



CHAMPIONS Portal for MSME

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Why in News

Recently, the **Ministry of Micro, Small and Medium Enterprises** (MSME) has launched **CHAMPIONS portal**.

Key Points

- The CHAMPIONS stands here for **Creation and Harmonious Application of Modern Processes for Increasing the Output and National Strength**.
- It is a **technology driven Control Room-Cum-Management Information System** which utilises **modern information and communication technology (ICT) tools**.
 - 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 a real time basis with the Government of India's main grievances portal **Centralized Public Grievances Redress and Monitoring System (CPGRAMS)** and the Ministry's other web based mechanisms.
 - The entire ICT architecture is created in house with the help of the **National Informatics Centre**.
- A network of control rooms is created in the **Hub & Spoke Model**.
 - The **Hub** is situated in **New Delhi** in the Secretary MSME's office.
 - The **spokes** will be in the **States** in various offices and institutions of the Ministry.
- **Aim:** To assist Indian MSMEs march into the big league as National and Global CHAMPIONS by **solving their grievances and encouraging, supporting, helping and hand holding** them.

- **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.

Source: PIB