைகள், சென்னை 600 006.  
ந.க.எண். 058760 / எம் / இ2 / 2019, நாள். .11.2019

பொருள் : பள்ளிக்கல்வி - சென்னை, MSME Development Institute - 9ஆம் வகுப்பு முதல் 12 ஆம் வகுப்பு வரை பயிலும் மாணவர்களுக்கு கட்டுரை மற்றும் ஒலியப்போட்டி நடத்துதல்- இப்போட்டிகளில் மாணவ/ மாணவிகளை பங்குபெற செய்வதற்கு உரிய நடவடிக்கை மேற்கொள்ளுதல்- - சார்பு.

பார்வை : சென்னை, MSME Development Institute சிறு, குறு மற்றும் நடுத்தர தொழில் நிறுவனங்கள் துறை அமைச்சகம் , இந்திய அரசாங்கத்திடமிருந்து பெறப்பட்ட கடிதம் நாள்.18.10.2019

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சென்னை, MSME Development Institute என்ற அரசு நிறுவனம் 9 ஆம் வகுப்பு முதல் 12 ஆம் வகுப்பு வரை அரசு / அரசு நிதியுதவிப் பெறும் பள்ளிகளில் பயிலும் மாணவர்களுக்கு மாவட்ட அளவில் கட்டுரை மற்றும் ஒலியப்போட்டி நடத்தி ஒவ்வொரு மாவட்டத்திலும் முதல் மூன்று இடங்களைப் பெறும் மாணவ/ மாணவிகளுக்கு சான்றிதழ் மற்றும் பணப்பலன்கள் வழங்கவுள்ளதாகவும் மேலும் போட்டிகள் குறித்த வழிமுறைகளும் இணைப்பில் கண்ட கடிதம் வழியாக தெரிவிக்கப்பட்டுள்ளது.

எனவே அனைத்து மாவட்ட முதன்மைக்கல்வி அலுவலர்கள் தங்கள் மாவட்டத்திலுள்ள அனைத்து அரசு / அரசு நிதியுதவிப் பெறும் பள்ளித் தலைமை ஆசிரியர்களுக்கு உரிய அறிவுரைகள் வழங்கி, ஒவ்வொரு மாவட்டத்திலிருந்தும் அதிகளவிலான பள்ளி மாணவ /மாணவியர்களை பங்கேற்க செய்திட உரிய நடவடிக்கை மேற்கொள்ளுமாறு கேட்டுக்கொள்ளப்படுகிறார்கள்.

மேலும் பள்ளிகளில் கற்றல் கற்பித்தல் பணிகள் பாதிக்காத வகையிலும் மாணவர்களின் பாதுகாப்பு மற்றும் நலன் பாதிக்காத வகையிலும் இம்மாத (நவம்பர் 2019) மூன்றாவது வாரத்தில் மேற்கண்ட போட்டிகளை நடத்திட ஏதுவாக மேற்குறித்த நிறுவனத்திற்கு உரிய ஒத்துழைப்பு வழங்கிடுமாறும் அனைத்து மாவட்ட முதன்மைக்கல்வி அலுவலர்கள் கேட்டுக்கொள்ளப்படுகிறார்கள்.

இணைப்பு:

பார்வையில் கண்ட கடிதத்தின் நகல்

பெறுநர்:

அனைத்து மாவட்ட முதன்மைக்கல்வி அலுவலர்கள்

நகல்:

- 1.அரசு முதன்மைச் செயலாளர்,  
பள்ளிக் கல்வித் துறை,  
தலைமைச்செயலகம், சென்னை-09. - தகவலுக்காகப் பணிந்து அனுப்பலாகிறது.

2.K.S.Santhalingam I.E.S.,  
Asst.Director  
MSME - Development Institute , Ministry of Micro , Small & Medium  
Enterprises,  
Anna Salai , Guindy, Chennai-32

பள்ளிக்கல்வி இயக்குநர் 3/3



Government of India  
Ministry of MSME  
MSME Development Institute, Chennai

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H-section

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M.

18/10/19

## Guidelines for conducting competition for "Awards for Enterprises Development and Promotion of Brand MSME"

- 1. Eligibility:** Class IX to XII std school students of the district.
- 2. Prize:** The winners in the district will be awarded with certificate and prize money by the Ministry of MSME, Government of India as given below.

Prize	Essay Writing Competition	Painting of Traditional Arts
First	Rs. 10,000	Rs. 10,000
Second	Rs. 7,500	Rs. 7,500
Third	Rs. 5,000	Rs. 5,000

The Prize Money will be credited to the winner's bank account directly through Direct Benefit Transfer (DBT) for both Essay Writing Competition and Painting of Traditional Arts of the district.

