

Goan Industry puts its best foot forward at the MSME National Workshop

The Micro, small and medium enterprises (MSME) are the backbone of India's economy and are considered as the catalyst for socio-economic transformation and are extremely critical to meet the national imperatives of financial inclusion. With the rise of digital innovation and technology, it will enable to bridge the credit gap and drive economic growth of the country.

In this perspective, MSME Development and Facilitation Office (DFO), Goa in association with ASSOCHAM Goa State Council organised MSME workshop "Unlocking the potential of MSME: Challenges and way forward on the 5th March 2025 at Fortune, Miramar.

Mr.Manguirish Pai Raiker, Chairman, ASSOCHAM Goa Council in his welcome address said MSME DFO Goa region taking a lot of effort to reach out to MSME about opportunities by organizing having entrepreneurship programs in rural areas of Goa. He said that this workshop is of paramount importance as it brings together different stakeholders so that an integrated path for Goa's Economic development could be discussed and worked upon.

Mr. M.K Meena, Joint Director, MSME DFO, Ministry of MSME, Government of India spoke briefly on Credit and financial Assistance to MSMEs, Credit Linked Capital Subsidy Scheme for technology upgradation (CLCSS) , Credit Guarantee fund trust for micro and small enterprises (CGTMSE), Entrepreneurship and skill Development programme(ESDP) . Mr Meena informed that Statistics of the Entrepreneur have shown a rise in Goa wherein 100 units of MSME have taken various benefits from the MSME DFO Goa office

Pranay Prabhu Gaonkar, Founder Partner Menezes Gaonkar LLP briefed about the facts of MSME where small business surpass expectation in terms of quality production, export product development and import substitution. He in his presentation said India's strategic focus on Atmanirbhar Bharat and Make in India for the World, with innovation and development being the priority focus.

Mr.Lalit Saraswat, CEO Sancoale Technologies discussed the importance of Digital Marketing in boosting business and why MSME must opt for digital marketing to generate quality sales. He in his presentation explained in detail on the Google Advertisement, how it works to achieve business goals such as driving sales, generating leads, attracting offline traffic and creating brand awareness

Mr Aniruddha Arsekar-Senior Manager, Receivables Exchange of India Limited while speaking about the TReD portal said that it is a platform that facilitates financing of MSMEs trade receivables through multiple financiers. He highlighted that the TReDs portal is licenced and regulated by the Reserve Bank of India and enables the Central and State Government buyers to comply with the MSME Act. He also explained how the TReDs system works, factoring process flow, reverse factoring process flow, benefits for MSME like quicker payments, option of choosing multiple financiers and how MSMEs could borrow funds at a lower cost.

Mr. Mauvin Godinho, Hon'ble Minister of Industries Emphasized to make MSMEs growth promoting the largest employment generation and helping build the medium and large-scale sector acting as a feeder as a think-tank promoting themselves to move up the Economic Value Chain.He was happy as some of the self-help groups have grown and Goa now is promoted as having significant growth industrial sector, manufacturing sector and MSME sector. The Government bodies have as acted as catalyst to propel the young entrepreneur's, women entrepreneurs to come forward and help build themselves which is helping build the economy of Goa

Mr Cyril Desouza , Assistant Director Trade Promotion shared presentation on exports and how collective effort of everyone can help to make Goa as an export hub. Mr Desouza based his presentation on the World Trade Centers Network and how WTC Goa was an integral part of this network which connects Goan Businesses with the business members of the other 300+ WTCs in nearly 100 countries. The delegates present were also apprised of the different membership benefits that WTC Goa has to offer to its members and also spoke on the different opportunities in the Export Market that WTC Goa has received on the reciprocity desk. He urged the delegates present to be a part of the WTC Goa by enrolling as its esteemed members. Mr Desouza touched up on the areas of flag ship events that are organized at WTC Mumbai including Global Economic Summit as well as World Trade Expo which bring in very good networking opportunities for promoting exports from Goa.

The vote of Thanks was given by Mr. Sanjay Amonkar, Director General, Goa Chamber of Commerce and Industry.

The MSME National Workshop was held at Hotel Fortune, Panaji Goa on 05th of March 2025.