



### ABSTRACT

Micro, Small and Medium Enterprises Department – MSME-Trade and Investment Promotion Bureau (M-TIPB) an autonomous body registered under the Tamil Nadu Societies Registration Act - Renaming of MSME - Trade and Investment Promotion Bureau (M-TIPB) as **FaMe TN** with the tagline 'Facilitating MSMEs of Tamil Nadu' – Orders – Issued.

### Micro, Small and Medium Enterprises (G) Department

**G.O (Ms.) No.60**

**Dated 18.08.2022**

சுபகிருது வருடம் ஆவணி 2  
திருவள்ளூர் ஆண்டு 2053.

**Read**

1. G.O. (Ms.) No. 8, Micro, Small and Medium Enterprises (G) Department, dated 24.01.2019.
2. From the Managing Director, MSME-Trade and Investment Promotion Bureau (M-TIPB) letter Rc. No. 417/ M-TIPB/2022 dated 16.08.2022.

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### ORDER

In the Government Order first read above, the Government have issued orders for the establishment of MSME - Trade and Investment Promotion Bureau (M-TIPB) as an autonomous body registered under Tamil Nadu Societies Registration Act with the intend to promote trade, investments and exports in the MSME sector in Tamil Nadu. The Primary functions of MSME-Trade and Investment Promotion Bureau (M-TIPB) as per the said G.O. are as follows:-

- A. Functions as facilitating agency for Single Window Clearance System for new MSME investments or expansion of existing MSMEs to facilitate speedy and timely clearances.

- B. Promote National and International investments in MSME sector in Tamil Nadu.
- C. To explore overseas market for the products produced by the MSMEs.
- D. Forge ties with National and International trade bodies, Industrial Associations and trade and investment policy proponents, Institutions and organizations to promote Trade of MSMEs in Tamil Nadu.
- E. Identify national and international trade exhibitions and business forums for participation by MSMEs of Tamil Nadu and suggest Business forums and trade meets to be conducted by Government of Tamil Nadu.
- F. To provide guidance on the procedural aspects of starting industries, incentives and facilities available.
- G. To organize seminars and training on Export marketing, buyers-sellers meet, vendor development programmes etc.,
- H. To organize exposure visits within and outside the country for the officials of MSME related departments and MSME unit holders.
- I. To recognize export oriented MSMEs by way of export excellence award.
- J. To perform such additional functions and carry out such duties as may from time to time be assigned to it by the Government.

2. In the letter second read above, the Managing Director, MSME – Trade and Investment Promotion Bureau (M-TIPB) has stated that for the re-alignment of M-TIPB to enable comprehensive scope of work, the following 8 verticals of MSME – Trade and Investment Promotion Bureau (M-TIPB) were approved by the Governing Body for the purpose of fully facilitating MSMEs in Tamil Nadu :-

- i. Policy Analysis and Development,
- ii. Finance,
- iii. Marketing and Markets,
- iv. Import and Export Facilitation,
- v. Single Window Portal (SWP) and Ease of Doing Business (EoDB),
- vi. Business Facilitation (Sector Desks and Country Desks),
- vii. New initiatives (such as Detailed Project Report (DPR) preparation, Books and document preparation) and
- viii. Office Management Services for MSME – Trade and Investment Promotion Bureau (M-TIPB).

3. The functions of MSME-Trade and Investment Promotion Bureau (M-TIPB) employed in the above mentioned verticals are detailed below:-

- A. Policy Analysis and Development:** This team will be involved in preparation of policy advisories for all verticals, taking up documentation for representing cases of individual sectors with the relevant line departments, policy-related aspects pertaining to manpower, skilling, R&D linkages for industry and inter-departmental synergy.
- B. Finance:** The aim of this vertical would be to enable more MSMEs (especially Micro Enterprises)
- To access formal credit at the lowest possible interest rates, through a Credit Guarantee Scheme integrated with a Credit Rating Model and MSME database.
  - To help deserving MSMEs through an innovative financing scheme, which is complimentary to other similar schemes
  - To enable working capital for MSMEs, by onboarding Public Sector Undertakings (PSUs) and MSMEs and later private sector units on to the Trade Receivables and Discounting Platform (TReDS);
  - To monitor and dispose grievances on delayed payments through MSME Samadhaan.
  - Other MSME 'Finance facilitation'-related work
- C. Marketing:** The tasks included under this vertical will focus on enabling MSMEs to access domestic markets, international markets, both including online modes of marketing / bulk market-seeking activities like aggregation platforms and buying houses.
- D. Import and Export Facilitation:** The tasks included under this vertical will primarily include facilitation of clearances, approvals, understanding products and services which are permitted under different foreign trade agreements, clauses pertaining to the same and interfacing with agencies such as Directorate General of Foreign Trade (DGFT), Federation of Indian Export Organisations (FIEO) & other Export-related bodies.
- E. Single Window Portal (SWP) and Ease of Doing Business (EoDB):**  
An internal team is being created in two parts  
**Team A** that oversees the Single Window Portal (SWP), the applications that come on it and their speedy approvals;

**Team B** that will work on rejections and chronic cases with each line department to reduce the rejections of MSME applications. This team B will be aligned to each department and will go into the details of the rejections and simplify the existing systems and processes to make the approvals seamless.

