

- a platform for pooling the knowledge and experiences of various organizations that are engaged in promoting energy efficiency in the MSME sector
- a forum for learning from MSME entrepreneurs who have successfully implemented energy efficient technologies
- enables like-minded organizations to coordinate and increase the impact of their activities in different areas in the MSME sector
- a clearing house for knowledge and information on the MSME sector
- provides opportunities for cluster level MSME stakeholders to interface and network with policy-makers, funding and development agencies, R&D institutions, academia, etc. to:
 - explore opportunities and options for improving energy efficiency, reducing fuel costs using alternate energy sources, and so on
 - point to possible options for developing, demonstrating and disseminating innovative energy-efficient technologies at the cluster level
 - facilitate the formulation of project proposals and implementation of projects aimed at introducing and promoting energy efficient technologies and practices

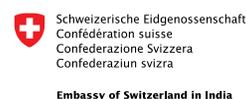
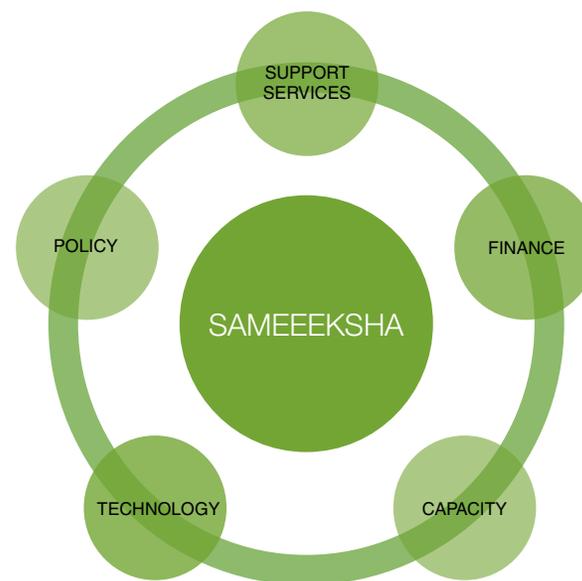
For further details on how you can become part of SAMEEEKSHA, please contact:

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SMALL AND MEDIUM ENTERPRISES: ENERGY EFFICIENCY KNOWLEDGE SHARING

A platform for promoting energy efficiency in SMEs



BACKGROUND

In today's fiercely competitive globalized world, it is vital for Indian MSMEs to improve the energy efficiency of their manufacturing processes. This is especially so in the face of ever-rising energy costs and when energy accounts for a sizeable portion of manufacturing cost. In some energy intensive MSME sectors like ceramic, metallurgy and glass, energy costs account for as much as 40% of the product cost. However, MSMEs often cannot access knowledge on energy efficient technologies, nor can they obtain dependable supplies of clean, affordable fuels. Even when an energy efficient technology is available, its uptake is often hindered by the lack of technical support services at unit/cluster level and by the inability of MSMEs to raise the necessary capital finance for the new or improved machinery.

The development of the MSME sector therefore requires an integrated approach: one that simultaneously addresses the technological, capacity, and financial needs of MSMEs. This requires the various stakeholders of the MSME sector to pool their knowledge and expertise and coordinate their activities for maximum effectiveness—in other words, synergy among the various players in the MSME sector.

SAMEEEKSHA: a platform for synergy in MSME sector

SAMEEEKSHA is a collaborative platform set up with the aim of pooling the knowledge and synergizing the efforts of various organizations and institutions – Indian and international, public and private – that are working towards the development of the MSME sector in India through the promotion and adoption of clean, energy efficient technologies and practices. SAMEEEKSHA provides a unique forum where the cluster level MSME



stakeholders may interface with funding agencies, R&D institutions, technology development specialists, government bodies, training institutes and academia so as to facilitate cross-learning and increase the efficacy of energy efficiency initiatives taken in the MSME sector by the different stakeholders.

The plans and activities of SAMEEEKSHA are administered by a Core Committee comprising the following:

- Bureau of Energy Efficiency (BEE),
- Climate Change and Development (CCD) Division, Embassy of Switzerland, India
- Ministry of MSME, Government of India
- TERI

Vision of SAMEEEKSHA

SAMEEEKSHA envisages a robust and competitive MSME sector built on strong foundations of knowledge and capabilities in the development, application and promotion of energy efficient and environment-friendly technologies.

WHAT'S IN SAMEEEKSHA FOR YOU?

SAMEEEKSHA will assist in disseminating knowledge on new projects, technologies and operating practices for improving energy efficiency in the MSME sector, as well as innovative business and financial models that can help in their large-scale replication. SAMEEEKSHA plays a number of roles in this context:

