

"ഭരണഭാഷ- മാതൃഭാഷ"



**കേരള സർക്കാർ**

**സംഗ്രഹം**

വ്യവസായ വകുപ്പ്-എം.എസ്.എം.ഇ ഇൻഷുറൻസ് സ്കീമിനുള്ള പുതുക്കിയ മാർഗ്ഗനിർദ്ദേശങ്ങൾ അംഗീകരിച്ച് ഉത്തരവാകുന്നു.

**വ്യവസായ( ബി ) വകുപ്പ്**

സ.ഉ.(സാധാ) നം.678/2024/ID തീയതി,തിരുവനന്തപുരം, 29-07-2024

- പരാമർശം:-
1. സ.ഉ(സാധാ) നം. 940/2023/ID തീയതി 15.09.2023
  2. വ്യവസായ വാണിജ്യവകുപ്പ് ഡയറക്ടറുടെ 02.07.2024 ലെ ഡി.ഐ.സി/2516/2023- ടിസി-ടി4 നം.കത്ത്

**ഉത്തരവ്**

പരാമർശം (1) സർക്കാർ ഉത്തരവ് പ്രകാരം ഒരു തദ്ദേശ സ്ഥാപനം ഒരു ഉൽപന്നം, എം.എസ്.എം.ഇ ഇൻഷുറൻസ് സ്കീം എന്നിവയുടെ പ്രൊപ്പോസൽ/മാർഗ്ഗനിർദ്ദേശങ്ങൾ അംഗീകരിച്ച് ഉത്തരവായിട്ടുണ്ട്. ആയതിൽ എം.എസ്.എം.ഇ ഇൻഷുറൻസ് സ്കീമിൽ സ്വകാര്യ മേഖലയിലെ ഇൻഷുറൻസ് ദാതാക്കളെ ഉൾപ്പെടുത്തിയും സഹായപരിധി നിശ്ചയിച്ച് കൊണ്ടുള്ള പുതുക്കിയ മാർഗ്ഗനിർദ്ദേശങ്ങൾക്ക് അംഗീകാരം നൽകണമെന്നഭ്യർത്ഥിച്ചുകൊണ്ട് വ്യവസായ വാണിജ്യവകുപ്പ് ഡയറക്ടർ പരാമർശം രണ്ട് പ്രകാരം ഒരു പ്രൊപ്പോസൽ സർക്കാരിൽ സമർപ്പിച്ചിരുന്നു.

2.സർക്കാർ ഇക്കാര്യം പരിശോധിച്ചതിന്റെ അടിസ്ഥാനത്തിൽ എം.എസ്.എം.ഇ ഇൻഷുറൻസ് സ്കീമിന്റെ ഇതിനോടൊപ്പം ചേർത്തിട്ടുള്ള ഇംഗ്ലീഷിലുള്ള പുതുക്കിയ പ്രൊപ്പോസൽ/മാർഗ്ഗനിർദ്ദേശങ്ങൾ ചുവടെ പറയുന്ന നിർദ്ദേശങ്ങളോടെ അംഗീകരിച്ച് ഉത്തരവാകുന്നു.

- 1.സെപ്റ്റംബർ മാസം ഇൻഷുറൻസ് ചേർക്കുന്നതിനുള്ള മാസമായി ആചരിക്കുക.
- 2.ഇൻഷുറൻസ് കമ്പനികളുമായി ചേർന്ന് ജില്ലാ തല സമിതികൾ രൂപീകരിക്കുക.
- 3.താലൂക്ക് വ്യവസായ കേന്ദ്രങ്ങൾക്കും പഞ്ചായത്ത് തല എന്റർപ്രൈസർ ഡെവലപ്മെന്റ് എക്സിക്യൂട്ടീവ് ( EDE)-മാർക്കും ടാർജ്ജ് നിശ്ചയിക്കുക.

(ഗവർണ്ണറുടെ ഉത്തരവിൻ പ്രകാരം)

എ പി എം മുഹമ്മദ് ഹനീഷ്  
പ്രിൻസിപ്പൽ സെക്രട്ടറി

വ്യവസായ വാണിജ്യവകുപ്പ് ഡയറക്ടർ ,തിരുവനന്തപുരം  
പ്രിൻസിപ്പൽ അക്കൗണ്ടന്റ് ജനറൽ ( ആഡിറ്റ് /A& E ) കേരളം , തിരുവനന്തപുരം  
ജില്ലാ ട്രഷറി ഓഫീസർ,തിരുവനന്തപുരം  
ചീഫ് എക്സിക്യൂട്ടീവ് ഓഫീസർ, കെ-ബിപ്പ് ,തിരുവനന്തപുരം  
തദ്ദേശസ്വയംഭരണ വകുപ്പ്

