



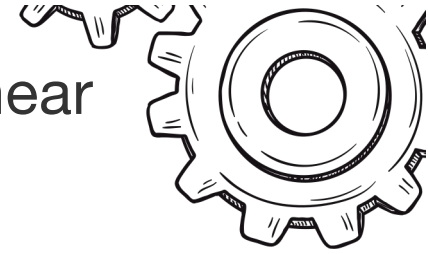
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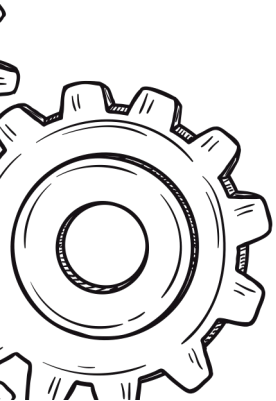
# Promoting Circular Economy in MSME Sector

**Presenter:** Sh. Ateesh Singh, Joint Secretary (MSME)

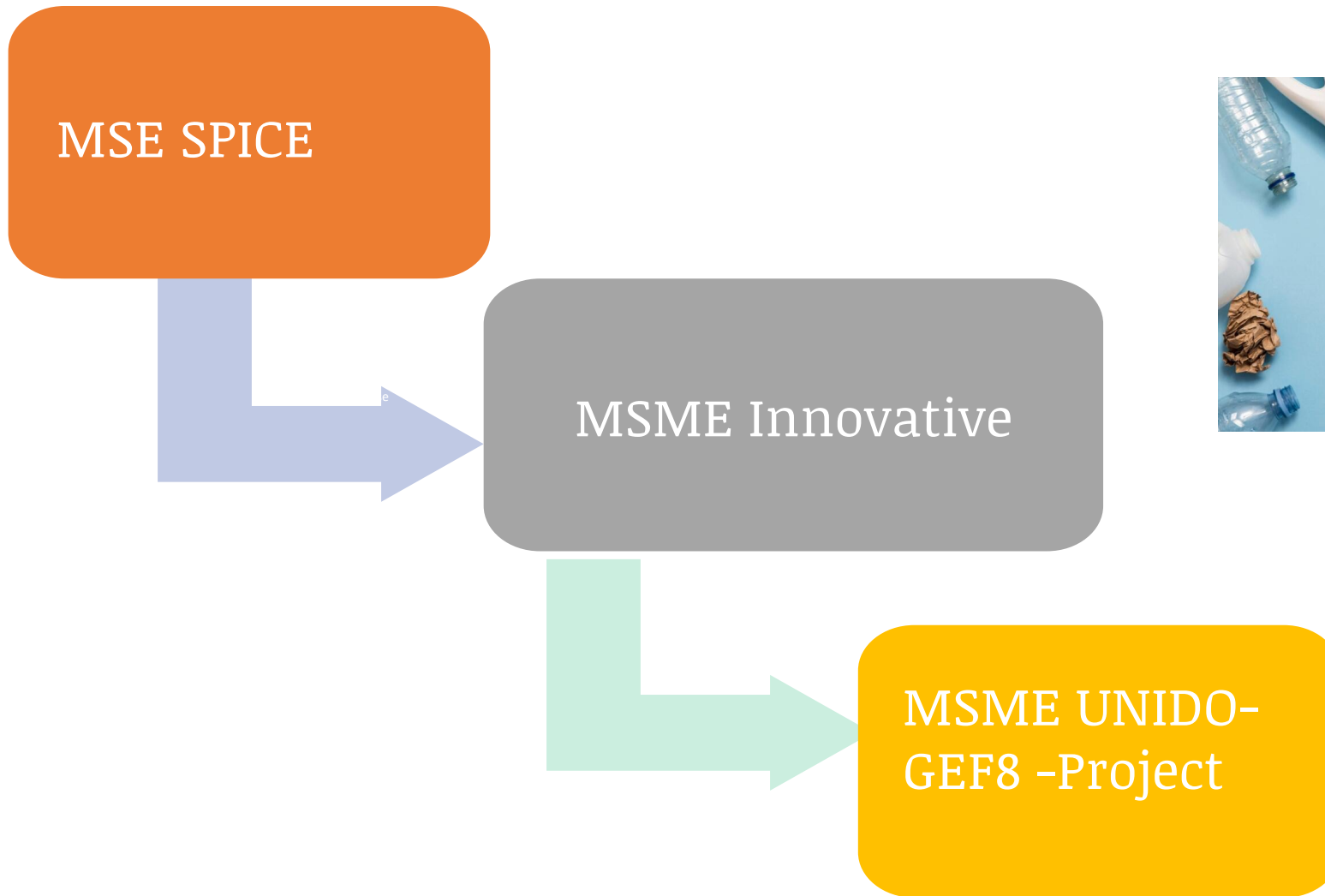
## Focus Area of Govt of India to Drive Transition from Linear to Circular Economy



