



सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय
MINISTRY OF
MICRO, SMALL &
MEDIUM ENTERPRISES



MSME SUSTAINABLE (ZED) CERTIFICATION SCHEME “AWARENESS PROGRAMME” (Virtual)

Date: 25-01-2023

Organized by:

**Association for Promotion of Competitive and Responsible
Enterprises (APCRE)**

&

Council for Leather Exports (CLE)





MSME SUSTAINABLE

ZED CERTIFICATION SCHEME



सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय
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About ZED



ABOUT

Motivating our MSMEs
to adopt a quality driven ecosystem

Zed



VISION

To improve MSME manufacturing systems & processes, enhance MSME competitiveness, make them sustainable and transform them as National and International Champions.



ELIGIBILITY

All MSMEs registered with the Udyam registration portal will be eligible to participate in MSME Sustainable (ZED) Certification Scheme and avail related benefits/incentives.

Phases

The ZED Certification is proposed to be implemented in 2 Phases:



PHASE 1

For Manufacturing MSMEs with Udyam Registration. This phase will focus largely on maximizing inclusion of manufacturing MSMEs and taking them through the journey of ZED

PHASE 2

Inclusion of Service Sector MSMEs. This phase will also strive to integrate those MSMEs (manufacturing and Service Sectors) who are registered under a State Government protocol/system but not on Udyam. This phase will also make provisions to align ZED Certification with the international certifications for its global acceptance

Stakeholders



Ministry of Micro, Small
& Medium Enterprise



MSMEs: Micro, Small &
Medium Enterprises



MSME Development
Institutes



Quality Council of India



State Governments



Bureau of Indian
Standard



Financial Institutions



Industry Associations



Other Ministries &
Department



Features of the ZED Scheme

Features of the ZED scheme



01 Three (03)
Certification Levels:
Bronze, Silver & Gold

02 Conformity Model. No weighted average. MSMEs
would need to comply with the requirements of
the Certification level applied for

