

MSME DFO Goa in association Laghu Udyog Bharati (LUB) with organized National workshop under procurement and marketing support (PMS) on 18 January 2025 in Hotel Orzo, Navelim Goa

Under the MSME Knowledge series, The LUB Goa initiative, MSME should gear themselves for growth through adequate funding, ease of marketing, improved efficiency and competitiveness. With this aim the workshop was organized.

The workshop was a huge success with 100+ MSMEs attending and participating in all the deliberations of the event.

Mr. M. K. Meena, Joint Director, MSME Development and Facilitation Office (MSME – DFO) Goa while speaking on the occasion said that MSMEs are the back bone of the economy and Procurement and marketing support schemes help MSMEs to showcase their product at state level and in Goa 105 MSMEs have reaped the benefit under this scheme

Ms Deepali Naik, Project Director DRDA in her address encouraged the MSMEs and women entrepreneur's to be part of this knowledge series workshop as there are immense benefit of the same.

Ms Pallavi Salgaonkar, State President, Laghu Udyog Bharati, in her address said LUB is an organisation working dedicatedly towards serving micro and small industries in the country and established in Goa in the last two years to help the MSMEs in similar fashion.

Ms Mitisha Hemani, Proprietor, Bid Brain Talk, Mumbai gave a detailed presentation on the GeM portal. she explained in detail how products can be listed on the GeM portal and spoke at length of the different aspects that the MSMEs need to know for successfully registering their products on the portal. She addressed vital queries that MSMEs had on the functioning of the GeM portal and the challenges they faced while registering.

Mr Ajay Gramopadhye, Director, Ecospinx Pvt Ltd, spoke on the importance of Packaging, things to consider while packaging for convenience like serving portion, accessibility, weight of the product, easy to dispense, shape and eco friendliness

Mr Gorakh Sirsikar, Global Marketing Head gave presentation on AI Marketing. He said AI is like having Swiss Army Knife- it doesn't replace you, but it makes your job easier, faster and more effective.

Mr Anniruddha Arsekar, Senior Manager, Receivables Exchange of India Limited (RXIL), while speaking about the TReDs 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. Cyril Desouza, Assistant Director, World Trade Center Goa spoke on Role of WTC Goa in promoting exports from Goa. He in his address highlighted the benefits of being Member of WTC Goa like WTC Card, Think-Tank, Seminars, Workshops, Management Development Programs, Enquiries of the Reciprocity Desk, In-Bound Trade Delegations, Overseas Trade Delegation, Coordination with DGFT - Import Export Code

Mr Mudit Agarwal, General Secretary, LUB proposed the vote of thanks

D. R. Johari , Assistant Director, MSME DFO Goa gave the vote of thanks