

Ch/ / /16-17

Date: 13 January, 2017

**Dear Sir,**

**Subject: One Day Awareness Programme on ZED (Zero Defect & Zero Effect) Scheme and Benefits for MSMEs on 19.01.2017 at MCUP, Kanpur.**

Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy and contributes upto 35% to the industrial output. MSMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. MSMEs are complementary to large industries as ancillary units and this sector contributes enormously to the socio-economic development of the country.

MSMEs generate jobs, and to keep the promise of “Make in India” MSME units need to take care of while, first Zero Defect, second Zero effect, so that goods do not return from national /international market place, and manufacturing with zero effect, (not to impact the environment) for maintaining life ecosystem. MSMEs will need to adopt to ZED scheme which has been launched by the Government of India Hon’ble Prime Minister of India.

***Merchants’ Chamber of Uttar Pradesh is organizing a program on ZED (Zero Defect & Zero Effect) which has been designed by Ministry of MSME, GoI and supported by FIEO, Kanpur Chapter.***

**This program is scheduled at 2.00 PM on 19-1-2017 at Merchants’ Chamber of Uttar Pradesh, Auditorium, Kanpur.**

This **Prime objectives** for organizing this event are:

1. Develop an Ecosystem for Zero defect manufacturing in MSMEs.
2. Promote adoption of Quality Tools / Systems and Energy Efficient manufacturing.
3. Enable MSMEs for manufacturing of Quality Products.
4. Drive manufacturing with adoption of Zero defect production processes and without impacting the environment.
5. Support Make in India Campaign.
6. Develop professionals in the area of ZED manufacturing.
7. Under the scheme 22,222 MSMEs will be rated & certified under ZED Maturity Assessment Model, 5000 MSMEs will be rated & certified under the

ZED Defense Model, 7368 MSMEs will be supported for Gap Analysis, Handholding, and Consultancy for improving their rating etc.

***You are requested to kindly attend the program along with senior officers from your organization for taking maximum benefits from expert speakers.***

**Benefits of ZED certification:**

- Credible recognition of the industry for international customers seeking investment in India
- Streamlined operations and lower costs
- Superior quality, reduced rejection and higher revenues
- Increased environmental & social benefits
- Additional employment generation
- Other benefits as announced by the Government from time to time.

Regards

For- Merchants' Chamber of Uttar Pradesh

(A.K. Sinha)  
Secretary