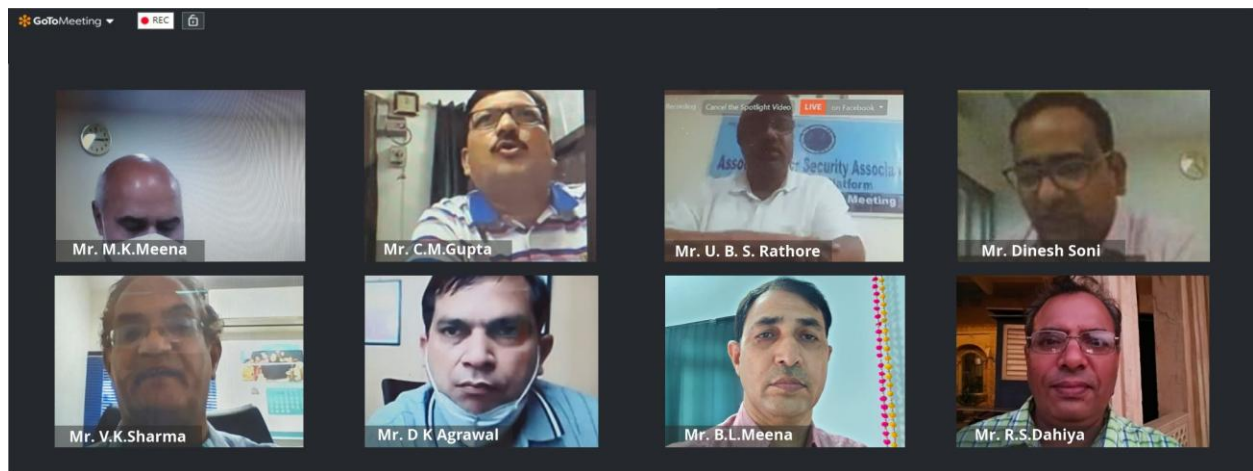


## MSMEs to benefit from Udyam Registration and New Schemes from Apex Government Institutions

World Trade Center Jaipur in collaboration with MSME-DI Jaipur, KVIC Rajasthan State office, Department of Industries, Government of Rajasthan and NSIC Rajasthan State office organized an interactive webinar on the Process of Udyam Registration and Benefits Under MSME Schemes to enlighten entrepreneurs engaged in manufacturing and services on the new Udyam registration process and share with them the updated support schemes initiated by the Ministry of MSME, Government of India, Khadi Village Industries Commission (KVIC), Government of India Department of Industries, Government of Rajasthan and National Small Industries Corporation (NSIC)



Mr. V.K. Sharma, Director MSME Development Institute Jaipur, Ministry of MSME, Government of India, in his keynote address elaborated on Credit Linked Capital Subsidy Scheme (CLCS) for Technology Upgradation for MSME and Micro & Small Enterprises Cluster Development Programme (MSE-CDP). He also encouraged manufacturers from Rajasthan to take maximum benefit of the two schemes.

Chief Guest, Mr. B.L. Meena, Deputy Director, State Director, Jaipur, Khadi Village Industries Commission (KVIC), Government of India, in his address, while explaining the role and responsibilities of KVIC, mentioned about the important functions of KVIC, which comprise of building up of a reserve of raw materials for supplying to the producers, creation of common service facilities for processing of raw materials into semi-finished goods and providing facilities for marketing of KVIC products. KVIC also organizes trainings for artisans engaged in these industries. "To promote the sale and marketing of khadi and products of village industries or handicrafts, KVIC actively forges linkages with established marketing agencies wherever feasible and necessary," informed Mr. Meena. He further shared that KVIC is charged with the responsibility of encouraging and promoting research in the production techniques and equipments that are employed in the Khadi and Village Industries sector. It also provides facilities for the study of using non-conventional energy and electric power with a view to increase productivity, eliminate drudgery and enhance the competitive capacity.

Mr. M.K. Meena, Deputy Director, MSME Development Institute Jaipur, Ministry of MSME, Government of India, in his address, spoke about the Integrated Infrastructural Development Schemes (IID) and shared information about Entrepreneurship Development Institutes.

Special Guest, Mr. U.B.S. Rathore, Director, Trade and Allied Services Pvt. Ltd., Jaipur, encouraged all service providers in the state to come forward and register themselves for Udyam.

Mr. C.M. Gupta, GM, Department of Industries, Government of Rajasthan, Sawai Madhopur, Rajasthan, explained how the state government of Rajasthan has been proactively supporting businesses in the ongoing Covid-19 situation and has continued to promote new units as well as helped in capacity expansion for the existing ones, under its ease of doing business agenda.

Mr. D.K. Agarwal, DGM, National Small Industries Corporation (NSIC), Jaipur, while explaining the Marketing Support Scheme mentioned ‘‘marketing - a strategic tool for business development, is critical for the growth and survival of MSMEs. Due to the lack of information, scarcity of resources and unorganized ways of selling / marketing, the MSME sector often faces problems in exploring new markets and retaining the existing ones. Keeping in view these facts, the Procurement and Marketing support Scheme has been introduced to enhance the marketability of products and services in the MSME sector.’’

Mr. Dinesh Soni, Assistant Director, MSME Development Institute Jaipur, Ministry of MSME, Government of India, made a detailed presentation on the Do’s and Don’ts of the entire process of getting a business registered under the new Udyam Registration which is launched by Ministry of MSME, Government of India

Mr. R.S. Dahiya, Assistant Director, MSME Development Institute Jaipur, Ministry of MSME, Government of India shared the scheme for market development assistance for MSME exporters.

Vote of thanks was proposed by Mr. Navneet Agarwal, Assistant Director, Trade Promotion, World Trade Center Jaipur

The webinar witnessed participation from all across Rajasthan and was followed by a Q&A session

The webinar was held on October 16, 2020