03 MSMEs can apply for
any Certification level

04 Easy to understand
Model, 20 parameters

05 Few parameters exempted from
assessment for identified
certifications like ISO, Lean etc.

06 All MSMEs take ZED
Pledge after
Registration

07 More Benefits and
incentives

08 Concept of Virtual Awareness &
Training and Remote Assessment

ALL SYSTEMS & PROCESSES IN ZED CERTIFICATION ARE END TO END DIGITALIZED

Certification Levels



1

Register
& take
ZED Pledge

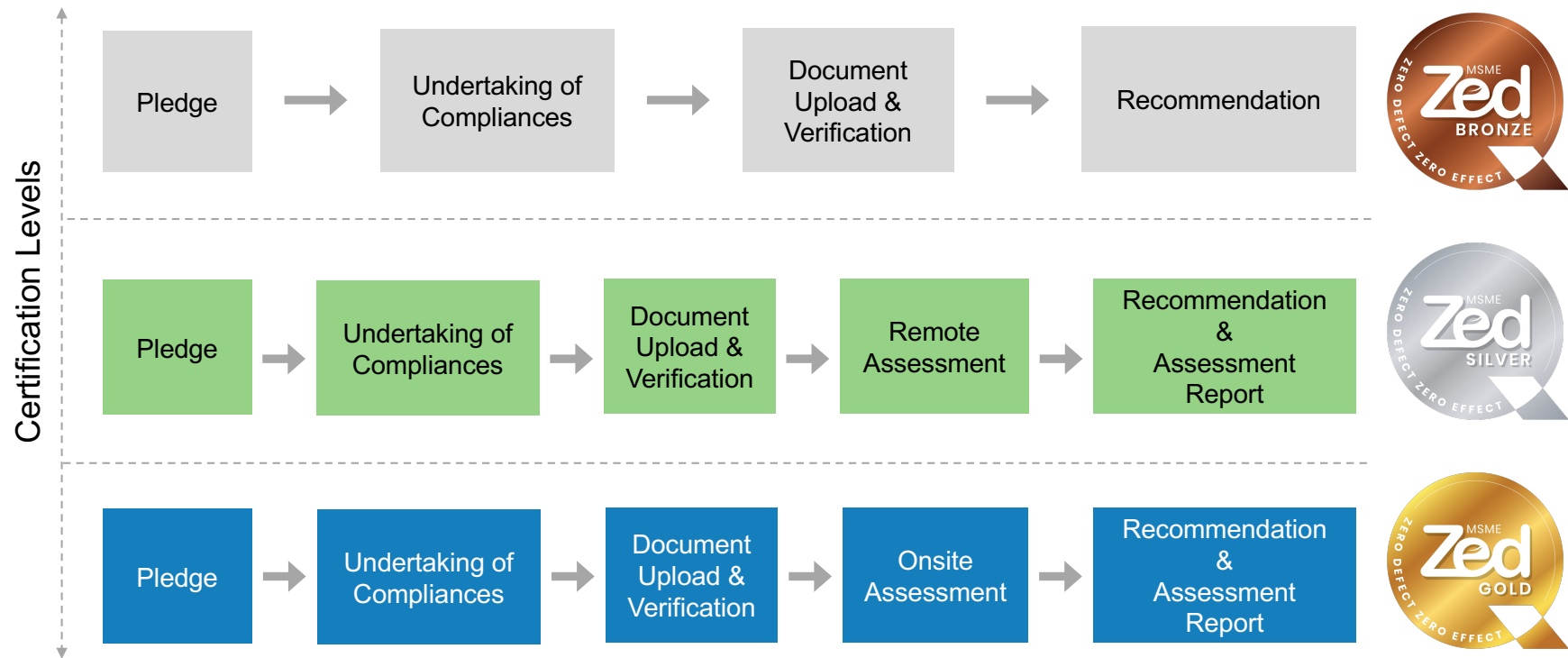
2

After taking the ZED
Pledge, the MSME can
apply for any Certification
Level if it feels that it can
fulfil the requirements
mentioned in each level



ZED Certification: Process & Parameters

Certification Process



ZED Parameters Maturity through Conformity Assessment





BRIEF DESCRIPTION OF ZED PARAMETERS

01

LEADERSHIP

Commitment to the ZED values can be demonstrated by taking accountability of the effectiveness of the system, reviewing the performance of ZED parameters and promoting improvement

02

SWACHH WORKPLACE

A Swachh workplace not only enhances the image of the organization in the eyes of stakeholders including the customers, but also boosts the morale of the people working in the organization as well.

03

OCCUPATIONAL (WORKPLACE) SAFETY

To create a safe working place, an organization should create a Safety Policy and comprehensive action plans to address the safety concerns of all stakeholders including (but not limited to) employees, contract workers, supply chain and community

04

MEASUREMENT OF TIMELY DELIVERY

This parameter assesses the ability of various activities to deliver on time in terms of “on- time full delivery” which indicates how many deliveries are supplied On Time, In Full (OTIF)

BRIEF DESCRIPTION OF ZED PARAMETERS



05

QUALITY MANAGEMENT

Quality Management is key for any organisation to sustain and stay ahead of the competition. The organisation should define its Quality management system covering all products and processes across the organisation and supply chain

06

HUMAN RESOURCE MANAGEMENT

In order to systematically develop the skills of its people, the organizations must understand their competence or skill levels, identify training & skill development needs and gaps to design effective people development plans at all levels to enhance the skills of the workforce.

07

DAILY WORKS MANAGEMENT

Daily Works Management (DWM) is the system that provides the ability to manage departments and functions wherein processes are defined, standardized, controlled, and improved by the process owners

08

PLANNED MAINTENANCE & CALIBRATION

Planned maintenance means that there is a system of identifying the maintenance requirements (including calibration) of the machines, equipment & devices to create a schedule of maintenance so that they do not breakdown unexpectedly



BRIEF DESCRIPTION OF ZED PARAMETERS

09

PROCESS CONTROL

A robust Process Control means active changing/ adjustment/ correction of the process, based on the results of process monitoring.

