

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

Date: 4th March 2024 II 11:00 A.M. to 1:30 P.M.

Mode: Virtual Session

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 the following service requirements of the MSEs:

- Market research, branding and promotion
- Packaging facilities

Who can participate:

- Business Development Service Providers representing the following sectors:
 - o Market research, pricing strategy, branding and promotion
 - o Packaging facilities
- MSEs in the food processing, footwear, and textiles and apparel sectors

Program Agenda

Time	Topic	Speakers
11:00 A.M. – 11:05 A.M.	Welcome Address and Context setting	Shri Saswat Mishra, IAS, Principal Secretary, MSME Department, Government of Odisha
11:05 A.M. – 11:15 A.M.	Keynote Speaker	Mr. Satwik Swain, Secretary general (Hony.), Odisha Assembly of Small and Medium Enterprises (OASME)
PANEL DISCUSSION: PANEL 1		
SIGNIFICANCE OF MARKETING, BRANDING AND PROMOTION OF PRODUCTS: ADDRESSING MSE REQUIREMENTS		
11:15 A.M. – 12:30 P.M.	Importance of Market Diversification and Future Readiness Interactive Session: - Strategies to brand and promote products	<ul style="list-style-type: none"> • Mr. Smarajit Purkayastha, Director – Business and Services, Liqvd Asia • Mr. Debajyoti Banerjee, Founder & Director, Seven Boats Info-System Private Limited • Mr. Soumya Gangopadhyay, Brandwizz*

Time	Topic	Speakers
	<ul style="list-style-type: none"> - Strategies to expand and diversify market - Success Story 	<ul style="list-style-type: none"> • Dr. Anupam Gayen, Deputy General Manager, National Small Industries Corporation (NSIC) • Mr. Cheenmoy Prakash, CEO & Founder, Dzinepixel Webstudios <p>Moderator: Mr. Shashi Mukund, Director, One Consulting (Citizen Services), PwC</p>
PANEL DISCUSSION: PANEL 2		
SIGNIFICANCE OF ADEQUATE PACKAGING OF PRODUCTS: ADDRESSING MSE REQUIREMENTS		
12:30 P.M. - 13:45 P.M.	Addressing packaging requirements of MSEs - Interactive session: <ul style="list-style-type: none"> - Understanding of packaging requirements of the MSEs - Success Story 	<ul style="list-style-type: none"> • Mr. Bidhan Das, Deputy Director & Assistant Professor, Indian Institute of Packaging (IIP) • Dr. Indrajit Ghosh, Global Chairman, MSME Chamber of Commerce and Industry of India and Vice President, Uflex Limited* • Mr. Sabyasachi Behera, Managing Director, Aaditya Kraft and Papers Pvt. Ltd., Odisha • Ms. Prastuti Jena, Managing Director, Urmees Ventures <p>Moderator: Ms. Malathy Swaminathan, Associate Director, One Consulting (Citizen Services), PwC</p>
13:45 P.M. – 13:50 P.M.	Closing Remarks	Shri Bibhuti Bhushana Dash, Special Secretary, MSME Department, Government of Odisha

*To be confirmed