ആസൂത്രണ സാമ്പത്തികകാര്യ വകുപ്പ്  
ധനകാര്യ വകുപ്പ്  
വ്യവസായ(ജെ ) വകുപ്പ്  
വെബ് & ന്യൂ മീഡിയ  
കരുതൽ ഫയൽ / ഓഫീസ് കോപ്പി

ഉത്തരവിൻ പ്രകാരം

സെക്ഷൻ ഓഫീസർ

## ANNEXURE

### **Guidelines for MSME Insurance Scheme**

#### **1.0 Introduction**

The Department of Industries and Commerce, in alignment with the Government's vision to create a sustainable ecosystem for industries in the State, is proposing to provide insurance coverage to the Micro, Small and Medium Enterprises (MSMEs) in the state. This proposal is aimed at providing financial protection to MSMEs against unforeseen risks, which can have a detrimental impact on their businesses. The Department of Industries through the Directorate of Industries and Commerce will implement the scheme as reimbursement benefit on the annual Insurance premium paid by the MSME.

#### **2.0 Benefits of Insurance for MSMEs**

The multitude of risks faced by MSMEs includes natural disasters, fire, theft, accidents, and market fluctuations, leaving them vulnerable to significant financial losses. These losses can have long-lasting consequences on the sustainability of the business. However, with adequate insurance coverage, MSMEs can protect themselves against unforeseen risks and recover quickly from any losses. By providing financial protection, insurance coverage instills confidence in MSMEs, allowing them to take calculated risks and expand their businesses. Thus, insurance coverage serves as a critical component of risk management for MSMEs, enabling them to thrive in a competitive business environment.

#### **3.0 Process Flow**

The process of providing insurance coverage to MSMEs in Kerala is given below:

**3.1 Identification of suitable insurance policies:** The Directorate of Industries and Commerce shall identify the most suitable IRDAI approved insurance policies from the IRDAI approved insurance providers (both public sector and private sector), for the MSMEs.

**3.2 Sensitization of the Scheme among MSMEs:** The scheme will be communicated among MSMEs to understand their insurance needs and provide them with options for

insurance coverage. This can be done through the District Industries Centres with the support of Insurance Providers.

**3.3 Policy issuance:** After the payment of premiums by the MSME, the insurance provider will issue the insurance policies to the MSMEs.

**3.4 Application for assistance:** The MSME will submit the claim for assistance under the scheme in the online portal with all supporting documents including the premium paid receipt and policy documents;

**3.5 Reimbursement of premiums:** The 50% of the annual premium limited to Rs.5,000 paid by the MSME for the insurance coverage, will be reimbursed by the department to the bank account of the MSME.

**3.6 Renewal of policies:** The MSMEs must ensure that they continue to have adequate insurance coverage.

#### **4.0 Eligibility for Applicants**

4.1 All MSMEs in Kerala in manufacturing, service or trade sector who have enrolled in an Insurance scheme from any of the Public Sector Insurance Providers during the Financial Year 2023-24 are eligible for assistance under this scheme.

4.2 All MSMEs in Kerala in manufacturing service or trade sector who have enrolled in an Insurance scheme from any IRDAI- approved Insurance Provider (both public and private sector) from 1<sup>st</sup> April 2024, are also eligible for assistance under this scheme.

4.3 The MSME unit applying for assistance under the scheme must have a valid UDYAM registration

4.4 An MSME with multiple operational units/facilities such as separate manufacturing units, service centers, or trade outlets at different locations are eligible for assistance under the scheme for each such separate operational unit/facility. Each unit/facility will be treated as a separate entity for calculating the assistance under the scheme, even if they are all mentioned under the same UDYAM registration number. This means the MSME can claim assistance for each unit/facility individually, up to the maximum assistance amount per unit. For all such units/ facilities, for being treated as separate unit/facility, the details of the unit/facility must be mentioned separately under the UDYAM registration certificate.

#### **5.0 Entitlement of a successful applicant**

5.1 All MSMEs in manufacturing, service & trade sector with the head of office in the State of Kerala who has enrolled under Insurance scheme during the financial year 2023-24, from Public Sector Insurance Provider, are eligible for reimbursement of 50% of the annual premium paid by the unit, limited to Rs 2500 under this scheme as per G.O(Rt) No.940/2023/ID dated 15.09.2023

5.2 For the MSMEs enrolled / renewed under the Insurance Scheme on or after 1<sup>st</sup> April 2024, shall be eligible for reimbursement of 50% of the total annual premium paid by the unit, limited to Rs 5,000.

