

**GOVERNMENT OF INDIA
MICRO, SMALL AND MEDIUM ENTERPRISES
LOK SABHA**

UNSTARRED QUESTION NO:2256
ANSWERED ON:23.11.2010
CALL CENTERS FOR MSMES
Panda Shri Baijayant;Pradhan Shri Nityananda

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

- (a) whether there is any proposal to set up call centres for Micro, Small and Medium Enterprises (MSMEs) sector;
- (b) if so, the details and the objectives thereof;
- (c) the manner in which these call centres are likely to be operationalised;and
- (d) the number of such call centres to be set up in the country, State-wise?

Answer

MINISTER OF THE STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI DINSHA PATEL)

(a) to (d): A call centre for Micro, Small and Medium Enterprises (MSMEs) i.e. the Udyami Helpline was set up in August 2010, in collaboration with Telecommunications Consultants India Limited, a Government of India enterprise, for providing information on a wide range of subjects including guidance on how to set up an enterprise, access loans from banks, project profiles and the various schemes being implemented by the Government for the promotion of MSMEs. The Helpline also facilitates lodging of complaints with various agencies of Central and State Governments dealing with MSMEs, including banks. The helpline is operational between 6:00 AM to 10:00 PM and operates on all 365 days including Sundays and holidays. This facility has been set up in New Delhi and can be accessed from all over the country through a single toll free number.