

WTC Goa Partners with Government Agencies to Promote Regional SHGs in Global Markets

The MSME Development and Facilitation Office (MSME DFO) is actively promoting various initiatives to support MSMEs in Goa. They have organized cluster programs to maximize sector-specific benefits, intellectual property rights workshops, and Vendor Development Programs for Public Sector Undertakings.

In a recent initiative, the MSME DFO partnered with the World Trade Center Goa and the District Rural Development Agency (DRDA) Goa to engage with self-help groups. The aim was to help these groups collaborate more effectively and explore new economic opportunities in domestic and global markets

During the event, **Mr. D.R. Johari, Assistant Director of MSME DFO Goa**, outlined various schemes available to self-help groups, including the Prime Minister's Rozgar Yojana, Promotional Schemes for Women, Participation in International Trade Fairs, and small industry cluster programs. He encouraged the groups to leverage all these schemes to enhance their productivity and profitability.

Ms. Deepali Naik, Project Director of DRDA, encouraged the women in the self-help groups to adopt a new mindset, think big, and scale up their production to achieve better profit margins. Emphasizing the importance of women's contributions to the economy, she urged them to take more initiatives to bring economic prosperity to themselves and lead India towards more inclusive and sustainable growth.

Mr. Cyril Desouza, Assistant Director-Trade Promotion, World Trade Center Goa, discussed export preparedness. He covered licensing requirements, product identification for export, and ensuring compliance with regulations. Mr. Desouza emphasized the importance of obtaining an Import Export Code certification, finding reliable partners in target countries, and implementing effective pricing strategies to capture a larger market share and increase profitability.

The event was held on June 20, 2024 at Margao, South Goa

Photo Caption:



Top: Mr D R Johari, Assistant Director, Grade1, MSME DFO Goa, Addressing the Delegates at the Programme

Center (Seated from L-R) : Mr D R Johari, Assistant Director, Grade1, MSME DFO Goa, Mr Cyril Desouza, Assistant Director – Trade Promotion, WTC Goa, Ms Deepali Naik, Project Director, DRDA, Mr M K Meena, Joint Director, MSME DFO Goa and Ms Preeti Kerkar, Coordinator, DRDA

Bottom: Participants at the Entrepreneurship Awareness Programme