10

PRODUCT QUALITY & SAFETY (TESTING/CERTIFICATION)

The organisation is required to identify and ensure relevant testing and certification requirements for the products & processes (as applicable)

11

MATERIAL MANAGEMENT

The fundamental objectives of the Material Management function, often called the famous 5 Rs of Materials Management, are acquisition of materials and services of the right quality, in the right quantity, at the right time, from the right source, at the right price

12

ENERGY MANAGEMENT

Robust Systems for Energy efficiency is an indicator of responsible manufacturing as it not only conserves essential resources but also reduces carbon footprint. Energy in this parameter includes electrical energy, fossil fuel & renewable energy



BRIEF DESCRIPTION OF ZED PARAMETERS

13

ENVIRONMENT MANAGEMENT

The organisation is required to ensure that it meets the regulatory requirements and should have implemented relevant processes to monitor and enhance compliance

14

MEASUREMENT & ANALYSIS

To objectively evaluate the performance of the organisation, the Senior management must identify and measure the key processes with an aim to improve them

15

SUPPLY CHAIN MANAGEMENT

A strong collaborative relationship between the organization & its suppliers increases the speed to market and shortens the development cycle. This also includes outsourced partners.

16

RISK MANAGEMENT

Every organization faces several risks which may severely impact the overall well-being of the organization. This parameter aims to assess how well the organization is prepared to manage the risks and ensure Business Continuity



BRIEF DESCRIPTION OF ZED PARAMETERS

17

WASTE MANAGEMENT

Waste is broadly defined as anything that adds to the cost of the product without adding value to it. Wastes can be broadly classified into Muda, Mura & Muri.

18

TECHNOLOGY SELECTION & UPGRADATION

Adoption of the Best Available Technologies (BAT) including Internet of Things (IoT), sensors, Cloud computing, Artificial Intelligence (AI), etc. in a planned manner will help the organization produce superior products, enhance efficiencies and stay competitive. This may also include adoption of relevant developments like Industry 4.0

19

NATURAL RESOURCE CONSERVATION

This parameter deals with the Organisation's understanding of renewable and non-renewable resources and the approach followed by it towards conservation of non-renewable natural resources and optimal use of renewable resources

20

CORPORATE SOCIAL RESPONSIBILITY

Through Corporate Social Responsibility, organisations integrate social and environmental concerns in their business operations and interactions with their stakeholders



<https://zed.msme.gov.in>

- Certification requirements - Models and Standards
- Assessment Framework
- Guidance Document - Sectoral

Parameters exempted from assessment

Note: MSME units possessing the existing certifications, as listed below (from NABCB accredited Certification Bodies or by an Accreditation Body which is signatory to the respective Multilateral Recognition Arrangement (MLA) of International Accreditation Forum (IAF)), will be exempted from assessment of the relevant parameters. For exemptions on the parameters indicated for Lean, it is permissible, only if the Lean certification is obtained from the Implementing agencies under the MSME Competitiveness (Lean) Certification Scheme, of Ministry of MSME.

Parameter No.	Parameter Name	Certification required for exemption
3	Occupational (Workplace) Safety	ISO 45001
5	Quality Management	ISO 9001
7	Daily Works Management	Advance Lean-C (completion Certificate)
12	Energy Management	ISO 50001
13	Environment Management	ISO 14001
17	Waste Management (Muda, Mura, Muri)	Advance Lean-C (completion Certificate)



Benefits/ Incentives for the MSMEs

Benefits of ZED Adoption



**A sustained
practice of
ZED principles
will have
multiple
benefits**

- **Streamlined operations** and lower costs
- **Superior quality, reduced rejection and higher revenues**
- **Increased environmental & social benefits**
- Credible recognition of the industry for **international customers seeking investment in India**
- Image of a **Responsible Enterprise**

