

## [www.champions.gov.in](http://www.champions.gov.in)

In a major initiative Union Ministry of MSME on 12<sup>th</sup> May 2020 has launched CHAMPIONS portal [www.champions.gov.in](http://www.champions.gov.in), a Technology driven Control Room-Cum-Management Information System. The CHAMPIONS stand for Creation and Harmonious Application of Modern Processes for Increasing the Output and National Strength. Accordingly, the name of the system is CHAMPIONS.

It is a technology driven Control Room-Cum-Management Information System which utilises modern information and communication technology (ICT) tools. The portal is basically for making the smaller units big by solving their grievances, encouraging, supporting, helping, and handholding and also help the MSMEs capture new opportunities including manufacturing of medical items & accessories.

The objective of this platform is to make one-stop-shop solution for the MSME Sector. It is a technology packed control room-cum-management information system. In addition to ICT tools including telephone, internet and video conference, the system is enabled by Artificial Intelligence, Data Analytics and Machine Learning. It is also fully integrated on real time basis with GOI's main grievances portal CPGRAMS and MSME Ministry's own other web based mechanisms.

### Three basic objectives:

- **Support:** To help the MSMEs in this difficult situation in terms of finance, raw materials, labour, permissions, etc.
- **Explore:** To help them capture new opportunities like manufacturing of medical accessories and products like Personal Protection Equipments (PPEs), masks, etc.
- **Promote:** To identify the sparks, i.e., the bright MSMEs who can not only withstand but can also become national and international champions.

### Operating Procedure:

#### **a. The Five Focus Areas (Catchment)-**

- Grievances of the MSME Units and stakeholders will be invited and enlisted only on the Champions platform and dealt with through the system made herein for the purpose. They will be given an auto generated unique ID number starting with GR.
- Grievances being registered on GOI's CPGRAMS portal as well as any other portal of the Ministry of MSME will also be directly fetched by the Champions platform. They will be given an auto generated unique ID number starting with CP.
- This Portal will also capture and encourage ideas and collaborative, supportive ecosystem of experts and technocrats who can guide in the technical, managerial and financial issues faced by the MSMEs. They will be given an auto generated unique ID number starting with CO
- It will also capture the self pro-active administrative interventions by the functionaries of the Ministry of MSME. They will be given an auto generated unique ID number starting with IN.

- It will also capture the VIP References coming from Hon. Ministers and other dignitaries. They will be given an auto generated unique ID number starting with VI.
- b. Dealing with the Issues-**  
The bundle of issues so received will get automatically segregated subject wise and officer wise and get transferred to concerned officials (Branch/Bureau/Office Heads) under the MSME Ministry (including those of DC office and other organizations). In any case, the matters should NOT remain unattended for more than three days and should NOT remain inconclusive after seven days.
- c. Resolving / Closing the Issues-**  
After dealing with the issues and after satisfying that all aspects of the issue have been taken into account, the concerned officer may take a final decision including to close the matter. However, if there is an extreme humanitarian case or a case of injustice and / or harassment or undue delay, and if the decision is against the individual or unit, the unit or its promoters must be heard telephonically or in person. The Control rooms being set up as part of this mechanism can be used for this purpose.
- d. Intervention by Secretary MSME-**  
Secretary MSME will keep reviewing the overall functioning and outcome of the Champions system on regular and day to day basis.
- e. The Champion Control Room-**  
A control room will be set in the office of the Secretary MSME for handling the entire process of Champions, in Hub, in the Development Institutes (DIs) and other institutions of the Ministry.
- f. Accountability-**  
Every Branch/Bureau/Office Head and officer will devote time and energy to this system and will deal with the issues flagged thereon diligently.

Source- [https://champions.gov.in/maior/w\\_champions.htm](https://champions.gov.in/maior/w_champions.htm)