

**IMMEDIATE**

No.7/3/2017-EO(SM-I)(P-1)  
Government of India  
Secretariat of the  
Appointments Committee of the Cabinet  
Ministry of Personnel, Public Grievances and Pensions  
Department of Personnel and Training

New Delhi, the 26<sup>th</sup> October, 2018

**OFFICE MEMORANDUM**

Subject : Appointment of **Central Prabhari Officers** in respect of strengthening the ecosystem for MSMEs.


The undersigned is directed to refer to the above mentioned subject and to say that senior officers at JS/AS level are hereby appointed as **Prabhari Officers** as per enclosed **Annexure**. The **Prabhari Officers** will lead a team of Officers from Banks, EPFO, ECIS, SIDBI, DICs etc. and work in close collaboration with the State Government Officials and the District Administration at the Ground level for coordinating the efforts in achieving 100% realisation of the target in respect of the following deliverables identified to promote MSMEs:

- a. Ease and access to credit
- b. Ease of cash flow
- c. Access to Market
- d. Coverage of Employees under social security benefits
- e. Quality certification
- f. Sectoral Ministry interventions

2. Steps are also being taken to establish a comprehensive database and an efficient feedback mechanism. Department of Financial Services is requested to take further necessary action in the matter.

3. There will be a briefing by the Secretaries concerned on the programme on **Monday, the 29<sup>th</sup> October, 2018 at 11:00 AM** in the **Civil Services Officers' Institute (CSOI), Vinay Marg, Chanakya Puri, New Delhi**. The **Cabinet Secretary** will be chairing the meeting. The officers concerned may be informed accordingly.

4. **Shri Debashish Panda**, Additional Secretary, Department of Financial Services (contact-9871681111, 23748773, 23748774) and **Shri Ravi Mital**, Additional Secretary, Department of Financial Services (contact- 9868229571, 23347571, 23365809) will be the Nodal Officers.

  
(P.K. Tripathi) 26/10/18

Establishment Officer & Additional Secretary  
OTel: 2309 2370

To

1. All the Secretaries to the Government of India
2. All the Chief secretaries of the States
3. All the Administrators of UTs

Copy for information to:

1. CEO, NITI Aayog
2. Secretary, Department of Financial Services
3. Cabinet Secretariat (**Shri Amitesh K. Sinha**, Director), Rashtrapati Bhawan, New Delhi with reference to their ID Note No.511/1/2/2017-CA.IV dated 26.10.18.

S. No	MSME Districts	Sectors	Prabhari Officer (Shri/Ms.)	Remarks/ Related Aspirational District	State
1	Visakhapatnam	Food Processing	Shiv Das Meena, AS, MoHUA	Visakhapatnam	Andhra
2	Chittoor	Textiles	Shashidhar K Srinivas, Chairman, MPEDA	Chittoor	Andhra
3	Barpeta	Bamboo	Ashish Kumar Bhutani, JS, DoAC&FW	Barpeta	Assam
4	Gaya	Handloom	Bimbadhar Pradhan, AS &FA DoAC&FW	Gaya	Bihar
5	Bokaro	Steel Ancillary	Sanjay Prasad, JS, Defence Prod	Bokaro	Jharkhand
6	Udham Singh	Auto Components	Sukhbir Singh Sandhu, AS, MHRD (DHE)	Udham Singh	JK
7	Khoonti	Handicrafts	Praveen Vasishth, JS MHA	Khoonti	Rajasthan
8	West Sikkim	Large cardamom	Upma Srivastava, AS, DoAC&FW	West Sikkim	Sikkim
9	Haridwar	Electrical equip.	Jyotsna Sitling, JS, MSDE	Haridwar	Uttar Pradesh
10	Murshidabad	Handloom	Vivek Bhardwaj, JS, MHA	Murshidabad	West Bengal
11	Nadia	Handloom	Govind Mohan, AS-DEA	Nadia	West Bengal
12	South Cachar	Bamboo	S.K Khare, AS DEA	AD-Hailakhandi	Assam
13	Kamrup (Rural)	Handloom	Paban Kumar Borthakur, Chairman, APEDA, D/o Commerce	AD-Darang	Assam
14	Madhubani	Handicrafts	N. Saravana Kumar, JS MHRD	AD-Sitamarhi	Bihar
15	Patna	Electronics (LED)	Praveen K Srivastava, AS, MHA	AD-Muzzafarpur	Bihar
16	Bharuch	Chemicals	Rameshwar Prasad Gupta, AS, NITI	AD-Narmada	Gujarat
17	Manesar	Autoparts	Rajni Sekhri Sibal AS MHA	AD-Mewat	Haryana
18	Jamshedpur	Auto Comp.	Alka Tiwari, AS, Do Fertilizers	AD-Ranchi	Jharkhand
19	Bhaglkot	Handloom	Ritvik Ranjanam Pandey, DoRevenue	AD-Raichur	Karnataka
20	Dhule	Food Processing	Rajesh Aggarwal JS MoTA	AD-Nandurbar	Maharashtra
21	East Khasi Hills	Organic/Floriculture	Jitendra Kumar Sinha, JS DoNER	AD-Ribhoi	Meghalaya
22	Cuttack	Gems & Jewellery	Jatindra Nath Swain MD SECI	AD-Dhenkenal	Odisha
23	Bargarh	Handloom	Suresh Kumar Vasishth, JS Food and PD	AD-Balangir	Odisha