Actual Cost of Certification



Rs 10,000/-



Rs. 40,000/-



Rs. 90,000/-

ZERO DEFECT . ZERO EFFECT

Incentives

Subsidy on Cost of Certification

80%

**Micro
Enterprises**

60%

**Small
Enterprises**

50%

**Medium
Enterprises**

Additional Subsidy for MSMEs

A limited-purpose joining reward of Rs. 10,000/- valid for 1 year after taking ZED Pledge which may be adjusted against any Certification

5% to MSMEs which are also a part of the SFURTI OR Micro & Small Enterprises - Cluster Development Programme (MSE-CDP) of the Ministry

10% to MSMEs owned by Women/SC/ST Entrepreneurs OR MSMEs in NER/ Himalayan/ LWE/ Island territories/ aspirational districts

Incentives



MSME KAWACH

After taking ZED Pledge, MSMEs can avail support for their preparedness to mitigate COVID 19 risks



Graded Incentives

Graded incentives as prescribed by States, Financial Institutions, other Ministry/Depts etc., for the three ZED Certification Levels



Financial Assistance

- Subsidy on Certification
- Financial support for Testing/Systems/Product Certification
- Subsidy on Handholding
- Subsidy on technology upgradation for Zero Effect Solutions

Incentives: Subsidy & Financial Assistance



Financial Assistance in Testing/Systems/Product Certification

- Up to 75% of the total cost of Certification, with the maximum ceiling of subsidy being Rs. 50,000/- subject to conditions as mentioned in the guidelines

Handholding Support

- Up-to Rs.2 lakhs for consultancy for all ZED certified MSMEs

Support in Technology Upgradation for Zero Effect Solutions

- Up-to Rs. 3 lakhs for all ZED certified MSMEs

Incentives: By MoMSME (*under finalization*)



International Cooperation (IC) Scheme

Stall Charges:

- 3.00 + 0.50 Lakh for Bronze ZED certified MSMEs
- 3.00 + 1.00 Lakh for Silver & Gold ZED certified MSMEs

Air Fare:

- 1.50 + 0.25 Lakh for Bronze ZED certified MSMEs
- 1.50 + 0.50 Lakh for Silver ZED certified MSMEs
- 1.50 + 0.75 Lakh for Gold ZED certified MSMEs

Freight Charges:

- Existing + 10000 for Bronze ZED certified MSMEs
 - Existing + 15000 for Silver ZED certified MSMEs
 - Existing + 25000 for Gold ZED certified MSMEs
- (Rs. 75000/- for Latin American countries and rest of the countries Rs. 50000/-)

Digital MSME Scheme

- Access to MSME Digital Bronze Subscription for Bronze ZED certified MSMEs
- Access to MSME Digital Silver Subscription for Silver ZED certified MSMEs
- Access to MSME Digital Gold Subscription for Gold ZED certified MSMEs

Incentives

Other Ministries/ Departments



Railways

- Concessions on Parcel Special/ Vyapar Mala



Banks

- Concession in Processing fee
- Concession in rate of interest
- Preference in lending



Credit Bureaus

(under discussion)

- Incorporating ZED Certification as a parameter in its rating mechanism



To know more on the benefits and incentives,
please visit www.zed.msme.gov.in



DigiLocker

A Digital Document Wallet from Government of India

DigiLocker aims at 'Digital Empowerment' of the citizen by providing access to authentic digital documents to the citizen's digital document wallet.

The ZED Certificates via APIs have been integrated with DigiLocker.



How to Apply

www.zed.msme.gov.in



Scan to download
ZED MSME Mobile
App

Click here to
register



GOVERNMENT OF INDIA
MINISTRY OF
MICRO, SMALL &
MEDIUM ENTERPRISES



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MSME Sustainable (ZED) Certification

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.

