

## ZED shows way forward for boosting sales and entrepreneurial prosperity

ZED or the Zero Defect in Product and Zero Effect on the Environment is a Flagship program for the MSMEs to improve their quality standards. World Trade Center Goa in association with the MSME Development and Facilitation office organized a webinar to educate its members on ZED Certification

**Mr. M K Meena, Joint Director, MSME DFO Goa** in his address elaborated on the benefits of having a ZED Certification

**Mr. D K Johari, Assistant Director, MSME DFO,** opined that the Micro, Small and Medium Enterprises of India should strive to manufacture goods with zero defects and hence they are never returned back to us by the importer/buyer. While manufacturing goods we should also keep in mind the environment and hence make sure that the process has zero negative impact on the environment.

**Mr. Vijay Khonde, Senior Consultant – ZED from BMCPL** was the principal resource person also gave a detailed explanation on ZED certification. Some of the topics he covered were what is Zed? ZED Certification: process, parameters, benefits and incentives for MSMEs, how to apply on ZED website, basic information and documentation upload.

**Mr. Garvit Saluja, Principal Financial Advisor, BMCPL** gave an overview of the financial implication that the ZED Certification will entail. He also touched upon the incentives that the Government of India is offering to the MSMEs who wish their units to be certified under the ZED Scheme.

At the end of the session there was a Q&A session to clarify doubts

**Mr. Cyril Desouza, Assistant Director – Trade Promotion, WTC Goa** in his closing remarks said that he was hopeful that through the ZED certification process MSMEs could look forward to more exports as the quality control systems envisaged by the ZED Certification process would enable them to manufacture better quality products which would definitely have a good potential in the International Markets.

**The webinar was held on March 14, 2023.**

