

# MSME Schemes to promote and support exporters



(LtoR) Mr. Amulya Panda, Dy. Director, Dept of Industries, Govt. of Odisha; Mr. OP Prahadka, COA Member & ER Regional Convenor, EPCH; Mr. D Mitra, Dy. Director, MSME - DI, Kolkata; Mr. BK Dash, Director, Directorate of Handicrafts & Cottage Industries, Govt. of Odisha; and Mr. KD Bhattacharya, Director, MSME - DI Kolkata

**30th December 2020:** This interactive webinar aimed at informing and educating exporters about the various MSME Schemes of Government of India and States available to promote and support the Exporters. Present on the occasion were, Mr. KD Bhattacharya, Director, MSME - DI Kolkata; Mr. D Mitra, Dy. Director, MSME - DI, Kolkata; Mr. Anurag Shrivastava, IAS, Director, Dept. of MSME, Govt. of West Bengal; Mr. B K Dash, Director, Directorate of Handicrafts & Cottage Industries, Govt. of Odisha; Mr. Amulya Panda, Dy. Director, Dept of Industries, Govt. of Odisha; Mr. O P Prahadka, COA Member & ER Regional Convenor, EPCH.

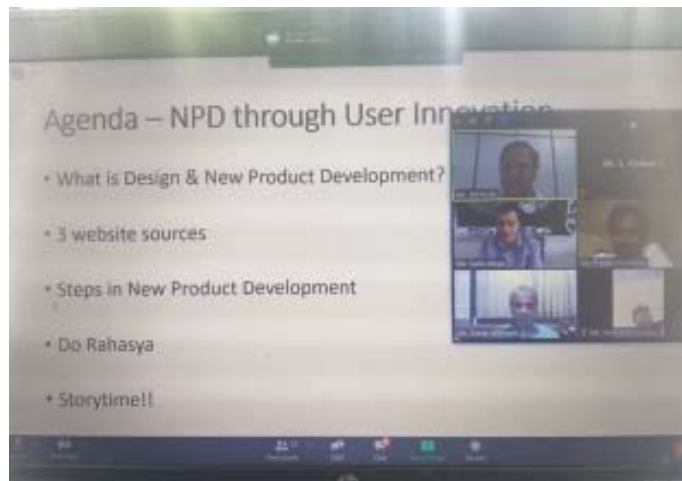
The webinar began with opening remarks by Mr. R K Verma, Director, EPCH. In course of the webinar, the dignitaries discussed about the various schemes available for funding of MSME industry with special focus on the Handicrafts Industry. Mr. Prahadka informed the Department representatives about the various issues faced by the Handicrafts industry in terms of infrastructure, raw material availability, unorganisation, etc. & suggested the States' Directors (WB & Odisha) to develop natural fibres, wooden furniture, jewellery, etc. clusters to promote export of handicrafts from the Eastern Region. The webinar ended with a Q/A session. ■

## New Product Development through User Innovation

**22nd December 2020:** A discussions on new product development through user innovation was organised by EPCH Mumbai region on 22 December 2020. Panelists were, Mr. Ashok Boob, Convenor, EPCH Western Region; Mr. Pradeep Muchhala, COA Member, EPCH; and prominent member exporters from Mumbai - Mr. Sunil Ahuja, Mr. Amir Zaveri, Mr. Deepak Shah, Mr. Karan Jetwani and Mr. Shri Ahmed Sundrani.

This was addressed by guest faculty, Prof. Shrinivas S Shikaripurkar, an independent marketing strategy consultant & adjunct faculty with SP Jain & NMIMS. He highlighted the core concepts of New Product Development by taking the participants through the various process steps right from understanding of customer needs all the way to product maintenance & extension. A new concept of "User Innovation" was introduced by the faculty that highlighted the approach of pursuing an innovation by users or consumer users, rather than by suppliers.

The session ended with a Case Study presentation of User Innovation in the United States being driven by consumers for a



change. Key web portals in the handicrafts sector of India was also shared by the speaker. The audience comprising mainly of key exporters who have been in the business for over 4 decades greatly appreciated the content & the session evoked a high level of interaction between the speaker & the participants. This was attended by approximately 40 exporters. ■