



**Report Release and Presentation to
Media on Udyog Sahayak
Enterprises Network (USENET) for
Employment Generation and Scale-
up in the MSME Sector”**

23 January, 2021 - 11 am - 1 pm

PRESS COVERAGE

The logo for The Times of India (TOI) is displayed in white, bold, uppercase letters within a solid red rectangular background.

Telangana: Support system to up ease of doing business

TNN | Updated: Jan 24, 2021, 13:35 IST

HYDERABAD: The Federation of Indian Chambers of Commerce & Industry (FICCI), in collaboration with Tata Institute of Social Sciences, Mumbai, and the Azim Premji University, has mooted the setting up of Udyog Sahayak Enterprises Network (USENET), a support system for improving the ease of doing business for informal micro and small entrepreneurs.

The new policy proposal and report for creation of USENET, which was unveiled at a virtual conference on Saturday, estimates that by helping such MSMEs scale up, USENET can help create an additional one crore jobs over the five years and 6 crore jobs over the next 10 years.

“Based on value-added per worker observed in this sector and assuming a 12% nominal rate of growth in GVA (gross value added), these jobs represent an additional economic value of Rs 2,16,000 crore at the end of 5 years and over Rs 19 lakh crore at the end of 10 years,” the report said.

<https://timesofindia.indiatimes.com/city/hyderabad/support-system-to-up-ease-of-doing-biz/articleshow/80427621.cms>

FICCI, Azim Premji University recommend 18 lakh Udyog Sahayak Enterprises network to assist MSEs

The proposed programme can create sustainable livelihoods for 18 lakh educated youth, in addition to enabling MSE growth and indirect job creation and consequent economic growth, the report said

[Joe C Mathew](#) | January 24, 2021 | Updated 20:56 IST



[PM-KISAN sees higher spend, but all welfare schemes aren't as lucky](#)

An industry-academia collaboration has submitted a new policy proposal to Narendra Modi government to create Udyog Sahayak Enterprises Network (USENET) that provides a bouquet of services to micro and small enterprises (MSEs) of the country. The scheme envisages establishment of around 18 lakh Udyog Sahayak Enterprises (USEs) in three phases to service over 60 million MSEs over a period of ten years.

The report, prepared through a collaboration between Azim Premji University, Federation of Indian Chambers of Commerce and Industry (FICCI), and Tata Institute of Social Sciences, Mumbai, proposes the creation of a support system that will improve Ease of Doing Business for largely informal micro and small entrepreneurs. Each single person manned Udyog Sahayak Enterprise (USE) will comprise of a mobile unit (motor bike) and a small home office with basic infrastructure like computer/laptop, printer, scanner, web camera, broadband connectivity and suitable power backup for uninterrupted delivery of services.

<https://www.businesstoday.in/sectors/jobs/ficci-azim-premji-university-recommend-18-lakh-udyog-sahayak-enterprises-network-to-assist-mses/story/428956.html>

Azim Premji University, FICCI, TISS roll out plan for employment generation in MSME sector

Mumbai: Azim Premji University, Federation of Indian Chambers of Commerce and Industry (FICCI) and Tata Institute of Social Sciences, Mumbai (TISS) on Saturday announced a new policy proposal for creating an Udyog Sahayak Enterprises Network (USENET) for employment generation and scale-up in the MSME sector.

[Read more at:](#)

https://economictimes.indiatimes.com/small-biz/sme-sector/azim-premji-university-ficci-tiss-roll-out-plan-for-employment-generation-in-msme-sector/articleshow/80421453.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cpps



Azim Premji University, FICCI And TISS Release New Policy Proposal Udyog Sahayak Enterprises Network For Employment Generation

The report proposes the creation of a support system that will improve Ease of Doing Business for largely informal micro and small entrepreneurs.

25 January, 2021 by **BW Online Bureau**

A new policy proposal for creating an Udyog Sahayak Enterprises Network (USENET) was released. This is a first of its kind collaboration between Azim Premji University, Federation of Indian Chambers of Commerce and Industry, and Tata Institute of Social Sciences, Mumbai. The policy document is available online. A video recording of the release event is available on YouTube.

