

MSMEs to reap the benefits of Supply to PSUs based in Goa

Over the past five decades, Micro, Small, and Medium Enterprises (MSMEs) have become a remarkably dynamic and vibrant segment of the Indian economy. They play a pivotal role by not only offering significant employment opportunities at a lower capital cost compared to large industries, but also contribute to the industrialization of rural and backward areas. This, in turn, helps reduce regional imbalances, ensuring a more equitable distribution of national income and wealth. MSMEs, functioning as ancillary units to large industries, complement them effectively, making a substantial contribution to the overall socio-economic development of the country. Keeping this in mind, World Trade Center Goa and Goa State Industries Association supported the MSME DFO in organising the Vendor Development Program with the objective to ready MSMEs to supply to the government buyers.

Mr. Pradeep Da Costa, Vice President, Goa State Industries Association, in his address mentioned that they are in constant touch with the Government to find ways to increase manufacturing in Goa. He was of the idea that this vendor development programme would help MSMEs understand the requirements of the Public Sector Undertakings (PSU) based in Goa and empower them to become suppliers to PSUs, as they are obligated to procure 25% of their total supplies from local MSME suppliers.

Mr. M. K. Meena, Joint Director, MSME DFO Goa, in his address familiarised the participants on cluster development scheme, international cooperation scheme, MSME procurement and marketing scheme, public procurement policy for MSMEs, national award scheme, etc.

Mr. Kenneth Alphonso, Business Facilitator at the Government E marketplace (GeM) portal, said that the portal was a one stop online procurement portal for all government buyers including central and state ministries, department bodies, PSUs etc. He highlighted on the key goal of the portal, which is to enhance efficiency, transparency, inclusiveness in public procurement. Mr. Alphonso also gave a detailed explanation on the benefits as well as the process to onboard the GeM portal.

Mr. Fabian Rodrigues, Goa Shipyard Limited, gave a detailed presentation on how to associate with the Goa Shipyard and the process of procurement and various items required.

Mr. Bikram Kumar Shetty, Assistant General Manager, Small Industries Development Bank (SIDBI), spoke on how to navigate growth challenges with specialized services provided by SIDBI

Ms. Mrunali Elle, Director, MSME Global Networks during her address emphasised on the importance of digital marketing in today's day and age and elaborated on various aspects of it. She also made a comparison on digital marketing vs conventional marketing. Further, Ms. Elle gave a few tips for small business, explained steps of digital marketing, its benefits and its essential components.

Mr. Khalid Zia TREDS/ RXIL, Receivables Exchange of India Limited, addressed the topic of the Trade Receivables Discounting System (TReDS) platform which he said is a platform to empower small businesses to realize their growth potential by accelerating liquidation of their receivables. Started in 2017, it today has 40,000+ MSMEs who have on-boarded this platform he mentioned.

Mr. Cyril Desouza, Assistant Director, Trade Promotion, World Trade Center Goa addressed the topic on how local MSMEs could foray into the international markets with the help of the WTCA network. He also discussed the approach that MSMEs might contemplate when entering unfamiliar international markets.

(From left to right): Mr. Cyril Desouza, Assistant Director, Trade Promotion, World Trade Center Goa; Mr. Bikram Kumar Shetty, Assistant General Manager, Small Industries Development Bank; Mr. M K Meena, Joint Director, MSME DFO Goa; Mr. Subranian, General Manager, (Commercial) Goa Shipyard Limited; Mr. Pradeep Da Costa, Vice President, Goa State Industries Association; Mr. S M Nurani, Senior Materials Manager, Konkan Railway Corporation Limited and Mr. D R Johari, Assistant Director, MSME DFO Goa.

The vendor development programme was held on December 1 and 2, 2023 at the Laxmi Empire Hotel, Goa.

