

GOVERNMENT OF ANDHRA PRADESH
A B S T R A C T

AWARDS – New Policy of SSI Awards **“Pearls of Andhra Pradesh”** Policy of Andhra Pradesh – Approved – Orders – Issued.

INDUSTRIES & COMMERCE (SSI) DEPARTMENT

G.O.Ms.No: 169.

Dated: 10th August, 2004.
Read the following:

- 1) G.O.Ms.No: 105, Industries & Commerce (SSI) Department, Dt: 25.2.2000.
- 2) From the Commissioner of Industries, Hyderabad, Single File. No:11-3-3-269,
Dated: 19.6.2004.

ORDER:

In the reference first read above, Government introduced the scheme of SSI Awards with a view to promote Productivity, Innovation and Safety in SSI Units. The award is inline with the exclusive SSI Policy of the State recognizing excellence in various fields of human endeavor and has been instituted both at the State Level as well as at District Level. In order to celebrate and honour outstanding SSI Units, 2nd November has been declared as ‘SSI Day’.

2) In the reference 2nd read above, the Commissioner of Industries, Hyderabad has accordingly proposed the administrative arrangement for implementing the ‘Pearls of Andhra Pradesh’ Policy for approval of the Government:-

3) Government after careful consideration of the procedure and time frame for the implementation of “Pearls of Andhra Pradesh” New Policy of SSI Awards, hereby approved the proposals sent by the Commissioner of Industries, Hyderabad.

4) Type of Awards:

a) **State Level**

1st Award
2nd Award
3rd Award
Best Women Entrepreneur
Best SC Entrepreneur
Best ST Entrepreneur

b) **District Level:**

1st Award
2nd Award
3rd Award

Contd.....2.

: 2 :

5 (1) Benefits for State Level Awardees

a) 1st Awardee:

- i) Cash Award of Rs.15,000/-
- ii) Trophy and Certificate

b) 2nd Awardee:

- i) Cash Award of Rs.10,000/-
- ii) Trophy and Certificate

c) 3rd Awardee:

- i) Cash Award of Rs.7,500/-
- ii) Trophy and Certificate

The State Level Awardees will be given 75% of actual Travelling expenses to a maximum limit of Rs.50,000/- to participate in the exhibitions/ Seminars/ Workshops/Buyer Sellers meet at abroad on one occasion.

The State Level Awardees will be given 75% of actual expenses of lease/rent charges for 9 Sq.Mtrs.

d) Best Women Entrepreneur Awardee, Best SC and ST Awardees:

- i) Cash Award of Rs.10,000/- each
- ii) Trophy and Certificate

The State Level Women/SC/ST Awardees will be given 100% of actual Travelling expenses and lease/rent charges for 9 Sq.Mtrs by the Government to participate in the exhibitions/seminars/workshops/Buyer Sellers meet at abroad on one occasion.

5 (2) District Level Awards :

a) 1st Award

- i) Cash Award of Rs.7,500/- Trophy and Certificate

b) 2nd Award

- i) Cash Award of Rs.5,000/- Trophy and Certificate

c) 3rd Award

- i) Cash Award of Rs.2,500/- Trophy and Certificate

The following benefits may also be given in addition to the above benefits:

Authorised to use logo of Awards on their collaterals

be provided with valuable exposure, recognition and networking opportunities with the other entrepreneurs

Contd...3.

6. Selection Committee:

The following Committee is constituted at the District Level and State Level for selecting the best entrepreneurs for the District and State Level Awards.

a) District Level Committee:

i)	District Collector	Chairman
ii)	Branch Manager, APSFC	Member
iii)	Lead Bank Manager	Member
iv)	Representative of Industries Association of the District	Member
v)	District Labour Officer	Member
vi)	Representative of Andhra Pradesh Pollution Control Board	Member
vii)	Zonal Manager, APIIC	Member
viii)	General Manager, DIC	Member- Secretary

b) State Level Committee:

i)	Commissioner of Industries	Chairman
ii)	Director, SISI, Hyderabad.	Member
iii)	Representative of FAPSIA	Member
iv)	Representative of APPCB	Member
v)	Representative of Lady Entrepreneur Association	Member
vi)	Representative of APSFC	Member
vii)	Additional Director of Industries	Member-Convenor

