



कयर बोर्ड COIR BOARD

(सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार
Ministry of MSME, Govt. of India)

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दिनांक

Date:

Dated: 19.5.2020

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No:.....

A-22/1/2020-ADM(ESTABLISHMENT)

Sir/Madam,

Sub:- Establishment of Champions Control Room at Coir Board- reg. -

The Ministry of MSME has launched an initiative-“Champions Control Room” with a view to put up and promote a unified, empowered, robust, bundled and technology driven platform for helping and promoting the Micro, Small and Medium Enterprises (MSMEs) of the country. As the name suggests it aims at Creation and Harmonious Application of Modern Processes for Increasing the Output and National Strength. The initiative will extend support for units to graduate themselves as larger entities and players at national and international level. The major objectives of the CHAMPIONS are;

1. To help the MSMEs in this difficult situation in terms of finance, raw materials,labour, permissions, etc..
2. To help them capture new opportunities like manufacturing of medical accessories and products like PPEs, masks, etc.
3. To identify the sparks, i.e., the bright MSMEs who can not only withstand but can also become national and international champions.

In this connection Coir Board has established a “Champions Control Room” at the Head Office of Coir Board at Kochi to extend prompt support to the stake holders of Coir Industry and general public interested in coir industry.

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The details for communication with the Champions Control Room at the H.O of Coir Board are as follows:

Telephone : 0484 2372979. PBX: 0484 2351900/952

Email id : champions@coirboard.org

The message from Secretary, Ministry of MSME, Government of India regarding the launch and features of the Portal is given below for your kind information and publicity regarding the same.

Yours faithfully,



M Krishna
Nodal Officer,
Champions Control Room
Coir Board, Kochi .

Sir/Madam,

Ministry of MSME, Govt of India has launched a unified, empowered, robust and technology driven platform for helping and promoting the Micro, Small and Medium Enterprises (MSMEs) of the country. The message from Secretary, Ministry of MSME, Govt of India regarding the launch and features of portal is given below for your kind information. Kindly give publicity regarding the same.

CHAMPIONS (Creation and Harmonious Application of Modern Processes for Increasing the Output and National Strength)

www.champions.gov.in

It has been felt necessary to put up and promote a unified, empowered, robust and technology driven platform for helping and promoting the Micro, Small and Medium Enterprises (MSMEs) of the country. As the name suggests, it will aim at Creation and Harmonious Application of Modern Processes for Increasing the Output and National Strength. Accordingly, the name of the system is CHAMPIONS. This is basically for making the MSME sector robust by solving their grievances and by encouraging, supporting, helping and handholding them. That's how the tagline:

Our small hands to make you LARGE!

Operating Procedure:

Broad objectives of CHAMPIONS:

Grievance Redressal:

- Resolve the problems of MSMEs including those of finance, raw materials, labor, regulatory permissions etc particularly in the Covid created difficult situation;
- To help them capture new opportunities: including manufacturing of medical equipments and accessories like PPEs, masks, etc and supply them in National and International markets;
- To identify and encourage the sparks: i.e. the potential MSMEs who are able to withstand the current rough weather and can become national and international champions.

The System and the Technology:

- It is a bundle of technologies put together to handhold, guide, empower, ease and encourage the MSME sector of India; In simple terms, **it is a web based portal which will provide facilities to the MSMEs and other related stakeholders to voice their issues and grievances and get resolution and way forward;**
- Extensive use of AI, Machine learning and Data analytics is being done to avoid and reduce human intervention, delay and duplication in the processes;
- The system also has seamless integration with other grievance related portals of GOI like CPGRAMS and a number of other portals of the MSME Ministry;
- A large number of FAQs listed herein will also help answer many of the queries of the applicants.

The Five Focus Areas (Catchment):

- Now onwards, Grievances of the MSME Units and stakeholders will be invited and enlisted only on the Champions platform and dealt with through the system made herein for the purpose. They will be given an auto generated unique ID number starting with GR;
- Grievances being registered on GOI's CPGRAMS portal as well as any other portal of the Ministry of MSME will also be directly fetched by the Champions platform. They will be given an auto generated unique ID number starting with CP;
- This Portal will also capture and encourage ideas and collaborative, supportive ecosystem of experts and technocrats who can guide in the technical, managerial and financial issues faced by the MSMEs. They will be given an auto generated unique ID number starting with CO;
- Champions platform will also capture the self pro-active administrative interventions by the functionaries of the Ministry of MSME. They will be given an auto generated unique ID number starting with IN.
- It will also capture the VIP References coming from Hon. Ministers and other dignitaries. They will be given an auto generated unique ID number starting with VI.

Dealing with the Issues:

- All the above five category of issues will be bundled together and as soon they land on the portal a unique ID and acknowledgement as above will go to the person writing the same;
- The bundle of issues so received will get automatically segregated subject wise and officer wise and get transferred to concerned officials (Branch/Bureau/Office Heads) under the MSME Ministry (including those of DC office and other organizations);
- The concerned officers will deal with issues with utmost promptness, sensitivity and seriousness;
- In any case, **the matters should NOT remain unattended for more than three days and should NOT remain inconclusive after seven days;**

