

PM MODI LAUNCHES CHAMPIONS: TECHNOLOGY PLATFORM TO EMPOWER MSMEs

Relevant for: Indian Economy | Topic: Issues relating to Growth & Development - Industry & Services Sector incl. MSMEs and PSUs

Prime Minister Shri Narendra Modi today launched the technology platform **CHAMPIONS** which stands for **C**reation and **H**armonious **A**pplication of **M**odern **P**rocesses for **I**ncreasing the **O**utput and **N**ational **S**trength.

As the name suggests, the portal is basically for making the smaller units big by solving their grievances, encouraging, supporting, helping and handholding. It is a real one-stop-shop solution of MSME Ministry.

This ICT based system is set up to help the MSMEs in present difficult situation and also to handhold them to become national and international champions.

Detailed objectives of CHAMPIONS:

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. The entire ICT architecture is created in house with the help of NIC in no cost. Similarly, the physical infrastructure is created in one of ministry's dumping rooms in a record time.

As part of the system a network of control rooms is created in a Hub & Spoke Model. The Hub is situated in New Delhi in the Secretary MSME's office. The spokes are in the States in various offices and institutions of MSME Ministry. As of now, 66 state level control rooms are created and made functional. They are connected through video conference also in addition to the portal of Champions. A detailed standard operating procedure (SOP) has been issued to the officers and staff have been deployed and training has been conducted for them.

On this occasion, Minister of MSME and Road Transport and Highways Shri Nitin Gadkari was also present.

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