

First Interactive and Knowledge Exchange Session between Business Development Service Providers (BDSPs) and Micro & Small Enterprises (MSEs)

Date: 22nd February 2024 II 3:00 P.M. to 5:40 P.M.

Venue: Institute of Entrepreneurship Development (IED), an institute of MSME Department, Government of Odisha

Purpose:

The MSME Department, Government of Odisha has decided to facilitate the Micro and Small Enterprises (MSEs) of the State in accessing services from reputed business development service provider organizations/institutions.

The MSME Department is organizing a knowledge-exchange session between the MSEs and the Business Development Service Providers (BDSPs). This will provide a platform for BDSPs to present their diverse service offerings to MSEs. This interactive session aims to enhance awareness and understanding of the range of business development services available, empowering MSEs with the knowledge needed to leverage these services for sustainable growth. This is expected to foster collaboration and facilitate informed decision-making by MSEs.

In this interactive session, panelists will deliberate on two key service requirements of the MSEs:

- Effective ways to improve energy efficiency of MSEs
- Importance of upskilling and reskilling of existing workforces.

Who can participate:

- Business Development Service Providers representing the following sectors:
 - o Energy Audit
 - o Skill Development Institutes, facilitating upskilling and reskilling of workforce
- Manufacturing MSEs having service requirements in the above-mentioned sectors

Program Agenda

Time	Topic	Speakers
3:00 P.M. – 3:05 P.M.	Welcome Address and Context setting	Shri Saswat Mishra, IAS, Principal Secretary, MSME Department, Government of Odisha
PANEL DISCUSSION: PANEL 1		
3:05 P.M. – 4:00 P.M.	Significance of Energy Efficiency and Energy Audit for MSEs <ul style="list-style-type: none">- Key scopes for efficiency improvement- Case Study Presentations	<ol style="list-style-type: none">1. Mr. Himanshu S. Mishra, Director, Ecoen Private Limited2. Mr. Atul Joshi, Consultant (AEA) – Training & Compliances, Design2Occupancy Services LLP3. Mr. Priyaranjan Sinha, Consultant, Nu Energy India*4. Mr. Pradeep Dhingra, AEA & Director, PGS Energy5. Mr. Tapan Kumar Pradhan, Head - Energy Efficiency, ClimateX

Time	Topic	Speakers
		Moderator: Shashi Mukund, Director, One Consulting (Citizen Services), PwC
4:00 P.M. – 4:15 P.M.	Q & A session	
4:15 P.M. – 4:25 P.M.	Tea/Coffee Break	
PANEL DISCUSSION: PANEL 2		
4:25 P.M. – 5:20 P.M.	Importance of upskilling and reskilling of existing workforce - Case Study Presentations	<ol style="list-style-type: none"> 1. Dr Rajiv Mehta, Chairman, NIAM Education Foundation, Gram Tarang 2. Mr. Sanjeev Mishra, Sr. General Manager, Gram Tarang 3. Mr. Seshdatta Sutar, State Head – Odisha, AISECT* Moderator: Malathy Swaminathan, Associate Director, One Consulting (Citizen Services), PwC
5:20 P.M. – 5:35 P.M.	Q & A session	
5:35 P.M. – 5:40 P.M.	Closing Remarks	Shri Bibhuti Bhushana Dash, Special Secretary, MSME Department, Government of Odisha
5:40 P.M. onwards	High Tea	

*To be confirmed

Concept Note

Empowering Micro and Small Enterprises (MSEs) through Interactive and Knowledge Exchange Sessions with Business Development Service Providers (BDSPs)

Overview:

The MSME Department, Government of Odisha in collaboration with PwC has undertaken an initiative to augment the support ecosystem for MSMEs operating within the State.

The Department has undertaken initiatives to identify the challenges faced by the MSMEs and identify plausible methods to address those challenges. One of the key challenges involves the limited accessibility to dependable service providers capable of offering comprehensive assistance and support to MSEs, thereby enabling their ability to achieve sustainability and growth.

The MSEs need access to agencies who can help them:

- Prepare detailed project reports before establishment
- Provide market intelligence to help them expand and diversify their markets
- Help them promote and brand products
- Provide sustainable packaging solutions
- Upgrade their technologies as per requirement
- Upskill and reskill their resources according to the need
- Guide them to optimally use energy
- Adopt lean practices to reduce waste of raw materials
- Implement Zero Effect Zero Defect (ZED) mechanism
- Access Quality Certificates and
- Access other service requirements for enabling their business and productivity

Phase 1 of this initiative aims to bridge the gap between MSEs and Business Development Service Providers (BDSPs) by organizing "Interactive and Knowledge Exchange Sessions".

Objectives:

- **Identification of Sector-Specific Challenges:** PwC, through extensive interactions with MSEs across diverse sectors, has identified specific challenges faced by the units in Odisha. These challenges will be the focal point of the interactive sessions.
- **Engagement with BDSPs:** BDSPs specializing in sectors relevant to the identified challenges will participate in the sessions. Their expertise will be crucial in addressing the needs of MSEs and providing tailored solutions.
- **Knowledge Sharing and Case Studies:** BDSPs will share insights on key challenges within their sectors, explain how MSEs can leverage their services to overcome these challenges, and present case studies demonstrating successful resolutions.

Key Features of the Interactive and Knowledge Exchange Sessions:

- **Thematic Focus:** Each session will revolve around a specific sector. This will enable targeted discussions for the participating MSEs.

- **District Interventions:** The interactive sessions shall be conducted in various districts of Odisha, enabling the native MSEs to participate.
- **Pilot Districts:** During the pilot phase from February to May-end, interactive sessions will be conducted in four districts of Odisha.
- **Interactive Forums:** The sessions will be designed as interactive forums, allowing MSEs to actively engage with BDSPs. Panel discussions and Q&A sessions will be incorporated.
- **Showcasing Success Stories:** BDSPs will present case studies showcasing instances where they have successfully assisted MSEs in overcoming challenges similar to those faced by the participants.
- **Networking Opportunities:** Participants will have the chance to network with BDSPs, leading to potential partnerships that may extend beyond the sessions.

Expected Outcomes:

- **Enhanced Awareness:** MSMEs will gain a better understanding of sector-specific challenges and how BDSPs can support them in navigating these issues.
- **Strategic Alliances:** This will provide opportunities for collaboration between MSMEs and BDSPs and facilitate mutual growth.
- **Informed Decision-Making:** MSMEs will be able to make informed decisions about engaging with BDSPs to enhance their business operations.