The report proposes the creation of a support system that will improve Ease of Doing Business for largely informal micro and small entrepreneurs. Udyog Sahayak Enterprises will take services such as digitisation and formalisation, availing of government loans, subsidies or other benefits, ensuring compliance with local, regional, and national regulation, aiding partnership with digital marketing platforms and digital payment platforms, to the micro-entrepreneurs at their doorstep.

<http://bweducation.businessworld.in/article/Azim-Premji-University-FICCI-And-TISS-Release-New-Policy-Proposal-Udyog-Sahayak-Enterprises-Network-For-Employment-Generation/25-01-2021-369522/>

The Statesman

Monday, 25 January, 2021

Azim Premji University, FICCI and TISS forms policy proposal for employment generation for MSMEs

As per the report, USENET can aid in the creation of an additional 1 crore (10.3 million) jobs over five years going up to nearly 6 crores (56.9 million) over 10 years.

SNS Web | New Delhi | January 23, 2021 7:31 pm



One of its kind of collaboration has led to the formation of a new policy proposal for creating a 'Udyog Sahayak Enterprises Network' (USENET), which aims to create one crore jobs in over five years, reports stated on Saturday.

The proposal is the result of a collaboration between Azim Premji University, Federation of Indian Chambers of Commerce and Industry, and Tata Institute of Social Sciences, Mumbai.

The report proposes the creation of a support system that will improve Ease of Doing Business for largely informal micro and small entrepreneurs. Udyog Sahayak Enterprises will take services such as digitisation and formalisation, availing of government loans, subsidies or other benefits, ensuring compliance with local, regional and national regulations, aiding partnership with digital marketing platforms and digital payment platforms, to the micro-entrepreneurs at their doorstep.

<https://www.thestatesman.com/business/azim-premji-university-ficci-tiss-forms-policy-proposal-employment-generation-msmes-1502948303.html>

**Set up USENET centres micro, small enterprises'
Our Bureau Hyderabad |**

Updated on January 23, 2021 Published on January 23, 2021

FICCI, TISS, Azim Premji University submits report to Govt

The Federation of Indian Chamber of Commerce and Industry (FICCI) has called for setting up of an Udyog Sahayak Enterprises Network (USENET) to help micro and small enterprises clear roadblocks and scale up their operations.

The USENET centres, on the lines of Common Service Centres, will act as one-stop-shop for all the needs of micro, small and medium enterprises. The centres will offer services such as digitisation and formalisation, accessing loans, subsidies, compliance with local, regional, and national regulations.

<https://www.thehindubusinessline.com/news/national/set-up-usenet-centres-micro-small-enterprises/article33644775.ece>

Draft policy to help grow nano, micro enterprises

BENGALURU , JANUARY 24, 2021 03:51 IST

Udyog Sahayak Enterprises Network put together by FICCI, TISS and Azim Premji University

A new policy on the anvil, the Udyog Sahayak Enterprises Network (USENET), may give a major fillip to the growth-stunted nano and micro-enterprises in India's informal sector.

The proposed framework, whose draft was jointly put together by the Azim Premji University, the Federation of Indian Chambers of Commerce and Industry (FICCI), and the Tata Institute of Social Sciences (TISS), is aimed at providing a slew of growth-driven services to over 62 million nano and micro-enterprises that currently employ over 100 million people.

<https://www.thehindu.com/news/cities/bangalore/draft-policy-to-help-grow-nano-micro-enterprises/article33646086.ece>

Telangana Today

Monday, January 25, 2021

USENET could help MSMEs scale up

By [TelanganaToday](#) | Published: 23rd Jan 2021 6:23 pm Updated: 23rd Jan 2021 6:24 pm

Hyderabad: Realising that India's demographic dividend requires a focused policy approach for employment generation, Azim Premji University, FICCI and Tata Institute of Social Sciences have jointly made a policy proposal to create Udyog Sahayak Enterprises Network (USENET) for employment generation and scale-up in the MSME sector. USENET also aims to improve ease of doing business for micro entrepreneurs.