7. Criteria for Selection

- (a) He/She should be a citizen of India
- (b) The plant should be located in Andhra Pradesh
- (c) He/She should not be a defaulter to any financing institution/Bank during the last 2 Years
- (d) He/She should not be a defaulter in payment of taxes and duties to the State Government and Government of India
- (e) The enterprise must have a annual turnover of Rs.100 Lakhs & above during the last two years.
- (f) Can either be a parent company or subsidiary; if the parent company participates, subsidiaries will not be eligible.

: 4 :

- (g) Should not be a listed company
- (h) Must have audited financial statements for the immediate preceding three years (must have submitted audited financial statement for the current year)
(Application should be submitted along with audited financial statements for the last 3 years and an affidavit stating that he was not a defaulter to the Financial Institutions/Bank and to the State Government / Central Government for Taxes / Duties)
- (i) It responsible to overcome sickness by making the unit turn around, it could be given the importance.

8. Criteria for evaluation

1. Management

- i) Technology
 - ii) Finance:
 - a) Turnover growth during last 3 years
 - b) Economic value addition
 - iii) Marketing Presence & Diversification
- 2) Major Innovations carried out in products / process and R & D
 - 3) Employment & Employee Turnover
 - 4) HRD & Training
 - 5) Standardization and Quality

9. Rating Mechanism for the Qualified Awardees:

Particulars	Yr 1	Yr 2	Yr 3	Value assigned
<u>1.Growth:</u> Production: (Specify units) Sales Turnover Profit after tax: Profit before tax:				20%
<u>2. Financial Management</u> a) Audited statements submission b) Tax adjusted earnings Cost of capital + cost of long Term debt: c) Export (if in export markets) d) Inventory Control				15%
<u>3. Technology</u> a) Value of new machines added b) value of innovation to the existing machinery c) Plant maintenance Standardization & Quality Control				15%
<u>4. Market share:</u> a.1) Domestic 2) Exports b. New Markets attracted 1) Domestic (List of new Clients or give number) Foreign (Specify connection)				15%
<u>5. R & D (Value in Rs.)</u> a) Within the Company b) outsourced				5%
<u>6. HRD</u> a) Training of Management /Admn. - Shop floor leaders - Labour b) Employees - Technical - Non- Technical Reasons for high turn- over where applicable				10%
7. Environmental Friendliness				10%
8. Employee Welfare				10%
Total				100

10) Procedure for collection of applications:

The applications will be collected in the prescribed proforma and out of the applications received at the District Level, the Committee will give the weightages and identify the best three entrepreneurs. The District Level Committee will also propose names for consideration of the State Level Committee for the Awards under the Four categories of General, SC, ST and Women mentioned above. The State Level Committee would scrutinise entries received from the districts and grade the entries as per the weightages obtained by each.

11) Time frame:

Sl.No.	Item	Scheduled Time	Action to be taken by
1	To give wide publicity	June	Commissioner of Industries / All GMs
2	Collection of Applications	July	All General Managers and Associations
3	Selection of District Level Awardees/ forwarding the applications for State Level Awards	August	Commissioner of Industries
4	Scrutiny and Selection of State Level Awards by State Level Committee	September	Commissioner of Industries
5	SSI Day Selebrations & Distribution of Awards	2nd November	Commissioner of Industries at State level and all General Managers at District level

: 7 :

12) The Commissioner of Industries, Hyderabad is requested to take necessary action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

B. KRIPANANDAM,
SECRETARY TO GOVERNMENT.

To

The Commissioner of Industries,
Chirag Ali Lane, Abids, Hyderabad.

All District Collectors through Commissioner of Industries, Hyderabad
The Accountant General, A.P., Hyderabad.
The Pay & Accounts Officer, Hyderabad.
Copy to: Finance & Planning (Exp.I&c) Department.
SF/SCs.

