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## **GOAN ENTREPRENEURS CAN NOW FAST TRACK THEIR BUSINESS SUCCESS**

For a business to receive appropriate support at the right time. The Central and State Governments have a number of schemes to help entrepreneurs but often times entrepreneurs are not aware of the schemes that are currently available to them. Thus, in order to make entrepreneurs aware of these schemes, World Trade Center Goa along with the Micro Small and Medium Enterprises Development & Facilitation Office (MSME D&FO) Goa, jointly organized an Entrepreneurs Awareness Programme. ON TRADE July - September 2022 | 69 WTC Goa Events Mr. M. K. Meena, Joint Director, MSME said that he would like to address the infrastructural challenges that some of the Industrial Estates are facing in Goa. He was very positive that if these challenges could be addressed then the businesses could thrive better and it would be much easier and viable for stake holders to utilise the schemes. Mr Meena emphasised that good infrastructure would also result in better movement of raw materials and finished products. This would result in a lot of savings for the enterprises which will in turn add a positive result to their profits. Mr. D. R. Johari, Assistant Director, Grade 1, MSME D & FO in his opening remarks highlighted that access to correct information is the key for entrepreneurs to run their businesses successfully. Mr Johari mentioned that the platform of MSME D & FO is an ideal platform which offers a host of schemes for entrepreneur who should take maximum advantage of the same to enhance their businesses. Mr. Johari was confident that this programme would be helpful for entrepreneurs to understand the options open to them for successfully running their businesses. Mr. P. P. Kulkarni, Assistant Director, MSME D & FO, explained the delegates about the importance of the Udyam Registration for availing the various schemes that are available. He then elaborated on various schemes for startups like Gram Udyog Vikas Yojana Scheme and the Credit Guarantee on loans to MSME. Mr. Kulkarni also informed the participants about other available schemes like the 'Procurement and Marketing Support', 'Public Procurement Policy for MSMEs' for providing marketing support to the MSMEs, 'Micro and Small Enterprises Cluster Development Program' and the ZED certification scheme. Mr. Himanshu Patnekar, Functional Manager, Directorate of Industries Trade and Commerce, (DITC) Goa apprised the delegates on the ON TRADE various schemes available with the DITC, he spoke on schemes like, 'Capital Subsidy Scheme', 'Interest Subsidy Schemes', 'Employment Subsidy Scheme', 'Incentive to Local Purchase Scheme' and 'Incentive to Green Investor Scheme'. He explained each scheme in detail and the parameters and conditions required for availing the schemes. He said that it is necessary to register with the department to avail the various schemes bundled under the umbrella schemes. Mr. Atul Anand, Chief Manager, State Bank of India made a detailed presentation on the various schemes that were available to the entrepreneur through the State Bank of India. He highlighted and explained some of the important schemes like, 'Pradhan Mantri Mudra Yojana', 'Electronic Dealer Financial Scheme', Lease Rental Discounting', Export Packing Credit', Export Bill Abroad Re-discounting Scheme' and Pre- shipment Credit in Foreign Exchange' Mr. Gavin D'Souza, Director, Lila Digital and Environment Solutions Pvt. Ltd., an established entrepreneur who also success fully runs business groups related to Finance, IT and education, in his address informed participants that MSME Samadhan has been a good support to get back disputed claims. He also noted that Udyam registration along with the Government E- Market place portal is very important for enhancing business potential. Mr D'Souza was of the view that such programmes are necessary as entrepreneurs can get first-hand information of various schemes available and also present a platform for effective interaction with the officials of various Government bodies. Mr. Cyril Desouza, Assistant Director – Trade Promotion, World Trade Center Goa in his concluding address spoke on the role of WTC in promoting interna tional trade from Goa. He spoke on the support that WTC Goa can offer

entrepreneurs wanting to export their products from Goa. Mr Desouza also expressed that he would like to see many more entrepreneurs take advantage of the services offered by WTC Goa.

The programme was held on September 27, 2022 at Nalanda Hall, EDC House, Panaji Goa.