

REPORT

INAUGURAL WORKSHOP ON THE RAMP PROGRAMME



Post-Event Summary Report Inaugural Workshop on the RAMP Programme

4th September 2024 at Hyatt Regency, Lucknow, Uttar Pradesh

Uttar Pradesh Small Industries Ltd. (UPSIC) organised the “**Inaugural Workshop on the RAMP Programme**” at Hyatt Regency, Lucknow, Uttar Pradesh on 4th September 2024. The workshop gave an overview of the “Raising & Accelerating MSME Performance (RAMP)” Programme and the various interventions approved under the Programme in the state of Uttar Pradesh.

RAMP is a World Bank-supported Central Sector Scheme launched by the Government of India. It is a strategic initiative aimed at enhancing the performance of Micro, Small, and Medium Enterprises (MSMEs) in India. The Programme provides comprehensive support to MSMEs, fosters their growth, and addresses challenges to ensure a robust and competitive business environment. The Government of India envisions RAMP as a pivotal tool for empowering MSMEs, fostering innovation, and driving economic growth. Uttar Pradesh Small Industries Corporation Ltd. (UPSIC) is the nodal agency for implementing the RAMP Programme in the state and leveraging the programme to enhance the performance of MSMEs in the state.

To create awareness about the Programme and disseminate information about the same, a half-day session was organized which witnessed a gathering of about 170 participants. The participants included dignitaries from the MoMSME, the Government of Uttar Pradesh, representatives from the Industry Associations, Institutions, Technical Partners under RAMP, Financial Institutions, State Level Banking Committee and the MSME Units in the state. Senior officials from the Government of Uttar Pradesh, **Shri Alok Kumar, Principal Secretary, the Department of MSME & Export Promotion, GoUP, Shri Pranjal Yadav, Secretary, the Department of MSME & Export Promotion, GoUP, Shri K. Vijayendra Pandian, Commissioner & Director Industries, GoUP, and Shri Raj Kamal Yadav, Managing Director, UPSIC**, attended the workshop.

In their addresses, the senior government officials laid impetus on the pivotal role MSMEs play in the economic growth of the state and eventually, the nation. The participants were enlightened as esteemed dignitaries highlighted the purpose behind the RAMP Programme and its aim at recovering the businesses & profitability of MSMEs after COVID, to now a nationwide revolutionary programme to upscale and enhance the performance of MSMEs through customized state-specific interventions. They also elaborated on the interventions approved under the RAMP Programme in the state of Uttar Pradesh and encouraged MSMEs to participate, attain benefits and facilitate in nation-building. The need to scale up the enterprises by adopting technology, digitization, and skill development was also discussed. The insights were also shared on how to showcase and market the products of MSME units on a digital/e-commerce platform in the digital age and expand their businesses, enhance the exports from MSME units by ensuring ESG compliances and obtaining ZED Certificates. Further, it was articulated that the end outcome of the RAMP Programme is to create

Champion MSMEs in the state, by facilitating transformation of MSME units from micro to small to medium enterprises.

The Workshop also had the presence of Prof. Sabyasachi Sinha, Chairperson, MDP, IIM Lucknow, and Shri Arks Srinivas, CEO, IFACET, IIT Kanpur. Both the institutes signed the MoUs with UPSIC for the effective implementation of interventions under the RAMP Programme. One of the approved interventions under the RAMP Programme is to sensitize and train 20,000 MSME units on ESG Practices over the next 4 years (FY 2024-25 to FY 2027-28). UPSIC Ltd. & IIT Kanpur have inked the pact and under this collaboration, **IIT Kanpur shall design a course curriculum on ESG Practices and will also conduct training of the trainers on their developed curriculum.** Further, the MoU between UPSIC Ltd. & IIM Lucknow has been signed for **augmenting the capacity of 300 officials from the various Dept. of MSME & EP, GoUP during FY 2024-25 to FY 2027-28.** This training shall be imparted on MSME Ecosystems, Industry 4.0, financial awareness, greening & sustainable practices, inclusive growth, etc. and will equip the officers to efficiently implement the government schemes in the state and provide guidance/mentorship to the MSMEs and their subordinates. Following the MoU exchange ceremony, the representatives of both institutions addressed the audience, highlighting the advantages of their collaborations and the expected outcome.

