

Dear Sir,

Office of DC(MSME), under its Incubation scheme is running an Idea challenge under the title "**Ideas for New India**" through Mygov platform (innovate.mygov.in/ideas-2020/). **Last date of the challenge is 20th February, 2020.**

All MSME DIs /TDCs /NSIC/KVIC/Coir Board are the implementing agencies under the incubation scheme .

You are therefore requested to kindly give due publicity to the challenge on your respective Portals / Social media platforms.

The publicity material is enclosed herewith for posting on your website front page /facebook/instagram page/twitter handle etc.,

KVIC is requested to also post it as the front page on PMEGP portal as the intended beneficiaries under both schemes are same.

Please go on the the URL (http://dcmsme.gov.in/Idea_ForNewIndia.htm) and update it accordingly

This issues with approval of competent authority.

Regards

Mandeep Kaur, IAS

Joint Development Commissioner

Office of Development Commissioner

Ministry of Medium, small and micro enterprises

Govt of India

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