

## **Driving Economic Growth: Highlights from The MSME National Workshop 2023**

Micro, Small and Medium Enterprises (SMEs) play a crucial role in driving economic activities globally, serving as the backbone of various countries. They foster investments, facilitating the initiation of manufacturing processes that, in turn, lead to job creation. This interconnected cycle contributes to the production of goods and services, meeting demands both domestically and internationally. Consequently, it is imperative for these enterprises to receive substantial support from the government and financial institutions, ensuring the implementation of effective policies and timely financial assistance. This support is essential for maintaining a sustainable growth trajectory. In light of the above World Trade Center Goa in association with the MSME DFO Goa and Goa State Industries Association organised The MSME National Workshop 2023.

Guest of Honor, **Mr. Himanshu Patnekar, Deputy Director, Directorate of Industries Trade and Commerce**, while addressing the participants, shared insights on the various initiatives undertaken by the Government of Goa to enhance the export of products and services from the region, with a specific focus on uplifting Micro, Small, and Medium Enterprises (MSMEs). He emphasized the success of initiatives such as 'The One District One Product' (ODOP) Scheme, which has proven highly beneficial for Goa. Additionally, he highlighted the significance of Geographical Indication (GI) for products like cashew feni, noting its substantial impact on boosting the export of this culturally significant beverage. Mr. Patnekar stressed the importance of Goan industries prioritizing brand awareness and enhancing marketing capabilities to secure a more significant share in the global market.

**Mr. Nitin Desai, Honorary Secretary, Goa State Industries Association (GSIA)**, rued the fact that manufacturing in Goa is witnessing a slowdown and much action is needed to encourage activity in this sector. In this regard, he said that GSIA always seeks to take a leadership role, especially in encouraging the third and fourth generation entrepreneurs to delve deep into this sector and come out with innovative and cost-effective methods of manufacturing. "GSIA is always interacting with the Government to find out solutions so that manufacturing in Goa can grow to great heights" Mr. Desai explained. Further, he exclaimed that women entrepreneurs in Goa are very active, and he urged them to keenly study and avail the benefits of the various financial schemes that are specially tailor made for them.

Elaborating on the various MSME schemes, **Mr. M. K. Meena, Joint Director, MSME DFO Goa**, spoke on cluster development scheme, international cooperation scheme, MSME procurement and marketing scheme, public procurement policy for MSMEs, national award scheme, support for entrepreneurs and managerial development through incubators and the champions portal which also has an inbuilt feature of redressal of challenges faced by the MSMEs.

Post the COVID-19 pandemic, digital marketing is gaining importance and elaborating on the same **Ms. Mrunali Elle, Director, MSME Global Networks** threw light on its various aspects, covering topics like digital marketing vs conventional marketing, objectives, benefits and various steps of digital marketing, tips for small businesses, essential components to be known for digital marketing etc.

**Mr. Vipul Bonde, Senior Manager in Business Development at Receivables Exchange of India Limited**, discussed the Trade Receivables Discounting System (TReDS) platform, emphasizing its role in empowering small businesses to unlock their growth potential by expediting the liquidation of their receivables. He highlighted that the platform, established in 2017, now boasts a registration of over 40,000 MSMEs. During his presentation, Mr. Bonde covered various aspects, including how financiers bid and offer the most competitive interest rates, the streamlined digital onboarding process, and the benefits for participants, such as reduced fund costs, faster payments, priority sector lending, and improved procurement terms.

**Mr. Shaji K, Manager** representing the **Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE)**, explained the scheme's purpose, aiming to incentivize first-generation entrepreneurs by providing credit guarantee support. He underscored essential details, including the significant benefits, eligible limits, and the guaranteed fee structure. He further delved into the special rates applicable for Women and ZED Certified MSEs.

**Mr. Kenneth Alphonso, Business Facilitator, Government E marketplace (GeM) portal**, while familiarizing the participants with the **Government E marketplace (GeM) portal** said that it was a one stop online procurement portal for all government buyers including central and state ministries, department bodies, PSUs, etc. He elaborated on the key goals of the portal which are to enhance efficiency, transparency, inclusiveness in public procurement. Mr. Alphonso provided a thorough overview of the advantages that MSME sellers stand to gain by participating in this platform and then concluded by an explanation on how to onboard the platform.

**Mr. Cyril Desouza, Assistant Director of Trade Promotion at the World Trade Center Goa**, discussed export prospects and emphasized recent developments such as the signing of Memorandums of Understanding (MoUs) with six international World Trade Centers. He also informed participants about upcoming events, including business meets between Goa and Portugal, as well as Goa and Nashik. Mr. Desouza highlighted a proposed trade delegation to Vietnam, the anticipated 'Best of Goa Exhibition,' and recent trade inquiries from other World Trade Centers. These inquiries involve the supply of marine products like Mackerel and Sardines to West Africa, as well as significant quantities of Chicken Paws, Non-GMO Soybean, and Sugar for Ireland, presenting new opportunities for Goan exporters. Mr. Desouza concluded by elaborating on the Post Graduate Diploma in Foreign Trade, by WTC Mumbai which offers exporters the chance to enhance their staff's readiness for global market trade.

The vote of thanks was given by **Mr. P. P. Kulkarni, Assistant Director – MSME DFO Goa**.

**The workshop was held on October 20, 2023 at Hotel Fidalgo, Goa.**



Mr. D. R. Johari, Assistant Director, MSME DFO, Goa addressing the audience. Also seen on the dias: (From left to right): Mr. Cyril Desouza, Assistant Director – Trade Promotion, WTC Goa; Mr. Himanshu Patnekar, Deputy Director, Directorate of Industries Trade and Commerce; Mr. Nitin Desai, Honorary Secretary, Goa State Industries Association; Mr. M.K. Meena, Joint Director, MSME-DFO Goa and Mr. P. P. Kulkarni, Assistant Director, MSME DFO, Goa.