// Forwarded \\ :: By Order ::

Sd/- T.P. Ananda Babu,
Section Officer.

ANNEXURE - I

SCHEME OF DISTRICT / STATE AWARDS FOR SMALL SCALE ENTREPRENEURS FOR THE YEAR 2003 - 2004.

OBJECTIVE:

To recognise the achievements of successful entrepreneurs for the Tiny / SSI / Ancillary Industry enterprise.

DETAILS OF AWARDS:

The District / State Awards are instituted by the Government of Andhra Pradesh, Industries and Commerce Department with Cash Incentives and a Trophy to each District / State Award Winners as shown below:

District Level Awards:

1st Award		Rs. 7,500/- and a Trophy
2nd Award		Rs. 5,000/- and a Trophy
3rd Award		Rs. 2,500/- and a Trophy

State Level Awards:

1st Award		Rs.15,000/- and a Trophy
2nd Award		Rs.10,000/- and a Trophy
3rd Award		Rs. 7,500/- and a Trophy
Best Women Entrepreneur		Rs.10,000/- and a Trophy
Best SC Entrepreneur		Rs.10,000/- and a Trophy
Best ST Entrepreneur		Rs.10,000/- and a Trophy

ELIGIBILITY:

The Awards are given to deserving Small Scale Entrepreneurs whose units are permanently registered with District Industries Centre under Tiny / SSI / Ancillary and established within Eight preceding years from the year of the Awards ie., Units registered on or after 1.4.1996 and which have been in production for atleast three years during that period and also who have shown exceptional growth year after year. The Award is open to both Men and Women.

Once the Entrepreneur awarded for District / State Level Awards, the same entrepreneur should not be entertained / considered for second time.

BENEFITS:

The winner of the Awards shall have the privilege of using the LOGO of the Award in the Letter Heads and their employees can wear lapel pins, ties or other distinctive badges with symbol indicating the year of the Awards.

The State Level Awardees will be given 75% of actual Traveling expenses to a maximum limit of Rs. 50,000/- to participate in the Exhibitions / Seminars / Workshops / Buyers Sellers meet at abroad on one occasion and will be given 75% actual expenses of lease/rent charges for 9 Sq Mtrs.

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: 2 :

HOW TO APPLY:

The application forms are available with the Commissionerate of Industries and District Industries Centres. The application forms are to be submitted in triplicate to the General Manager District Industries Centre of the concerned District.

<u>Rating Mechanism for the Qualified Awardees</u>		
<u>Weightage</u>		
i)	<u>Growth:</u> Production (Specify Units) Sales Turn Over Profit After Tax Profit Before Tax	: 20%
ii)	<u>Financial Management:</u> a) Audited statements submission b) Tax adjusted earning Cost of capital + cost of long Term debt: c) Export (if in export markets) d) Inventory Control	: 15%
iii)	<u>Technology:</u> a) Value of new machines added b) Value of innovation to the existing machinery c) Plant maintenance d) Standardisation & Quality Control	: 15%
iv)	<u>Market Share:</u> a) [1] Domestic [2] Exports b) New Markets attracted [1] Domestic (List of new Clients or give number) [2] Foreign (Specify connection)	: 15%
v)	<u>Research & Development (Value in Rs):</u> a) within the Company b) outsourced	: 5%
vi)	<u>HRD:</u> a) Training of Management/Administration - Shop floor leaders - Labour b) Employees - Technical - Non Technical Reasons for high turn-over where applicable	: 10%
vii)	Environmental Friendliness	: 10%
viii)	Employee Welfare	: 10%

Total		:100%

Qualifying marks as per weightage for consideration for any of Award will be 40%.

PEARLS OF ANDHRA PRADESH
APPLICATION FOR STATE / DISTRICT AWARDS
TO SMALL SCALE ENTREPRENEURS
(To be submitted in Triplicate)

Name of the District: _____.