[START WITH ZED](#) [READ MORE](#)



IMPORTANT ANNOUNCEMENT
[g of Launch of MSME Sustainable \(ZED\) Certification Scheme](#) | [MSME Sustainable \(ZED\) Scheme Guidelines](#)

Our Initiatives



ZED Certification
(For MSMEs)

[REGISTER NOW](#)



Awareness Programmes
(For MSMEs)

[REGISTER NOW](#)



Handholding/Consultancy
(For MSMEs)

[REGISTER NOW](#)



Training Programmes
(For Professionals)

[REGISTER NOW](#)

Registration

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Welcome

To proceed, please keep the following ready:

1. The **Udyam Registration Number** of the Enterprise.
2. The **Mobile Number** that is associated with the Udyam Registration.

If your Enterprise is not registered under Udyam Registration, then you may first register on

<https://udyamregistration.gov.in>

and then register here.

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Enter your Udyam Registration Number, the associated mobile number and click on proceed

Udyam Validation

Enter your Udyam Registration Number :

UDYAM-XX-00-0000000

(as provided at the time of Udyam Registration)

Enter your Udyam Registered Mobile Number :

9999999999

(as mentioned on the Udyam Registration)

☐ I'm not a robot



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ZERO DEFECT . ZERO EFF



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Unit and Activity

Your details have been validated from MSME Database (Ministry of MSME, Government of India)

Basic Information

M MICRO

M/S SHREE JEE POLYMERS

Name of Entrepreneur
M/S SHREE JEE POLYMERS

Gender
Male

Udyam Number

Please select any one Plant location and its activity

Plant Location

☐ Select this Unit

☒ SHREE JEE POLYMERS

☐ Flat No:- 18/17,
Building:- SITE IV

Select the plant
location and
activity

Enter Email ID



NOTE: Your ZED ID & Password along with your ZED Pledge Certificate will be sent on this email ID.

YOUR EMAIL ID

CONFIRM EMAIL ID

PROCEED

Enter your email ID on which all communication will take place



Registration

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Summary

M MICRO

M/S SHREE JEE POLYMERS

Udyam Number
UDYAM-UP-29-0003915

Provided Email ID



✉ ashraj.ar@gmail.com

Your ZED ID & Password along with your ZED Pledge Certificate will be sent on this email ID.

Selected Unit



🔧 SHREE JEE POLYMERS

📍 Flat No:- 18/17, Building:-
SITE IV INDUSTRIAL AREA,
Road/Street:- SAHIBABAD,
Village/Town:- GHAZIABAD,
Block:- , City:- GHAZIABAD,
GHAZIABAD, UTTAR
PRADESH, 201010

Selected Activity



🔧 Manufacturing

▣ 32-Other manufacturing

▣ 3290-Other manufacturing
n.e.c.

▣ 32909-Manufacture of other
articles n.e.c.

View if all
information is
correct. Amend
if needed.

NOTE: Any
information related
to Udyam can only
be corrected on
Udyam portal only



ZED Pledge

PLEDGE



We undertake to conform to the values of Zero Defect Zero Effect in our enterprise and ensure that our processes shall be environmentally sound and socially responsible with safe and high quality products. We will give back, in every way we can, to our people, our community and to our planet.

BACK

I/WE PLEDGE

Take ZED Pledge



Sample ZED Pledge Certificate



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[M/S SHREE JEE POLYMERS ▾](#)

Welcome

REFRESH ON 10-09-2021 05:26 PM

M MICRO

M/S SHREE JEE POLYMERS

UDYAM Number
UDYAM-UP-29-0003915

ZED ID
ZEDMSME000007

Selected Unit

SHREE JEE POLYMERS

Flat No:- 18/17, Building:-
SITE IV INDUSTRIAL AREA,
Road/Street:- SAHIBABAD,
Village/Town:- GHAZIABAD,
Block:- , City:- GHAZIABAD,
GHAZIABAD, UTTAR
PRADESH, 201010

You can now start the **"Bronze/Silver/Gold certification"** from the ZED Assessment Mobile App



My Certifications

Apply for Bronze, Silver or Gold Certifications.

