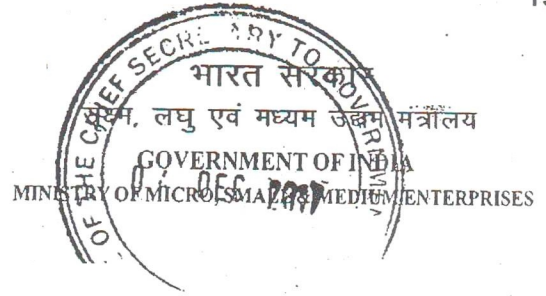


राम मोहन मिश्रा, भा.प्र.से.
अपर सचिव एवं विकास आयुक्त
RAM MOHAN MISHRA, IAS
Additional Secretary & Development Commissioner



D.O.No.17/2016/ZED/SSC

24th November, 2017Dear *Shri Abraham,*

Reference is invited to this office letter dated 27.10.2016 sent by my predecessor (copy enclosed) regarding the newly launched scheme "Financial Support to MSMEs in ZED (Zero Defect Zero Effect) Certification" by Hon'ble Prime Minister on 18.10.2016. Therein, it was requested that officials/ departments concerned may be advised to extend support by extending recognition and preference to ZED rated MSMEs.

The details of the scheme are available at <http://dcmsme.gov.in/Guidelines-ZED-Final.pdf> and <http://zed.org.in>. A brief write up about the scheme, FAQs and the scheme Guidelines are enclosed for ready reference.

I urge upon you to kindly advise the officials of the concerned departments and public sector enterprises of the State Government to ensure necessary follow up action on priority.

With regards,

Encls : As above

Yours sincerely,

(Ram Mohan Mishra)

Dr. K.M. Abraham
Chief Secretary
Government of Kerala
1st Floor, North Sandvich Block
Secretariat
Thiruvanthapuram-695 001.