S. No.	Focus Area
1	Municipal Solid Waste and Liquid Waste
2	Scrap Metal (Ferrous and Non-Ferrous)
3	Electronic Waste
4	Lithium Ion (Li-ion) Batteries
5	Solar Panels
6	Gypsum
7	Toxic and Hazardous Industrial Waste
8	Used Oil Waste
9	Agriculture Waste
10	Tyre and Rubber Recycling
11	End-of-life Vehicles (ELVs)



## Various Initiatives of the Ministry of MSME



# MSE SCHEME FOR PROMOTION AND INVESTMENT IN CIRCULAR ECONOMY (MSE SPICE)

## LAUNCHED

20 December 2023 for a period of 4 years  
(FY 2023-24 to 2026-27)

## OBJECTIVES

Promote Circular Economy (CE) and incentivize MSEs to adopt CE and thereby contribute to achieving G20 goals made by the Government of India regarding CE.

Enable MSEs to comply with Extended Producers Responsibility (EPR) and Waste Recycling targets set for industries

Spread awareness among MSEs for adoption of Circular Economy and resource efficiency



## **COMPONENTS OF THE SCHEME**

### **Credit Linked Capital Subsidy**

Addresses the need for the availability of affordable finances to the MSEs to adopt Circular Solutions.

A maximum of **INR 50 lakhs is admissible under the scheme for the project, with 25 % subsidy** only for plant and machinery.

Projects costing more than INR 50 Lakhs will also be eligible, but subsidy shall be limited to INR 12.5 Lakhs.

### **Awareness Generation & IEC**

Awareness generation/across MSE clusters by engaging specialized organizations/agencies at the National/International level who have expertise and experience in the implementation of CE solutions.

The IEC component will address the supply and demand side constraints by addressing the capacity gaps in financial institutions in adopting CE principles.

## **EXPECTED IMPACT**

More than 3400 units would be benefited from implementing Brownfield projects of MSE units

### **IMPLEMENTING PARTNERS**

**Implementing Agency** – Small Industries Development Bank (SIDBI).

All Scheduled Commercial Banks, All India Financial Institutions, Small Finance Banks, and Non-Banking Financial Companies (NBFCs), Micro Finance Institutions (MFIs) are eligible to participate in the Scheme, after signing a Memorandum of Understanding (MoU) with SIDBI.



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**Project Title:- Operationalizing & implementing circular economy solutions to minimize plastic waste and reduce plastic pollution from F&B packaging**

- **Implementing Partners:- MSME-UNIDO-MoEFCC**
- Project execution is planned to commence in the year 2025.
- Total outlay of the Project would be Approx 8 Million dollar.

### Aims and Objectives

- The Program aims to address the root causes of plastic pollution: ever-growing unsustainable consumption and production of **single-use and problematic plastic products**
- The Program will demonstrate alternatives of plastic packaging and scale up **upstream and midstream solutions in the food and beverage sector.**

## COMPONENTS OF THE PILOT PROJECT

Industrial Capacity for Circular Plastic Transformation

Demonstrate Alternative Solutions to Plastic Packaging in a Food  
& Beverages Sector

Municipal Plastics Waste Minimization and Recovery



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DEVELOPMENT  
**GOALS**

## Component 2: Industry

- Demonstrate packaging redesign model in selected enterprises of Food and Beverages Sector.
- Bottled Water/Drinks, Dairy, Biscuits, frozen food in selected 7 MSMEs clusters.
- Demonstrate packaging redesign for promoting reuse/ recycling / increased recycled plastic content, in selected plastic packaging unit.



## MSME Innovative Scheme: Incubation Component



### Objective

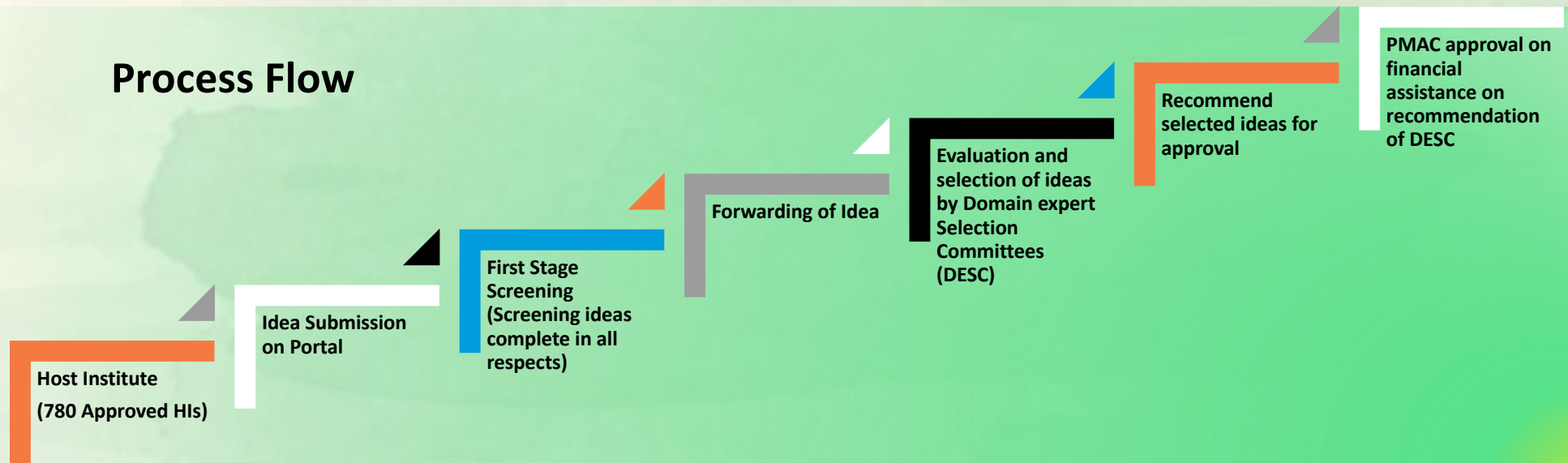
- To promote and support untapped creativity i.e. the component is tailored to convert innovative ideas into viable business.
- To promote adoption of latest technologies in MSMEs that seek the validation of their ideas at the proof-of-concept level



### Activities

- Recognition of eligible institutions as Host Institute (HI) to act as Business Incubator (BI)
- Approval of Ideas of Incubatees submitted through Host Institute (HI)

### Process Flow



## Success Stories under Incubation Scheme – Circular Economy

### 1.1. Project

Processed Digested Plastic (PDP)  
Composition for Building  
Materials



• **Sector** - Construction &  
Building Materials  
Industry



• **Idea Hackathon**



**Host Institute**

IIS Deemed to be  
University



**Name of  
Incubatee**

Sudip Roy



**Unique  
proposition**



- Offers a groundbreaking solution to the pressing issue of solid waste management by transforming waste plastic into sustainable building materials.



**Major  
Achievements**



- Developed a process to manage solid waste effectively, enabling urban and rural local bodies to create new construction materials and drive socio-economic development.
- The final product is cost-effective, anti-cracking, durable, and customizable, making it a viable alternative to traditional building materials.



## Success Stories under Incubation Scheme – Circular Economy

### 1.2. Project

Florafoam



• **Sector** - Miscellaneous Environment



**Idea Challenge 2020**



**Host Institute**

Indian Institute  
Of Technology  
Kanpur



**Name of Incubatee**

Ankit Agarwal



**Unique proposition**



Emerged from a meticulous process of idea development rooted in biotechnological research and development.

- ✓ Addresses pollution caused by flower waste and non-biodegradable Styrofoam.
- ✓ Converts flower waste into an eco-friendly packaging material (Florafoam)



**Major Achievements**



A commercially viable and scalable technology, has garnered interest from OEM companies and startups seeking sustainable packaging solutions.


- Indian Innovation Growth Programme (DST, Tata Trust, Lockheed Martin)
- Bill And Melinda Gates Foundation Goalkeepers, Fast Company World Changing Ideas
- United Nations Young Champions of the Earth 2017




## Success Stories under Incubation Scheme – Circular Economy

### 1.3. Project

Detoxification of Azodyes during Textile Effluent Treatment


 Sector - Textile Industry

 Idea Hackathon


 Host Institute  
BANASTHALI VIDYAPITH

 Name of Incubatee

Sarika Gupta

 Unique proposition

- Aims to achieve Zero Liquid Discharge (ZLD) by upcycling treated water for industrial reuse, specifically targeting the textile industry.

 Major Achievements

- BIOZYME has demonstrated a 98% efficacy in degrading dyes within one day, even with concentrations as high as 100,000 ppm.
- The product is funded by the Department of Science and Technology (DST) and the Ministry of Micro, Small and Medium Enterprises (MSME) of the Government of India.





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**THANK YOU**