BRONZE CERTIFICATION	SILVER CERTIFICATION	GOLD CERTIFICATION
→ Get started VIEW DETAILS APPLY	→ Get started VIEW DETAILS APPLY	→ Get started VIEW DETAILS APPLY

After you login again with your credentials, you can view your dashboard and apply for any ZED Certification Level

SAMPLE ZED CERTIFICATES



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MINISTRY OF
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CERTIFICATE

ZED BRONZE

under MSME Sustainable (ZED) Certification Scheme
awarded to

M/S SHRI GAJANAN STONE CRUSHER

UNIT NAME

Flat No:- 34/1/1/1, Building:- At Sarul Post Vilholi, Road/Street:- Near
Mumbai Agra Road, Village/Town:- SARUL, Block:- , City:- Nashik, NASHIK,
MAHARASHTRA-422010

UNIT ADDRESS

23-Manufacture of other non-metallic mineral products

CODE (AS PER NIC-2008)

UDYAM-MH-23-0006117

UDYAM REGISTRATION NUMBER

Issued on :
April 28, 2022

Certificate Validity :
Three years from the date of issue

Zed

28042022_002812

This Certificate has been awarded after fulfilling all relevant requirements as laid down in the
MSME Sustainable (ZED) Certification Scheme Guidelines for this Certification Level.
Award of this Certificate does not substitute any legal requirement needed for setting up or operating an MSME Unit.

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CERTIFICATE

Zed SILVER

under MSME Sustainable (ZED) Certification Scheme
awarded to

M/S REVATI PET INDUSTRIES

ENTERPRISE NAME

Flat No:- 165, Building:- NK-3 Industrial Estate, Road/Street:- Bakrol Bujrang,
Village/Town:- Daskroi, Block:- 165, City:- AHMEDABAD, AHMEDABAD, GUJARAT-
382430

UNIT ADDRESS

22-Manufacture of rubber and plastics products

CODE (AS PER NIC-2008)

UDYAM-GJ-01-0013310

UDYAM REGISTRATION NUMBER

Alok Agency

ASSESSMENT AGENCY

Issued on :
April 28, 2022

Certificate Validity :
Three years from the date of issue

Zed

28042022_002439199

This Certificate has been awarded after fulfilling all relevant requirements as laid down in the
MSME Sustainable (ZED) Certification Scheme Guidelines for this Certification Level.
Award of this Certificate does not substitute any legal requirement needed for setting up or operating an MSME Unit.

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MINISTRY OF
MICRO, SMALL &
MEDIUM ENTERPRISES

CERTIFICATE

Zed GOLD

under MSME Sustainable (ZED) Certification Scheme
awarded to

M/S REVATI PET INDUSTRIES

ENTERPRISE NAME

Flat No:- 165, Building:- NK-3 Industrial Estate, Road/Street:- Bakrol Bujrang,
Village/Town:- Daskroi, Block:- 165, City:- AHMEDABAD, AHMEDABAD, GUJARAT-
382430

UNIT ADDRESS

22-Manufacture of rubber and plastics products

CODE (AS PER NIC-2008)

UDYAM-GJ-01-0013310

UDYAM REGISTRATION NUMBER

Alok Agency

ASSESSMENT AGENCY

Issued on :
April 28, 2022

Certificate Validity :
Three years from the date of issue

Zed

28042022_002439199

This Certificate has been awarded after fulfilling all relevant requirements as laid down in the
MSME Sustainable (ZED) Certification Scheme Guidelines for this Certification Level.
Award of this Certificate does not substitute any legal requirement needed for setting up or operating an MSME Unit.



Thank you!

VISIT US ON
www.zed.msme.gov.in



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