

IMMEDIATE

No.7/3/2017-EO(SM-I)(P-1)
Government of India
Secretariat of the
Appointments Committee of the Cabinet
Ministry of Personnel, Public Grievances and Pensions
Department of Personnel and Training

New Delhi, the 26th October, 2018

OFFICE MEMORANDUM

Subject : Appointment of **Central Prabhari Officers** in respect of strengthening the ecosystem for MSMEs.


The undersigned is directed to refer to the above mentioned subject and to say that senior officers at JS/AS level are hereby appointed as **Prabhari Officers** as per enclosed **Annexure**. The **Prabhari Officers** will lead a team of Officers from Banks, EPFO, ECIS, SIDBI, DICs etc. and work in close collaboration with the State Government Officials and the District Administration at the Ground level for coordinating the efforts in achieving 100% realisation of the target in respect of the following deliverables identified to promote MSMEs:

- a. Ease and access to credit
- b. Ease of cash flow
- c. Access to Market
- d. Coverage of Employees under social security benefits
- e. Quality certification
- f. Sectoral Ministry interventions

2. Steps are also being taken to establish a comprehensive database and an efficient feedback mechanism. Department of Financial Services is requested to take further necessary action in the matter.

3. There will be a briefing by the Secretaries concerned on the programme on **Monday, the 29th October, 2018 at 11:00 AM** in the **Civil Services Officers' Institute (CSOI), Vinay Marg, Chanakya Puri, New Delhi**. The **Cabinet Secretary** will be chairing the meeting. The officers concerned may be informed accordingly.

4. **Shri Debashish Panda**, Additional Secretary, Department of Financial Services (contact-9871681111, 23748773, 23748774) and **Shri Ravi Mital**, Additional Secretary, Department of Financial Services (contact- 9868229571, 23347571, 23365809) will be the Nodal Officers.


(P.K. Tripathi) 26/10/18

Establishment Officer & Additional Secretary
OTel: 2309 2370

To

1. All the Secretaries to the Government of India
2. All the Chief secretaries of the States
3. All the Administrators of UTs

Copy for information to:

1. CEO, NITI Aayog
2. Secretary, Department of Financial Services
3. Cabinet Secretariat (**Shri Amitesh K. Sinha**, Director), Rashtrapati Bhawan, New Delhi with reference to their ID Note No.511/1/2/2017-CA.IV dated 26.10.18.

| S. No | MSME Districts | Sectors | Prabhari Officer (Shri/Ms.) | Remarks/ Related Aspirational District | State |
|-------|------------------|----------------------|--|--|---------------|
| 1 | Visakhapatnam | Food Processing | Shiv Das Meena, AS, MoHUA | Visakhapatnam | Andhra |
| 2 | Chittoor | Textiles | Shashidhar K Srinivas, Chairman, MPEDA | Chittoor | Andhra |
| 3 | Barpeta | Bamboo | Ashish Kumar Bhutani, JS, DoAC&FW | Barpeta | Assam |
| 4 | Gaya | Handloom | Bimbadhar Pradhan, AS &FA DoAC&FW | Gaya | Bihar |
| 5 | Bokaro | Steel Ancillary | Sanjay Prasad, JS, Defence Prod | Bokaro | Jharkhand |
| 6 | Udham Singh | Auto Components | Sukhbir Singh Sandhu, AS, MHRD (DHE) | Udham Singh | JK |
| 7 | Khoonti | Handicrafts | Praveen Vasishth, JS MHA | Khoonti | Rajasthan |
| 8 | West Sikkim | Large cardamom | Upma Srivastava, AS, DoAC&FW | West Sikkim | Sikkim |
| 9 | Haridwar | Electrical equip. | Jyotsna Sitling, JS, MSDE | Haridwar | Uttar Pradesh |
| 10 | Murshidabad | Handloom | Vivek Bhardwaj, JS, MHA | Murshidabad | West Bengal |
| 11 | Nadia | Handloom | Govind Mohan, AS-DEA | Nadia | West Bengal |
| 12 | South Cachar | Bamboo | S.K Khare, AS DEA | AD-Hailakhandi | Assam |
| 13 | Kamrup (Rural) | Handloom | Paban Kumar Borthakur, Chairman, APEDA, D/o Commerce | AD-Darang | Assam |
| 14 | Madhubani | Handicrafts | N. Saravana Kumar, JS MHRD | AD-Sitamarhi | Bihar |
| 15 | Patna | Electronics (LED) | Praveen K Srivastava, AS, MHA | AD-Muzzafarpur | Bihar |
| 16 | Bharuch | Chemicals | Rameshwar Prasad Gupta, AS, NITI | AD-Narmada | Gujarat |
| 17 | Manesar | Autoparts | Rajni Sekhri Sibal AS MHA | AD-Mewat | Haryana |
| 18 | Jamshedpur | Auto Comp. | Alka Tiwari, AS, Do Fertilizers | AD-Ranchi | Jharkhand |
| 19 | Bhaglkot | Handloom | Ritvik Ranjanam Pandey, DoRevenue | AD-Raichur | Karnataka |
| 20 | Dhule | Food Processing | Rajesh Aggarwal JS MoTA | AD-Nandurbar | Maharashtra |
| 21 | East Khasi Hills | Organic/Floriculture | Jitendra Kumar Sinha, JS DoNER | AD-Ribhoi | Meghalaya |
| 22 | Cuttack | Gems & Jewellery | Jatindra Nath Swain MD SECI | AD-Dhenkenal | Odisha |
| 23 | Bargarh | Handloom | Suresh Kumar Vasishth, JS Food and PD | AD-Balangir | Odisha |