T Muralidharan from FICCI, Prof Amit Basole from Azim Premji University and Prof Bino Paul from Tata Institute of Social Sciences (TISS) came out with a proposal developed for the Working Group of Ministers (WGoM) on Employment and Skill Generation, convened by MoS Home Affairs of Government of India in October 2020.

<https://telanganatoday.com/usenet-could-help-msmes-scale-up>



This network for MSEs can help create 56 million new jobs in 10 years. Here's how

Emphasising the need to help and scale up the existing micro-entrepreneurs the researchers proposed setting up a network for assisting them with the process

Prajanma Das

Edex Live



At a time when over 5.5 million jobs have been lost because of the pandemic, this initiative by two academics and an entrepreneur could end up creating 56 million new jobs.

The Coronavirus pandemic has highlighted how important it is for India to have urban employment generation schemes. The informal workers had suffered the most and so did the micro and nano entrepreneurs. Serial entrepreneur and founder of the TMI Group, T Muralidharan, Dr Bino Paul from the Tata Institute of Social Sciences, Mumbai (TISS) and Dr Amit Basole from Azim Premji University's School of Arts and Sciences have come up with a model to address the **unemployment problem** that India is suffering from.

<https://www.edexlive.com/news/2021/jan/23/this-network-for-mses-can-help-create-56-million-new-jobs-in-10-years-heres-how-17547.html>



Udyog Sahayak Enterprises Network put together by FICCI, TISS and Azim Premji University

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<https://bangalorenewstoday.com/>



Report proposes ease of doing biz for MSEs

SME Times News Bureau | 23 Jan, 2021

A new policy proposal for creating an Udyog Sahayak Enterprises Network (USENET) was released on Saturday. The proposal is the result of a collaboration between Azim Premji University, Federation of Indian Chambers of Commerce and Industry, and Tata Institute of Social Sciences, Mumbai.

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national regulations, aiding partnership with digital marketing platforms and digital payment platforms, to the micro-entrepreneurs at their doorstep.

<http://www.smetimes.in/smetimes/news/top-stories/2021/Jan/23/mse-ease-business5776.html>

Policy proposal for employment generation, scale-up in MSME sector

POSTED BY: GOPI JANUARY 23, 2021



New Delhi, Jan 23 (SocialNews.XYZ) A new policy proposal for creating an Udyog Sahayak Enterprises Network (USENET) was released on Saturday. The proposal is the result of a collaboration between Azim Premji University, Federation of Indian Chambers of Commerce and Industry, and Tata Institute of Social Sciences, Mumbai.

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<https://www.socialnews.xyz/2021/01/23/policy-proposal-for-employment-generation-scale-up-in-msme-sector/>

Azim Premji varsity, FICCI, TISS roll out plan to generate jobs in MSME sector

Bengaluru: In a first-of-its-kind collaboration between Azim Premji University, Federation of Indian Chambers of Commerce and Industry, and Tata Institute of Social Sciences, Mumbai, a new policy proposal for creating an Udyog Sahayak Enterprises Network (USENET) was released on Saturday. The report proposes the creation of a support system that will improve Ease of Doing Business for largely informal micro and small entrepreneurs. Udyog Sahayak Enterprises will take services such as digitisation and formalisation, availing of government loans, subsidies or other benefits, ensuring compliance with local, regional, and national regulation, aiding partnership with digital marketing platforms and digital payment platforms, to the micro-entrepreneurs at their doorstep.

