

A roadmap to global competitiveness



Financial  
Support to  
MSMEs in  
ZED Certification  
Scheme

Let us manufacture our goods with Zero Defect so that they have zero recall from the market, and with Zero Effect so that there is no negative impact on the environment

**SHRI NARENDRA MODI**  
Hon'ble Prime Minister

My long term vision is for ZED to evolve and be adopted by not only MSMEs but also by large industries; not only in India but world over.

**SHRI KALRAJ MISHRA**  
Hon'ble Minister of MSME

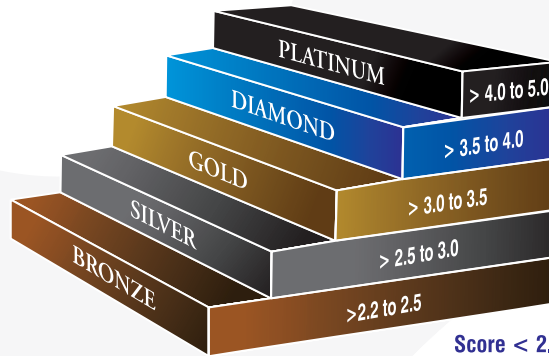
The scheme is an extensive drive of the Government of India to enhance global competitiveness of MSMEs by providing them financial support in assessment rating and handholding of its manufacturing processes on quality & environment parameters.

The ZED Model comprises of 50 parameters on which a unit will be assessed and rated. Each Parameter has 5 levels and the rating is on a weighted average of marks obtained in each parameter. There will be assessment on additional parameters for MSMEs supplying to the Defence Sector.

## ZED PARAMETER LEVELS



## ZED RATINGS



The ratings are based on the weighted average of minimum 30 parameters of the ZED matrix.



## THE PROCESS

- STEP 1** Register free on the online portal of ZED, [www.zed.org.in](http://www.zed.org.in), using the following link: [http://assessment.zed.org.in/Assessment/Assessment\\_BeforeLogin.aspx](http://assessment.zed.org.in/Assessment/Assessment_BeforeLogin.aspx), using a valid (Indian) mobile number and email address.
- STEP 2** Online self-assessment on the ZED parameters followed by Desktop Assessment
- STEP 3** Site-assessment, if selected on the basis of Desktop Assessment.
- STEP 4** Consultancy: Rated MSMEs will have the option to avail the services of an authorized ZED consultant for gap-analysis and handholding.

## THE BENEFITS

- Credible recognition of MSMEs for international companies customers seeking investment in India
- Streamlined operations and lower costs
- Superior quality, reduced rejection and higher revenues
- Increased environmental consciousness and social benefits
- “ZED Mark” to enable an MSME to be seen as a company with a difference
- Other benefits expected to be announced by the Government in the near future

Major part of the fees for desktop assessment, site-assessment and consultancy services will be covered through subsidy by the Government of India.



E-mail : [zed@qcin.org](mailto:zed@qcin.org) Web : [www.zed.org.in](http://www.zed.org.in)



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