- 3. Date of the Competition:** To be decided by the School Education Department, Govt. of Tamil Nadu, preferably during the month of November/December, 2019.
- 4. Venue of the Competition:** Selected Government High School/Higher Secondary School in the district. Approximately 4-5 schools in a district (region wise).
- 5. Publicity:** Chief Educational Officer (CEO) and District nodal officer of MSME-DI of the concerned district to give publicity/circular to schools.
- 6. Application:** Interested candidates should submit the filled-in application form, certified by the Principal/Head Master of the School.
- 7. Language of the Essay writing competition:** Tamil.

## 8. Duration and Marks:

- Essay writing competition - 1 Hour 30 Minutes. Maximum marks: 50
- Painting Competition on Traditional Art - 1 Hour 30 Minutes. Maximum marks: 50

5  
1/2 hr  
1/2 hr.

## 9. Essay competition topics (select any one of the following topics):

- I. Role of Small Enterprises/industries in Indian Economy.
- II. Essay on the prominent industries including village based enterprises of your district.
- III. My Clean India: Cleanliness is next to Godliness.

Any  
one  
out of these

## 10. Painting of Traditional Arts:

Painting competition on Traditional arts of the district such as folk dance, handicrafts, sculpture, etc.

## 11. Evaluation:

The Principal/Headmaster of the selected school will evaluate and select top three students in each competition from the region and forward the same to district headquarters where the committee members will decide on the finalists. The following officials are to be constituted as committee members.

- Chief Educational Officer of the district
- District Nodal Officer, MSME-DI
- The General Manager, District Industries Centre
- Representative of MSME Industry Association

## 12. Fund Allotted to MSME-DI, Chennai:

Sl. No	Particulars	Amount
1	Prize Money	Rs. 18,45,000.00 (@Rs. 45,000/- per district)
2	Additional Fund for misc. expenses like honorarium and stationery items, etc.	Rs. 6,15,000.00 (@Rs. 15,000/- per district)

विकास आयुक्त कार्यालय  
सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय  
(भारत सरकार)  
निर्माण भवन, सांतवी मंज़िल, मौलाना आज़ाद रोड  
नई दिल्ली - 110 011



DEVELOPMENT COMMISSIONERATE  
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES  
(GOVERNMENT OF INDIA)

Nirman Bhawan, 7<sup>th</sup> Floor, Maulana Azad Road,  
New Delhi - 110 011

Ph. EPAX-23063800, 23063802, 23063803, 23063804, 23063805 & 23063806

File No.NA/10/State/UT-Award-DI/2019 - 1569 - 78

Date: 20<sup>th</sup> September, 2019

To,

The Pay & Account Officer  
The Pay & Account Office (MSME),  
New Delhi/ Mumbai/ Kolkata/ Chennai

Subject: - Sanction of an additional funds to the tune of ₹1,09,80,000.00 (Rupees One Crore Nine Lakhs and Eighty Thousand Only) to MSME-DIs towards meeting the miscellaneous expenditure in respect of "Awards for Enterprise Development and Promotion of Brand MSME".

Ref: Sanction order vide File No.NA/10/State/UT-Award-DI/2019 Date: 02.09.2019

Sir,

In continuation to this office sanction order of even no. dated 02.09.2019, I am directed to convey the approval of Competent Authority for an additional allocation of ₹1,09,80,000.00 (Rupees One Crore Nine Lakhs and Eighty Thousand Only) to various MSME-DIs towards meeting the miscellaneous expenditure in respect of "Awards for Enterprise Development and Promotion of Brand MSME" in connection with organizing the following competitions in each of the districts under their jurisdiction:-

- Essay Competition on subject/topic related to MSME [in English/Hindi/Regional Language (any one language across the district)]
- Competition on Traditional Art (May vary from district to district)

[Note:-In case of tie, the panel has to adopt suitable methodology as tie breaker mechanism to select the 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> Awardees only in each of the above activities.]

3. The additional allocation of funds @ ₹15,000.00 per district under the jurisdiction of MSME-DIs includes the expenditures like Hiring of vehicle, stationery/kit items required by the candidate at the venue, honorarium to the invigilators at the venue, refreshments, miscellaneous expenses etc. is as per the list enclosed at Annexure-A1.

4. The MSME-DIs will keep separate account of utilization of these funds. The saving, if any, is NOT TRANSFERABLE to any other account.


