



# कयर बोर्ड Coir Board

(सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार  
Ministry of MS&ME, Govt. of India)

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## CIRCULAR

### Sub:- Launching of Champions Portal for MSMEs –reg:-

As you are aware, our Hon'ble Prime Minister has launched the CHAMPIONS Portal for MSMEs on 01st June 2020. CHAMPIONS is to put up and promote a unified, empowered, robust, bundled and technology driven platform for helping the Micro, Small, and Medium Enterprises of the country. It aims at Creation and Harmonious Application of Modern Processes for Increasing the National Strength. Accordingly, the name of the system is 'CHAMPIONS'. This is basically to make the smaller units bigger by helping and handholding. The basic objectives of the CHAMPIONS are:-

1. To help the MSMEs in this difficult situation in terms of finance, raw materials, labour, permissions etc.
2. To help the MSMEs capture new opportunities including manufacturing of medical items & accessories.
3. To identify the sparks, i.e. the bright MSMEs who can withstand at present and become national and international champions.
4. Considering the importance and priority attached for the development of MSMEs by the Central Government, it is the duty of each and every staff members in Coir Board to see the CHAMPIONS Portal and work effectively for achievement of the goals set under it. Hence, all the staff members of Coir Board may give an Undertaking to the Board by return mail to the effect that they have seen the CHAMPIONS Portal and shall work to achieve the goals set under the CHAMPIONS Portal, in the format attached to the email Id:admestabishment@coirboard.org.

Further, the social media address of the Ministry of MSME will be included as 'Footer' in all the forms of correspondences of the Board henceforth. A copy of the same is also attached herewith for strict compliance by all concerned.

  
Administrative Officer

To

1. All the employees of the Board.
2. Publicity Section
3. Website.

**UNDERTAKING**

I ..... (Name & Designation) hereby state that I have seen the CHAMPIONS Portal of the Ministry of MSME. I shall work effectively to achieve the goals set under the CHAMPIONS Portal.

Place:

Date:

(Signature)  
Name & Designation.