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|-------|----------------|----------------------------|--------------------------------------|--|---------------|
| 24 | Ludhiana | Apparel, Electrical equip. | Anurag Agarwal, JS, DEA | AD-Moga | Punjab |
| 25 | West Tripura | Bamboo | K Rajeshwar Rao, AS, M/o Mines | AD-Dhalai | Tripura |
| 26 | Varanasi | Handicrafts | Leena Nandan, AS MoRTH | AD-Chandauli | Uttar Pradesh |
| 27 | Unnao | Handicrafts | Sanjeeva Kumar, AS, MoH&FW | AD-Bahraich | Uttar Pradesh |
| 28 | Kanpur | Leather | Rajiv Agarwal, JS, DIPP | AD-Fatehpur | Uttar Pradesh |
| 29 | Nainital | Food Processing | Sukhbir Singh Sandhu, AS, MHRD (DHE) | AD-Udhamsingh N | Uttarakhand |
| 30 | Panipat | Handloom | Sumita Misra, JS NITI Ayog | | Haryana |
| 31 | Sonipat | Handloom | Sumita Misra, JS NITI Ayog | | Haryana |
| 32 | Kangra | Handicrafts | Anuradha Thakur, JS DIPA | | Himachal |
| 33 | Una | Wood Work | Anuradha Thakur, JS DIPA | | Himachal |
| 34 | Ramanagra | Toy industry | Vandana Gurnani, JS DoHFW | | Karnataka |
| 35 | Hoskote | Auto Comp. | Vandana Gurnani, JS DoHFW | | Karnataka |
| 36 | Nashik | Steel Furniture | Kunal Kumar JS/MoHUA | | Maharashtra |
| 37 | Aurangabad | Pharma | Kunal Kumar JS/MoHUA | | Maharashtra |
| 38 | Pune | Auto Comp., Pharma | Samir Kumar Biswas JS Do Ch&PetroC | | Maharashtra |
| 39 | Thane | Powerloom | Samir Kumar Biswas JS Do Ch&PetroC | | Maharashtra |
| 40 | Jalandhar | Sports Goods | Anjali Bhawara, AS MCA | | Punjab |
| 41 | Kapurthala | G. Engineering | Anjali Bhawara, AS MCA | | Punjab |
| 42 | Meerut | Spots Goods | Juthika Patankar, AS MoSD&E | | Uttar Pradesh |
| 43 | Saharanpur | Wood Work | Juthika Patankar, AS MoSD&E | | Uttar Pradesh |
| 44 | Erode | Powerloom | Srinivas Bandla, JS, MSME | | Tamil Nadu |
| 45 | Tirupur | Apparel | Srinivas Bandla, JS, MSME | | Tamil Nadu |
| 46 | Guntur | Powerloom | Lav Agarwal, JS DoHFW | | Andhra |

