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## **WEBINAR CREATES AWARENESS ON GOVERNMENT SCHEMES ON WORLD MSME DAY 2021**

Micro Small and Medium Enterprises popularly known as MSMEs are the backbone of each country's economic prowess as they are in the forefront of making investments, generating employment and playing an active role in supplying semi-finished goods to the larger Industries which not only helps the Industrial sector but also keep the wheels of their respective country's economy moving. World MSME Day is celebrated every year on June 27 and this year World Trade Center Goa partnered with MSME Development Institute Goa and The Goa Chamber of Commerce and Industry (GCCCI) along with its Women's Wing to organize a webinar to discuss the state of the MSME sector in Goa and the challenges faced by this important sector, especially given the current economic scenario. In his address, the Chief Guest, Mr. A. R. Gokhe, Director, MSME DI Goa said that policies and programmes need to be put in place to help the MSMEs in these challenging times so as to ensure their better performance. He informed that State Control rooms are set up at MSME Development Institute in each state and also a Champions portal has been set up where MSMEs can register their grievances. Mr. Gokhe suggested MSMEs to undertake Udyam Registration and avail of its benefits as well as take active part on the Government e-Market Place (GeM) platform where the procurement policy encourages purchasing from local vendors. He concluded his address by highlighting some of the schemes launched by Small Industries Development Bank of India (SIDBI) that will be very beneficial in addressing the financial challenges of the MSMEs. While speaking on Women Driven MSMEs, Ms. Pallavi Salgaocar, Chairperson, Women's Wing of GCCCI, CA and Entrepreneur said that in India just 20% to 30% of MSMEs are women owned or women-run enterprises. However, she informed that education is improving the confidence of the Indian Women and making them more ambitious to independently start and operate their own business ventures. Ms. Salgaocar said that women are now writing stories of success and are expanding their entrepreneurial horizons by venturing into new range of businesses. Ms. Salgaocar also informed that the Ministry of MSME is encouraging Women Entrepreneurs through different schemes which are helping them build their identity So far, 1.38 lakh projects have been set up by women entrepreneurs under the Prime Minister's employment generation scheme and this she said was a very encouraging sign and bodes well for ushering in an era of Women Driven MSMEs. Mr. Lakshmanan Kasthuri, Secretary, Margao Industries Association and Proprietor, EasyCare Industries, highlighted some of the challenges faced by MSMEs which included, the erratic supply of utilities like electric power and water, high interest rates on loans, lethargic repayment by larger companies for services availed and the diminishing purchasing power of the consumer which in turn affects the demand for certain goods and services, resulting in the closure of a few MSME units. Mr. Kasthuri suggested that providing common manufacturing facilities, reducing the cost of interest on loans and the simplification of the licensing process could be some of the measures that would encourage and sustain vibrant MSMEs. Ms. Geeta Joshi, Planning Officer, Directorate of Industries, Trade and Commerce (DITC) made a presentation on the different schemes available to MSMEs which can help them to improve their businesses. During the presentation she spoke on the various schemes currently implemented by the DITC in the state of Goa. She also briefed on schemes like the Capital Subsidy Scheme, Interest Subsidy Scheme, Incentives for Training Prospective Employees and the Employment Subsidy Scheme among others. Ms. Joshi explained that the benefits from these schemes were not upfront, but instead it could be availed in the form of reimbursement on the amount spent as per the norms of each scheme which Ms. Joshi presented on the parameters of Eligibility, Benefits, Ceiling and period. Mr. P.P. Kulkarni, Assistant Director, MSME Development Institute, Goa, different platforms and programmes that the center is promoting for business promotion and development of the MSMEs. He spoke on the international trade promotion activities that are being planned between Goa and Africa, Malaysia and Indonesia along with the

national trade promotion activities of Goan MSMEs with their counterparts in Maharashtra and Tamil Nadu. Mr. Desouza encouraged the MSMEs to take an active part in these upcoming programmes to successfully grow and nurture their respective businesses. The webinar was held on June 27, 2021. The webinar ended with a healthy interaction between the speakers and the delegates on the various issues faced by MSMEs. n while explaining about the Udyam Registration for MSMEs, said that the entire process is online. A Permanent Registration Number is generated online to the MSME, and an online certificate is issued which has a dynamic QR code through which the enterprise can be accessed easily. The Udyam registration, as per the extended time limit, he said, has to be completed by December 2021. Mr. Kulkarni, further added that MSMEs registered under this platform could be eligible to apply for Central and State Government Schemes and could also avail of the benefits available for ZED Certification, IPR Registration and also enable the MSMEs to take active part in cluster development scheme and Entrepreneurship Training and Development programmes. Mr. Cyril Desouza, Assistant Director, Trade Promotion, World Trade Center Goa highlighted the different platforms and programmes that the center is promoting for business promotion and development of the MSMEs. He spoke on the international trade promotion activities that are being planned between Goa and Africa, Malaysia and Indonesia along with the national trade promotion activities of Goan MSMEs with their counterparts in Maharashtra and Tamil Nadu. Mr. Desouza encouraged the MSMEs to take an active part in these upcoming programmes to successfully grow and nurture their respective businesses. The webinar ended with a healthy interaction between the speakers and the delegates on the various issues faced by MSMEs.

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