

**Seminar on 'Zero Defect, Zero Effect (ZED) Certification
and Various Schemes of the Government for MSMEs'
Thursday, January 05, 2023 from 10:00 a.m. to 2:00 p.m.**

Dear Sir/Madam,

The Navi Mumbai Expert Committee and Industry and Trade Committee of IMC, in association with MSME Development & Facilitation office, Mumbai, are organizing a seminar on '**Zero Defect, Zero Effect (ZED) Certification and Various Schemes of the Government for MSMEs**', as per the following details:

Day and Date : Thursday, January 05, 2023

Time : 10:00 a.m. to 2:00 p.m.

**Platform : Conference Room, Thane Belapur Industries Association,
P-14, TTC MIDC INDL. Area, Opposite Rabale Station,
Rabale, Navi Mumbai – 400 701**

Hon'ble Prime Minister Shri Narendra Modi urged the industry, especially the Micro, Small and Medium Enterprises (MSMEs) of India, to manufacture goods in the country with "zero defects" and to ensure that the goods have "zero effect" on the environment.

As the MSMEs are amongst the strongest drivers of economic development, innovation and employment, it becomes imperative to strengthen their ecosystem. The Government of India envisioned the Zero Defect Zero Effect (ZED) initiative to enhance MSME competitiveness, make them sustainable and transform them as national and international champions.

MSME Sustainable (ZED) Certification is an extensive drive to create awareness amongst MSMEs about Zero Defect Zero Effect (ZED) practices and motivate and incentivise them for ZED Certification while also encouraging them to become MSME champions. Through the journey of ZED Certification, MSMEs can reduce wastage substantially, increase productivity, enhance environmental consciousness, save energy, optimally use natural resources, expand their markets, etc. MSMEs will also be motivated to adopt best practices in work culture, standardisation of products, processes, systems etc. in order to enhance their global competitiveness and sustainability. The ZED Certification aims at enhancing the competitiveness of an MSME through assessment, handholding, managerial and technological intervention etc., hence it is not just a Certification.

The experts from MSME Development Institute & Facilitation office, Mumbai, will speak on ZED certification, benefits and incentives after the certification as well as various incentive schemes available for the MSMEs.

The objective of the seminar is to create awareness of various schemes of government along with ZED Certification amongst MSMEs so as to:

- Encourage and enable MSMEs for manufacturing of quality products using latest technology, tools and to constantly upgrade their processes for achievement of high quality and high productivity with the least effect on the environment.
- Develop an Ecosystem for ZED Manufacturing in MSMEs, for enhancing competitiveness and enabling exports.
- Promote adoption of ZED practices and recognize the efforts of successful MSMEs.
- Encourage MSMEs to achieve higher ZED Certification levels through graded incentives.
- Identify areas to improve upon, thereby assisting the Government in policy decisions and investment prioritization.

We invite you to attend this interesting session that will be beneficial for MSMEs. The session will be followed by networking lunch.

There is no participation fee. However, access is only through registration.

To register for the event, use the link: <https://www.imcnet.org/events-1930>

For more details and help in registration, you may contact Mr Nitin Bhapkar at nitin.bhapkar@imcnet.org or on hand phone +919136031515.

All participants are requested to bring their **Udyam Aadhar** registration copy at the seminar.

We do hope you will be able to seize this opportunity and participate on January 05, 2023.

Regards,

Ajit Mangrulkar

Director General

IMC Chambers of Commerce and Industry (IMC)