

## **WTC Navi Mumbai Special Program for MSMEs**

WTC Navi Mumbai designed and organised a Special Program for MSMEs Sector on the Theme of “ Export Facilitation “ on March 22 , 2018 . Main objective of the program was to assist export start-ups as well as exporters by providing practical information inputs and guide them to develop export business in a systematic manner.

While welcoming the participants , WTC Advisor Jayant Ghate explained how WTCs in the world and the WTCA NY can help in export marketing by providing trade information , market data inputs , trade leads and orders , trade education , trade missions services and B2B meets , exhibitions and conferences at global level . He also gave examples of how WTCs do this and encouraged the participants to become member of the WTC to derive such benefits.

S Suresh Regional Director of National Small Industries Corporation ( NSIC ) highlighted various schemes of NSIC and explained their advantages for the MSMEs. NSIC assistance is in terms of marketing products and services to the government agencies and units . As per the policy the government is committed to procure 20 percent of its requirements from the MSMEs , he added . Change of definition of MSMEs , he said , would be very useful for their operation . NSIC facilitates MSMEs exports by providing raw materials , credit finance as well as finance for exhibition participation , export promotion and study tours etc.

Prahalathan Iyer General Manager of Export Import ( EXIM ) Bank of India explained the important role played by the EXIM Bank in providing finance and knowledge to MSMEs in the export field . He also referred to various clusters the Bank has helped . He described the global value chain concept from MSMEs viewpoint and how the Bank is helping the sector at every stage . According to him the MSMEs can derive many benefits through EXIM Bank portal by way of practical information very useful in export operations.

Harshwadan Parikh MD of HARDCHEM Electronics Group conducted the proceedings . In his opening remarks , he mentioned the important role of MSMEs in the economy and exports and gave statistics to prove this point ... 40 million units , 80 million employment , 45 percent of manufacturing and 40 percent of exports . All this was impressive according to him . Region of Navi Mumbai , in his view , was ideal for globalisation in the context of

industrial growth , services like education , IT and logistics , agro-markets , seaport and proposed international airport etc.

As many as 70 participants from start-ups , industry and exporting community participated actively in this special program .