

# National Manufacturing Competitiveness Programme (NMCP)

July 25, 2019

*Source: PIB, India findings website*

## Background

The Government has announced formulation of National Competitiveness Programme in 2005 with an objective to support the Small and Medium Enterprises (SMEs) in their endeavor to become competitive and adjust the competitive pressure caused by liberalization and moderation of tariff rates

## Objectives

**The main objective** of the National Manufacturing Competitiveness Programme (NMCP) is to **enhance the global competitiveness of manufacturing Micro, Small and Medium Enterprises (MSMEs)**, other objectives are;

- Focus on improving competitiveness dealing with MSME sector
- Key initiative for the survival of MSMEs in domestic or international markets
- A catalyst approach or create role models
- Implementation with Public-Private Partnership
- Challenges for execution
- Essentially a Supply-side initiative
- Fear of MSMEs in revealing data.
- MSMEs are uncertain in investing their contribution

## Targets

The purpose of NMCP is to expand global competitiveness among Indian MSMEs. This programme targets developing the complete

value chain of the MSME sector **by means of the following components:**

- Lean Manufacturing Competitiveness Scheme,
- Design Clinic Scheme,
- Technology & Quality Up-gradation support for MSMEs (TEQUP),
- Promotion of ICT in manufacturing Sector,
- Building Awareness on Intellectual Property Rights (IPR),
- Entrepreneurial & Management Development of SMEs through incubators,
- Enabling Manufacturing Sector to be Competitive through Quality Management Standards (QMS) and Quality Technology Tools QTT (This component has been subsumed under ZED certification scheme)

### **Implementation of NMCP**

**The MSME Ministry** employs the programme under the guidance of the National Manufacturing Competitiveness Council. The 10 chief components of the programme **aim to address MSME competitiveness issues in the Public-Private-Partnership (PPP) mode.** The components of the NMCP are as subsequent:

- Support related to entrepreneurial and managerial development of SMEs by means of incubation
- Improving quality through Quality Management Standards in addition to Quality Technology Tools
- Technology up-gradation and quality certification assistance to SMEs
- Marketing assistance to MSMEs
- Marketing assistance for SMEs and technology up-gradation activities
- Design clinic scheme to convey design or innovation expertise
- Promotion of ICT
- Setting up the Mini Tool Room in addition to Training

## Centres

- Building awareness on Intellectual Property Rights
- National Programme related to the function of Lean Manufacturing