Please Affix One
Passport size Photo
& attach two extra
Photos

1. Name of the Small Scale Entrepreneur :
(Please give only one name who is to be considered for the Award)

Address of the Entrepreneur where :
communication is to be sent. :
Telephone & Address in Hyderabad if any : Telephone (Off)
Telephone(Resi)
Telex.No:
Fax.No :
2. Name and address of the Unit :
3. **Type of Enterprise**
Proprietary/Partnership/Pvt. Ltd/Any Other
If any other please specify
4. Date of Birth
5. (i) Whether the Entrepreneur belongs to
SC/ST/ OBC if so, name of Caste :
If yes, attach Certificate :

(ii)Whether the Entrepreneur is a Male / Female :
6. Educational Qualifications :
7. Experience (Technical Managerial Training etc.,
Please give brief details) :
8. Permanent SSI Registration No & Date
Enclose Certificate :
9. Details of product manufactured by the unit :

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10. Details of any other SSI / Business Enterprise of the Entrepreneurs/his parents/Brother/Sister :
If yes, give details
11. Location of the SSI including District / Rural / Semi - Urban / Urban give details. :
12. Give details of the Investment & Employment :

D e t a I l s	First Accounting year (to be specified)	Second Accounting year (to be specified)	Third Accounting year (to be specified)
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Investment in

- a) Plant & Machinery :Rs.
- b) Other Fixed Assets :Rs.
Land & Building etc.
- c) Working Capital :Rs.
Total Investment :Rs.
- d) i) Own Investment :Rs.
- ii) Borrowed from other :Rs.
sources including Banks
- e) Employment :
13. Production details : First Accounting year (to be specified) Second Accounting year (to be specified) Third Accounting year (to be specified)
- a) Annual Production:
(i) Quantity
(ii) Value
- b) Sales Turnover:
(i) Quantity
(ii) Value
- c) Profit before Taxation :
- d) Profit after Taxation :
- e) Income Tax paid :

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: 3 :

14. Financial Management : First Second Third
 Accounting Accounting Accounting
 year year year
 (to be specified) (to be specified) (to be specified)
- a) Audited Statement submitted :
- b) Earnings adjusted towards :
 i) Tax
 ii) Capital
 iii) Long term debt
- c) Inventory Control :
15. a) Market Share & Exports :
 i) Domestic
 ii) Exports
 iii) Total Sales
- b) New Markets attracted :
 i) Domestic (list of
 new clients to be
 enclosed)
 ii) Foreign (list enclosed)
16. Details of R & D activities taken up:
 a) Within the Company
 b) Outsourced
 (proof to be attached)
17. HRD & Training :
 i) Training to Shop Floor Leaders/
 Supervisors
 ii) Training to labours/workers
 (Proof to be attached)
18. Technology:
 i) Whether any New Innovative
 Machine added during last 3 years
 if yes, give details of Value &
 type of the Machinery :
 ii) Any Innovative Machinery installed :
 if yes, give details :
 iii) Details of Maintenance of
 Plant & Machinery :
 iv) Whether ISO/BIS Certification was
 obtained

: 4 :

19. Pollution Control Measures adopted :
Details of Pollution treatment
methods adopted in case of Polluting
Industries :
20. Whether the unit has obtained
ISO-14000 Series Certificate :
21. Employees Welfare Measures :
a) Whether covered under EPF, ESI,
Bonus etc., or not if yes, give details
b) Any Strikes and how you have overcome :
if yes, give details
22. Modernisation Efforts :
23. Whether any award has been received by the :
entrepreneur in connection with industry
promoted by him / her, if so, details may be
given.
24. Any other important achievement which
needs to be mentioned not covered in the
proforma :
25. Please give a brief write up not more than
300 words about yourself, your unit and the
product(s) manufactured/service(s) rendered
by you indicating your achievement to
justify as to why your application be considered for the award
:

I certified that the above information furnished by me is correct. I undertake to refund the cash prize and return the trophy and certificate, if awarded to me, in case it is ever found that the information furnished above was incorrect. Further, I may also be liable for any action under the law of the land for any false declaration.

Signature of Entrepreneur
with the Seal of the Unit