<https://www.thehansindia.com/business/adim-premji-varsity-ficci-tiss-roll-out-plan-to-generate-jobs-in-msme-sector-668293>



United News of India
India's Multi Lingual News Agency

<http://www.uniindia.com/azim-premji-university-ficci-and-tiss-come-out-new-usenet-policy-for-creating-one-crore-job/south/news/2299748.html>



Policy proposal for employment generation, scale-up in MSME sector



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<https://www.zeebiz.com/small-business/news-policy-proposal-for-employment-generation-scale-up-in-msme-sector-146806>

[Trendlyne.com](https://www.trendlyne.com)

FICCI, Azim Premji University recommend 18 lakh Udyog Sahayak Enterprises network to assist MSEs

BUSINESS TODAY

The proposed programme can create sustainable livelihoods for 18 lakh educated youth, in addition to enabling MSE growth and indirect job creation and consequent economic growth, the report said

<https://trendlyne.com/posts/2778442/ficci-azim-premji-university-recommend-18-lakh-udyog-sahayak-enterprises-network-to-assist-mses>



ఎంఎస్ఎంఈ సంస్థల వృద్ధి లక్ష్యంగా 'ఫిక్సీ' విధాన పత్రం

ఈనాడు, హైదరాబాద్: దేశంలోని సూక్ష్మ, చిన్న తరహా పరిశ్రమలు సులువుగా వ్యాపార కార్యకలాపాలు నిర్వహించే పరిస్థితి కల్పించటానికి అనువైన విధాన పత్రాన్ని ఫిక్సీ (భారత వాణిజ్య, పారిశ్రామిక మండల సమాఖ్య), అజీమ్ ప్రీమ్జీ యూనివర్సిటీ, లాటా ఇన్స్టిట్యూట్ ఆఫ్ సోషల్ సైన్సెస్ (టీఐఎస్ఎస్) సంయుక్తంగా రూపొందించాయి. 'ఉద్యోగ్ సహాయక్ ఎంటర్ప్రైజెస్ నెట్వర్క్' అనే పేరుతో తీర్చిదిద్దిన ఈ విధాన పత్రాన్ని శనివారం ఆవిష్కరించారు. ఈ నివేదిక ప్రకారం చర్యలు తీసుకుంటే వచ్చే అయిదేళ్ల కాలంలో దేశంలో కొత్తగా ఒక కోటి ఉద్యోగాలు సృష్టించవచ్చని ఈ సందర్భంగా ఫిక్సీ పేర్కొంది. పదేళ్ల కాలంలో 6 కోట్ల ఉద్యోగాలు లభించే అవకాశం కూడా ఉన్నట్లు వివరించింది. అంతేగాక వచ్చే పదేళ్ల కాలంలో రూ.2.16 లక్షల కోట్ల సంపద (ఎకనామిక్ వాల్యూ యాడెడ్- ఈవీఏ) లభిస్తుందని వివరించింది. 'ఉద్యోగాల్లేని వృద్ధి' తో ఎదురయ్యే సమస్యలను ఫిక్సీ తెలంగాణ స్టేట్ కౌన్సిల్ చైర్మన్ టి.మురళీధరన్ ఈ సందర్భంగా ప్రస్తావించారు. వ్యూహాత్మకంగా వ్యవహరించని పక్షంలో 'డొమోగ్రాఫిక్ డివిడెండ్' ప్రయోజనాలను మనం కోల్పోయే ప్రమాదం ఎదురవుతుందని అన్నారు. కొత్తగా సూక్ష్మ సంస్థలను తయారు చేయటం కంటే ప్రస్తుతం ఎంఎస్ఎంఈ సంస్థలు అభివృద్ధి చెందే వీలుకల్పిస్తే మంచి ఫలితాలను వస్తాయని అజీమ్ ప్రీమ్జీ యూనివర్సిటీకి చెందిన అమిత్ బసోల్ అభిప్రాయపడ్డారు. ఫిక్సీ సెక్రటరీ

జనరల్ దిలీప్ ఛినాయ్ స్పందిస్తూ నైపుణ్యాలు పెంపొందించటానికి ఒక వ్యక్తిపై రాష్ట్ర ప్రభుత్వాలు

చేసే ఖర్చు కంటే తక్కువ ఖర్చులో సూక్ష్మ, మధ్యతరహా సంస్థలకు అండగా నిలిచే అవకాశం

ఉందని వివరించారు.

<https://m.eenadu.net/business/latestnews/Aiming-at-the-growth-of-MSME-companies-Ficci-policy-document/0150/521000449>