Both the teams will work on an API-based Common Application Form, across all departments which will ease the inter-operability of the Single Window Portal (SWP) and the department portals.

- F. Business Facilitation:** This vertical is responsible for handling the Sector Desks and Country Desks with focus on MSMEs. This will be a Core team in the entire MSME department that will be sectorally aligned because the MSMEs are sectorally aligned.
- G. New Initiatives:** This vertical will scout the markets for ideas and initiatives which will support the MSMEs in upgrading themselves, innovating in terms of technology, quality and infrastructure. This team will also push initiatives such as common facilities from micro to mega scale, sectoral corridors, Quality Control, energy efficiency, ISO certifications, stock market registration, etc, and function in close coordination with Tamil Nadu Startup and Innovation Mission (TANSIM), Entrepreneurship Development and Innovation Institute-TN (EDII-TN) and other similar bodies.
- H. Office Management Services:** This refers to the services which will support the overall functioning of M-TIPB from an administrative point of view. Given the rapid expansion of the activities of M-TIPB, the support of the following functions is required:-
- HR and Admin;
  - Accounts;
  - IT Support;
  - Social media and other support (Language translation (English to Tamil, Tamil to English));
  - Support for General Manager's Office (Typists, Office Assistants (OAs) and Driver, etc).

4. The Managing Director, MSME - Trade and Investment Promotion Bureau (M-TIPB) has also stated that to reflect the facilitatory scope of M-TIPB work as narrated in the above paragraph the 10th Governing Body of MSME - Trade and Investment Promotion Bureau (M-TIPB) approved the renaming of M-TIPB suitably and it is

proposed as **FaMe TN** (acronym for Facilitating MSMEs of Tamil Nadu) as the new name for the rebranding of M-TIPB.

5. In order to achieve the vision of the Tamil Nadu Government on MSME facilitation, the Managing Director, MSME - Trade and Investment Promotion Bureau (M-TIPB) has requested the Government to rename of MSME-Trade and Investment Promotion Bureau (M-TIPB) as "**FaMe TN**" with the tagline 'Facilitating MSMEs', as the name itself would then manifest the vision and functions of the entity appropriately.

6. The Government have examined the above request of Managing Director, MSME - Trade and Investment Promotion Bureau (M-TIPB) and issue orders to change the nomenclature of MSME - Trade and Investment Promotion Bureau (M-TIPB) as **FaMe TN** with the tagline 'Facilitating MSMEs of Tamil Nadu'.

7. The Managing Director, MSME - Trade and Investment Promotion Bureau (M-TIPB) is directed to follow due procedures for renaming of M-TIPB as **FaMe TN** under the Tamil Nadu Societies Registration Act.

**(BY ORDER OF THE GOVERNOR)**

**V.ARUN ROY**  
**SECRETARY TO GOVERNMENT**

To  
The Chairman,  
Facilitating MSMEs of Tamil Nadu (FaMe TN) (erstwhile M-TIPB),  
SIDCO Corporate Office Building,  
Thiru Vi. Ka. Industrial Estate, Guindy, Chennai-32.

The Managing Director,  
Facilitating MSMEs of Tamil Nadu (FaMe TN) (erstwhile M-TIPB),  
SIDCO Corporate Office Building,  
Thiru Vi. Ka. Industrial Estate, Guindy, Chennai-32.

The Industries Commissioner and  
Director of Industries and Commerce ,  
SIDCO Corporate Office Building,  
Thiru Vi. Ka. Industrial Estate, Guindy,  
Chennai-32.

The Managing Director,  
Tamil Nadu Small Industries Development Corporation Limited,  
SIDCO Corporate Office Building,  
Thiru Vi. Ka. Industrial Estate, Guindy, Chennai-32.

The Principal Secretary / Chairman and Managing Director,  
Tamil Nadu Small Industries Corporation Limited,  
Thiru Vi.Ka. Industrial Estate. Guindy, Chennai -32.

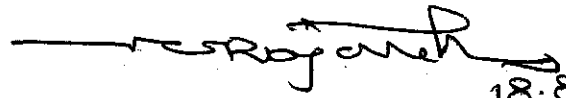
The Director,  
Entrepreneurship Development and Innovation Institute-TN,  
Parthasarathy Koil Street, Ekkattuthangal,  
Guindy, Chennai - 32.

The Mission Director,  
Tamil Nadu Startup and Innovation Mission (TANSIM),  
Parthasarathy Koil St, Ekkattuthangal, Guindy, Chennai-32.

**Copy to:-**

Office of Chief Minister, Chennai-9.  
The Special Personal Assistant to Hon'ble Minister (MS&ME),  
Chennai-9.  
The Personal Assistant to Secretary to Government,  
Micro, Small and Medium Enterprises Department,  
Chennai-9.  
The Finance (Industries / BPE) Department, Chennai-9.  
The Public (Special -A) Department, Chennai-9.  
The Accountant General (Audit / A&E / E&RSA ), Chennai-18.  
The Pay and Accounts Officer, Chennai-8.  
The Chief Accounts Officer,  
Directorate of Industries and Commerce, Chennai-32.  
The Micro, Small and Medium Enterprises (B / OP) Department,  
Chennai-9.  
Sf/Sc.

**(FORWARDED BY ORDER)**

  
SECTION OFFICER  
18.8.2022  
H/S  
18.8.2022