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24	Ludhiana	Apparel, Electrical equip.	Anurag Agarwal, JS, DEA	AD-Moga	Punjab
25	West Tripura	Bamboo	K Rajeshwar Rao, AS, M/o Mines	AD-Dhalai	Tripura
26	Varanasi	Handicrafts	Leena Nandan, AS MoRTH	AD-Chandauli	Uttar Pradesh
27	Unnao	Handicrafts	Sanjeeva Kumar, AS, MoH&FW	AD-Bahraich	Uttar Pradesh
28	Kanpur	Leather	Rajiv Agarwal, JS, DIPP	AD-Fatehpur	Uttar Pradesh
29	Nainital	Food Processing	Sukhbir Singh Sandhu, AS, MHRD (DHE)	AD-Udhamsingh N	Uttarakhand
30	Panipat	Handloom	Sumita Misra, JS NITI Ayog		Haryana
31	Sonipat	Handloom	Sumita Misra, JS NITI Ayog		Haryana
32	Kangra	Handicrafts	Anuradha Thakur, JS DIPA		Himachal
33	Una	Wood Work	Anuradha Thakur, JS DIPA		Himachal
34	Ramanagra	Toy industry	Vandana Gurnani, JS DoHFW		Karnataka
35	Hoskote	Auto Comp.	Vandana Gurnani, JS DoHFW		Karnataka
36	Nashik	Steel Furniture	Kunal Kumar JS/MoHUA		Maharashtra
37	Aurangabad	Pharma	Kunal Kumar JS/MoHUA		Maharashtra
38	Pune	Auto Comp., Pharma	Samir Kumar Biswas JS Do Ch&PetroC		Maharashtra
39	Thane	Powerloom	Samir Kumar Biswas JS Do Ch&PetroC		Maharashtra
40	Jalandhar	Sports Goods	Anjali Bhawara, AS MCA		Punjab
41	Kapurthala	G. Engineering	Anjali Bhawara, AS MCA		Punjab
42	Meerut	Spots Goods	Juthika Patankar, AS MoSD&E		Uttar Pradesh
43	Saharanpur	Wood Work	Juthika Patankar, AS MoSD&E		Uttar Pradesh
44	Erode	Powerloom	Srinivas Bandla, JS, MSME		Tamil Nadu
45	Tirupur	Apparel	Srinivas Bandla, JS, MSME		Tamil Nadu
46	Guntur	Powerloom	Lav Agarwal, JS DoHFW		Andhra

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47	Narsapur	Handicrafts	Sanjay Jaju, JS D/o Defence Production		Andhra
48	East Godavari	Food Processing	Sanjay Jaju, JS D/o Defence Production		Andhra
49	Papumpare	Handloom	Amit Yadav, JS, DoT		Arunachal
50	North Goa	Food Processing	Arun Baroka, JS MoDWS		Goa
51	Ahmedabad	Plastics	Raj Kumar, DG, ESIC, MoLE		Gujarat
52	Kutchh	Handicrafts	Srinivas Ramaswamy Katikithala, AS DoPT		Gujarat
53	Rajkot	Foundry	Niranjan Kumar, JS M/o Mines		Gujarat
54	Valsad	Chemicals	Om Prakash Chaudhary, JS, DoAHD&F		Gujarat
55	Somnath	Food Processing	Arun Kumar Verma, JS MoPower		Gujarat
56	Surendra Nagar	Sanitaryware	Niranjan Kumar, JS MoMines		Gujarat
57	Faridabad	Auto Comp.	Shyamal Misra, JS DoCommerce		Haryana
58	Baddi	Pharma	Ali Raza Rizvi, AS&FA, MoIB		Himachal
59	Jammu	Food Processing	Shantmanu, JS, M/o Textiles		JK
60	Ballari	Apparel	Amita Prasad, AS, MoSPI		Karnataka
61	Malur	Auto Comp.	Atul Kumar Tiwari, JS MoTextile		Karnataka
62	Idukki	Food Processing	Gyanesh Kumar, AS MHA		Kerala
63	Kottayam	Rubber	Pramod Kumar Pathak, AS, M/o Ayush		Kerala
64	Nagpur	Food Processing	Vennelaganti Radha, JS MoDWS		Maharashtra
65	Sangli	Food Processing	Kamal Datta, JS, DFPD		Maharashtra
66	Imphal East	Handicrafts	Rajesh Kumar, JS, MoWCD		Manipur
67	Okhla	Electrical equip.	Jalaj Srivastava, AS, DACFW		New Delhi
68	Paradip	Food Processing	Nikunja Kishore Sundaray, JS MoEF/CC		Odisha
69	Puri	Handicrafts	Parag Gupta, JS MoFPI		Odisha

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70	Barnala	Agri Equip	Vijoy Kumar Singh, JS DOPT		Punjab
71	Coimbatore	Electrical & Agri equip.	B. Suman, JS, M/o Tourism		Tamil Nadu
72	Tanjore	Handicrafts	Anita Praveen, AS&FA, POSTS		Tamil Nadu
73	Thirvallur	Plastics	Sudhanshu Gupta, JS Cab Sec NSCWC		Tamil Nadu
74	Vellore	Leather	Sudhanshu Gupta, JS Cab Sec NSCWC		Tamil Nadu
75	Sonamura	Agarbatti sticks	Sanjay Kumar Rakesh, JS, MeITY		Tripura
76	Agra	Leather	Sunil Kumar, AS DoCommerce		Uttar Pradesh
77	Bhadohi	Handicrafts	Kamran Rizvi, JS MoRD		Uttar Pradesh
78	Moradabad	Handicrafts	Amit Kumar Ghosh, JS MoRTH		Uttar Pradesh
79	Firozabad	Glasswork	Devesh Chaturvedi, AS, DoACFW		Uttar Pradesh
80	Bankura	Handicrafts	Barun Mitra, AS, D/o Defence Production		West Bengal

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