5.3 An MSME unit can submit applications for assistance on multiple policies from approved IRDAI insurance providers availed by them during the scheme period. This can include and is not limited to fire insurance, burglary insurance, stock insurance, etc., provided they are IRDAI approved insurance products.

5.4 An MSME with multiple operational units/facilities (such as separate manufacturing units, service centers, or trade outlets) at different locations and for all such units/ facilities, for being treated as separate unit/ facility, the maximum assistance under the scheme will be limited to 50% as specified in clause 5.2 for individual unit/ facility and the sum of the total assistance for all the policies for all such units/facilities associated with the MSME unit, will be limited to Rs 50,000.

## **6.0 Sanctioning Authority/Recommending Authority**

The respective Industries Extension Officer (IEO) concerned shall be the Recommending Authority for assistance under the scheme. The IEO shall verify the application submitted by the MSME and forward the verified applications to the Sanctioning Authority with the recommendation for disbursing the assistance/or rejection, whichever the case may be. The Assistant District Industries Officer, Taluk Industries Officer concerned shall be the Sanctioning Authority.

## **7.0 Mode of application**

The application shall be submitted online along with the documents as per the checklist. The Recommending Authority while accepting the application should examine whether all necessary details have been furnished. If any information is found inadequate the same should be intimated to the applicant unit either directly or electronically and grant 10 days time to rectify the defects. The defect-free application will be sanctioned by the Sanctioning Authority based on merit within 30 days of receipt of recommendation.

## **8.0 Mode of payment**

The assistance shall be payable to the bank account of the applicant MSME/promoter by the department. In such cases where the applicant MSME does not have a bank account in its name, the assistance shall be payable to the bank account of the promoter of the MSME, upon receipt of specific request.

Disbursement of funds will occur on a first-come, first-served basis according to the seniority of sanction and subject to fund availability.

## **9.0 Obligation of an applicant**

9.1 The applicant shall provide all required details and declare such information as to be true.

9.2 The applicant shall provide clarifications of further details sought by the recommending/sanctioning authority.

9.3 The applicant shall allow inspection or verification of any details mentioned in the application including plant and machinery and all other assets if so, required by recommending/ sanctioning authority.

## **10.0 General Provisions**

10.1 The assistance under the scheme shall be released to the eligible MSME through their bank account on a yearly basis.

10.2 All applications for assistance under the scheme shall be submitted by the applicant by Online and produce the originals along with details before the Recommending Authority/ Sanctioning Authority as the case may be.

10.3 For MSMEs with units/ facilities at different locations under the same UDYAM registration, claims for assistance under this scheme must be submitted to the respective Recommending Authority i.e. the IEO responsible for the specific location (Block/Taluk/District) where each facility is situated. The IEO will process these claims and forward to the concerned Sanctioning Authority. This ensures that all claims are processed appropriately according to the location of each facility.

10.4 The Officer while verifying the application form should examine whether all necessary details have been furnished. If any information is found inadequate the same should be intimated to the applicant unit either directly or electronically and grant 10 days time to rectify the defects.

10.5 The assistance shall be disbursed by Sanctioning Authority through the

financing institution/bank of the applicant MSME.

### **11.0 Appeals**

Appeals, if any, against the decision of the Sanctioning Authority shall be filed before the General Manager, District Industries Centre concerned within 30 days from the date of issue of orders of the Assistant District Industries Officer, Taluk Industries Officer concerned. No appeal after this period will be entertained. The appeal shall be disposed of as far as possible within 3 months from the date of receipt of appeal after giving the appellant an opportunity of being heard whenever necessary.

### **12.0 Recoveries and Penalties**

Any assistance under the scheme to an MSME is liable to be refunded by the MSME with interest at the rate of 14% per annum from the date of receipt of the same, on issue of registered demand notice to the unit by the Recommending /Sanctioning/Appellate Authority on ground of obtaining assistance by misrepresentation, forgery or deception. All amounts due to Government under this provision shall, in case of default, be recoverable as if they are arrears of land revenue under the provisions of the Kerala Revenue Recovery Act, 1968 or in such other manner as Government may deem fit. Sufficient opportunity to show cause in writing shall however be granted to the units before a demand raised against it.

### **13.0 Documents to be submitted**

1. Copy of ID proof of the promoter/ promoters;
2. Udyam Registration;
3. Proof of Payment of the Premium paid to the Insurance Company
4. Insurance policy document
5. Bank account details for receiving the assistance.

### **14.0 Forms**

The Director of Industries & Commerce shall have the full authority to prepare application forms and any other formats required for the proper implementation of the scheme, and to make, sub-rules, check list if any,required.