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|-------|----------------|-------------------|---|--|-------------|
| 47 | Narsapur | Handicrafts | Sanjay Jaju, JS D/o Defence Production | | Andhra |
| 48 | East Godavari | Food Processing | Sanjay Jaju, JS D/o Defence Production | | Andhra |
| 49 | Papumpare | Handloom | Amit Yadav, JS, DoT | | Arunachal |
| 50 | North Goa | Food Processing | Arun Baroka, JS MoDWS | | Goa |
| 51 | Ahmedabad | Plastics | Raj Kumar, DG, ESIC, MoLE | | Gujarat |
| 52 | Kutchh | Handicrafts | Srinivas Ramaswamy Katikithala, AS DoPT | | Gujarat |
| 53 | Rajkot | Foundry | Niranjan Kumar, JS M/o Mines | | Gujarat |
| 54 | Valsad | Chemicals | Om Prakash Chaudhary, JS, DoAHD&F | | Gujarat |
| 55 | Somnath | Food Processing | Arun Kumar Verma, JS MoPower | | Gujarat |
| 56 | Surendra Nagar | Sanitaryware | Niranjan Kumar, JS MoMines | | Gujarat |
| 57 | Faridabad | Auto Comp. | Shyamal Misra, JS DoCommerce | | Haryana |
| 58 | Baddi | Pharma | Ali Raza Rizvi, AS&FA, MoIB | | Himachal |
| 59 | Jammu | Food Processing | Shantmanu, JS, M/o Textiles | | JK |
| 60 | Ballari | Apparel | Amita Prasad, AS, MoSPI | | Karnataka |
| 61 | Malur | Auto Comp. | Atul Kumar Tiwari, JS MoTextile | | Karnataka |
| 62 | Idukki | Food Processing | Gyanesh Kumar, AS MHA | | Kerala |
| 63 | Kottayam | Rubber | Pramod Kumar Pathak, AS, M/o Ayush | | Kerala |
| 64 | Nagpur | Food Processing | Vennelaganti Radha, JS MoDWS | | Maharashtra |
| 65 | Sangli | Food Processing | Kamal Datta, JS, DFPD | | Maharashtra |
| 66 | Imphal East | Handicrafts | Rajesh Kumar, JS, MoWCD | | Manipur |
| 67 | Okhla | Electrical equip. | Jalaj Srivastava, AS, DACFW | | New Delhi |
| 68 | Paradip | Food Processing | Nikunja Kishore Sundaray, JS MoEF/CC | | Odisha |
| 69 | Puri | Handicrafts | Parag Gupta, JS MoFPI | | Odisha |

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| 70 | Barnala | Agri Equip | Vijoy Kumar Singh, JS DOPT | | Punjab |
| 71 | Coimbatore | Electrical & Agri equip. | B. Suman, JS, M/o Tourism | | Tamil Nadu |
| 72 | Tanjore | Handicrafts | Anita Praveen, AS&FA, POSTS | | Tamil Nadu |
| 73 | Thirvallur | Plastics | Sudhanshu Gupta, JS Cab Sec NSCWC | | Tamil Nadu |
| 74 | Vellore | Leather | Sudhanshu Gupta, JS Cab Sec NSCWC | | Tamil Nadu |
| 75 | Sonamura | Agarbatti sticks | Sanjay Kumar Rakesh, JS, MeITY | | Tripura |
| 76 | Agra | Leather | Sunil Kumar, AS DoCommerce | | Uttar Pradesh |
| 77 | Bhadohi | Handicrafts | Kamran Rizvi, JS MoRD | | Uttar Pradesh |
| 78 | Moradabad | Handicrafts | Amit Kumar Ghosh, JS MoRTH | | Uttar Pradesh |
| 79 | Firozabad | Glasswork | Devesh Chaturvedi, AS, DoACFW | | Uttar Pradesh |
| 80 | Bankura | Handicrafts | Barun Mitra, AS, D/o Defence Production | | West Bengal |

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