

is a flagship initiative launched on 16th January, 2016 to build a strong eco-system for nurturing innovation and startups in the country which will drive economic growth and generate large scale employment opportunities. The Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce and Industry is the nodal agency for implementation of this initiative.

(b) The total number of beneficiaries assisted under the Prime Minister's Employment Generation Programme (PMEGP), Coir Udyami Yojana (CUY) and MUDRA Scheme, since the inception are 3,90,495 units (till 31st October, 2016), 1,189 units (up to 31-10-2016), 5,35,32,977 accounts (till 04-11-2016), respectively.

(c) Prime Minister's Employment Generation Programme (PMEGP), Coir Udyami Yojana (CUY) and MUDRA Scheme are not being reported on Direct Benefit Transfer (DBT).

Encouragement to small scale industries

†920. SHRI SANJAY SETH: Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

(a) whether the Central Government has taken/purposes to take any steps for providing sufficient encouragement to small scale industries in view of competition faced from the multinational companies;

(b) if so, the details thereof as on date; and

(c) if not, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI HARIBHAI PARTHIBHAI CHAUDHARY): (a) to (c) The Ministry of Micro, Small and Medium Enterprises has been implementing various schemes and programmes for promotion, development and enhancing the competitiveness and productivity of MSMEs so as to make them globally competitive. The major schemes/programmes, *inter alia*, include National Manufacturing Competitiveness Programme (NMCP), Credit Guarantee Scheme and Credit Linked Capital Subsidy Scheme (CLCSS). The Ministry of Micro, Small and Medium Enterprises has recently launched a new scheme called financial support to MSMEs in ZED (Zero Defect Zero Effect) certification. The scheme aims to create awareness amongst MSMEs about ZED manufacturing and motivate them to undertake assessment of their enterprise for ZED certification.

†Original notice of the question was received in Hindi.