5. The expenditure towards TA/DA of officers/staff has to be met from DTE budget allotted to the concerned DIs.

*(Signature)*  
21/9/19  
Development Commissioner  
Ministry of Micro, Small & Medium Enterprises  
Office of the Development Commissioner  
Nirman Bhawan, New Delhi - 110011

*(Signature)*  
20/9/19  
पवन कुमार किशोर BAWAN KUMAR SHYLI  
आसु निदेशक/Asstt Director  
भारत सरकार/Govt of India  
विकास आयुक्त, (सूक्ष्म, लघु एवं मध्यम उद्यम)  
Office of the Dev. Commr (MSME)  
Ministry of Micro, Small & Medium Enterprises  
निर्माण भवन, नई दिल्ली - 110011

3. Modalities :-

S. No.	Particulars	Details
1.	Type of Awards	1. Essay competition on MSME Topic. 2. Regional Traditional Art based competition.
2.	Selection of Topic	By the concerned MSME-DI, based on the problems, prospects of the Districts
3.	Eligibility of the candidate	Students of Class IX to XII standard of the schools of the district.
4.	Language	Hindi/ English/ Regional language [Any one language across the district]
5.	venue	Various location of the school/college/institution / block/village in the district level, as decided by the concerned DI
6.	Process of Organizing the competition and Finalization/Selection of the Awardees.	<ul style="list-style-type: none"> <li>Competition should be held in selected school/ centre across the Districts on the same day.</li> <li>Registration to be opened one month in advance.</li> <li>One specific officer/official should be nominated as Nodal officer In-charge for the entire related activity for the district.</li> <li>Date and centre to be specifically indicated on the advertisement/ circular.</li> <li>DI's will have operational flexibility to decide other issues.</li> <li>Award panel is to be decided by the concerned DI in active association from the District Industries Centre, prominent Industry Association of the District for scrutiny and finalization/selection of the Awardees.</li> </ul>
7.	Prize	<ul style="list-style-type: none"> <li>Each awards will carry cash prize of Rs.10, 000/- , Rs.7500/- &amp;Rs. 5000/- for award category of Ist, IInd &amp; IIIrd respectively and a Certificate.</li> <li>The selected awardees would be given cash prize (through RTGS) in their Bank Account as per the mandate of the Direct Benefit Transfer(DBT) and certificate at the Udyam Samagam Events/ other Major Event, organized by the Office of the Director, MSME-DI to be held in the Districts of the State/UT</li> <li>The award would be given away by the Concerned District Magistrate or the Chief Guest of the event.</li> </ul>

  
 परम कुमार सिंह Manoj KUMAR SINGH  
 सहायक निदेशक/Asst. Director  
 भारत सरकार/Govt. of India  
 विकास आयोग, (एच डी एच एम संघ) का कार्यालय  
 Office of the Dev. Commr. (MSME)  
 रुम, लघु एवं मध्यम उद्यम भवन  
 Ministry of Micro, Small & Medium Enterprises  
 निर्माण भवन, नई दिल्ली- 108/Nirman Bhawan, New Delhi- 108





6. In addition to the above, the concerned MSME DIs will have to abide by the terms & conditions as given in the Detailed Guidelines as communicated earlier. Also, the office of DC (MSME) may lay down any other condition as and when required.

7. The expenditure shall be accommodated in demand No. 66- Ministry of Micro Small & Medium Enterprises (MSME) for the year 2019 -20 as follows:

(i) Object Head	2851.00.102.02.03.20	OAE
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8. This sanction issues with the approval of AS&DC (MSME).

*[Handwritten Signature]*  
20/9/19  
पवन कुमार सिंह (Pawan Kumar Singh)  
Assistant Director (National Awards)  
महो. निदेशक/Asstt. Director  
भारत सरकार/Govt. of India  
पञ्जाब आगुका, (मि. लो एच मो उद्यम) का कार्यालय  
Office of the Dev. Commr. (MSME)  
सुन, लघु एवं मध्यम उद्यम भवन  
Ministry of Micro, Small & Medium Enterprises  
निर्माण भवन, नई दिल्ली- 108/Nirman Bhawan, New Delhi- 108

Copy to:

1. The AIA/Director/Director-in-charge: All MSME DIs as per list at Annexure- A1.
2. Budget & Accounts Section, O/o DC (MSME), Nirman Bhawan, New Delhi.
3. Planning Division, O/o DC (MSME), Nirman Bhawan, New Delhi.
4. The DDO, O/o DC (MSME), Nirman Bhawan, New Delhi.
5. Under Secretary, IF Wing, Ministry of MSME, Nirman Bhawan, New Delhi.
6. The Principal Director of Audit, Economic & Service Ministry, DGCAR Bldg., I.P. Estate, New Delhi-110002.
7. SENET Division with a request to upload on the official website.
8. Guard File

*[Handwritten Signature]*  
20/9/19  
(Pawan Kumar Singh)  
Assistant Director (National Awards)  
पवन कुमार सिंह / PAWAN KUMAR SINGH  
महो. निदेशक/Asstt. Director  
भारत सरकार/Govt. of India  
पञ्जाब आगुका, (मि. लो एच मो उद्यम) का कार्यालय  
Office of the Dev. Commr. (MSME)  
सुन, लघु एवं मध्यम उद्यम भवन  
Ministry of Micro, Small & Medium Enterprises  
निर्माण भवन, नई दिल्ली- 108/Nirman Bhawan, New Delhi- 108