

Date: 25 November 2025

Meeting with Directorate of Industries, Trade & Commerce (DITC) Regarding Collaboration under the RAMP Programme

The Raising and Accelerating MSME Performance (RAMP) programme is a unique initiative of the Ministry of MSME, Government of India, supported by the World Bank, aimed at enhancing the competitiveness and performance of Micro, Small and Medium Enterprises (MSMEs). The programme focuses on improving market access, facilitating credit availability, and promoting the adoption of modern technology to strengthen the MSME ecosystem.

On 25th November 2025, World Trade Center (WTC) Goa had the distinct privilege of hosting a meeting with officials from the Directorate of Industries, Trade & Commerce (DITC), Government of Goa, the designated implementing agency for the RAMP programme in the state. The DITC delegation comprised Mr. Sanket G. Desai, Market & Business Development Manager (BFC), and Mr. Jatin Gahlot, Legal and Regulatory Expert (WEFC). The meeting was held with the objective of exploring collaborative opportunities between WTC Goa and DITC

to effectively disseminate information and extend the benefits of the RAMP programme to a larger number of MSMEs across Goa. Discussions focused on potential areas of collaboration through jointly curated initiatives such as workshops, seminars, conferences, and exhibitions. These programmes would be designed to educate and sensitize MSMEs about the various incentives, support mechanisms, and advantages available under the RAMP scheme, thereby encouraging greater participation and uptake.

The meeting also emphasized the importance of clearly defining and streamlining the roles and responsibilities of both organizations while hosting joint initiatives. Additionally, deliberations were held on the aspect of funding support for the execution and successful implementation of the proposed collaborative programmes. Mr. Cyril Desouza, Regional Director – Trade Promotion, WTC Goa, interacted with the officials of DITC on behalf of the Centre and reiterated WTC Goa's commitment to working closely with government agencies to promote MSME development and trade facilitation in the state. The meeting concluded on a positive note, with both organizations expressing mutual interest in forging a structured collaboration to support and strengthen the MSME ecosystem in Goa through the RAMP programme.

The event was held at WTC Goa on November 25, 2025