A detailed technical presentation on the **RAMP Programme and the 10 approved interventions under the Programme was delivered by the KPMG- SPIU team**, focusing on the various benefits being offered to the MSME units through this initiative.

The MSME ZED Scheme, one of the approved interventions under the RAMP Programme, aims to create public awareness of demanding Zero Defect and Zero Effect products through the MSME Sustainable (ZED) Certification and motivating our MSMEs to adopt a quality-driven ecosystem. Through ZED certification, the attempt is to improve MSME manufacturing systems & processes, enhance MSME competitiveness, make them sustainable, and transform them as National and International Champions. Under the Programme, it is targeted to organize **1,638 ZED workshops and ensure the ZED certification of 32,760 MSMEs.** UPSIC has onboarded the Quality Council of India (QCI), the implementing agency of the ZED Scheme in India to organize ZED Workshops and facilitate certification of MSMEs in Uttar Pradesh. With this objective, a detailed technical session on the process of ZED Certification, its benefits to the MSME units, the eligibility criteria, mandatory compliances, and the process was elaborated by **Dr. Ramanand N. Shukla, Senior Director & Head, ZED Division.**

As we understand the significance of initial capital funding support in establishing an enterprise or while scaling up an established MSME unit, a **dedicated technical session on credit facilitation was held by Shri. Ashish Kumar Soni, EXIM Bank Ltd.**

The workshop came to its closure by orchestrating an open house wherein the MSMEs articulated their questions, challenges, and suggestions in front of the officials which were responded to by the dignitaries in the chair. The feedback forms were also collected from the participants to ensure that their suggestions are incorporated for a more fruitful outcome of the RAMP Programme. In the end, the workshop was concluded by a vote of thanks delivered by Shri Prabhat Kumar Bajpai, Superintending Engineer, UPSIC.

Glimpses from the Inaugural Workshop on the RAMP Programme



Shri Alok Kumar, Principal Secretary, MSME & Export Promotion, GoUP addressing the attendees.



Shri Pranjal Yadav, Secretary, MSME & Export Promotion, GoUP addressing the attendees.

Prof. Sabyasachi Sinha, Chairperson, MDP, IIM Lucknow, and Shri Arks Srinivas, CEO, IFACET, IIT Kanpur were also present for the signing of their respective MoUs with UPSIC. Following the MoU exchange, the representatives of both institutions addressed the audience, highlighting the advantages of their collaborations.



MoU exchange b/w UPSIC & IIT Kanpur



MoU exchange b/w UPSIC & IIM Lucknow

The technical sessions on the ZED Scheme & Certification process and credit facilitation to the MSME units were delivered by QCI and EXIM Bank respectively to facilitate MSME units in scaling up and meeting international export standards.



Technical Session on Credit Facilitation for MSME Units by Exim Bank



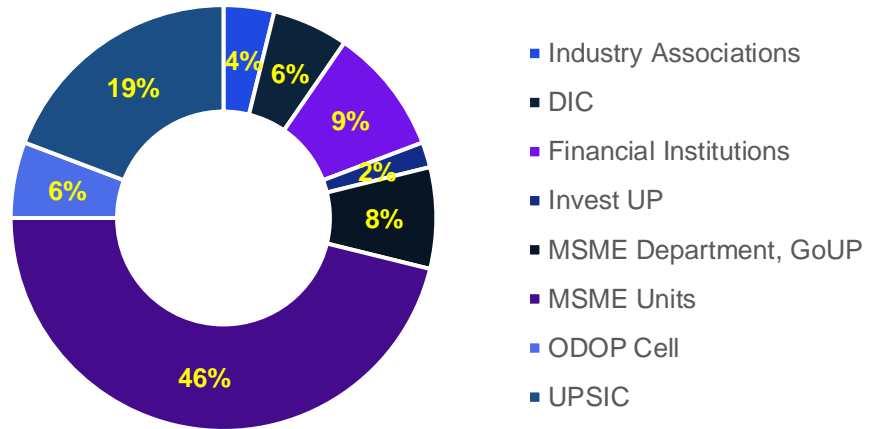
Technical Session on ZED Scheme by QCI



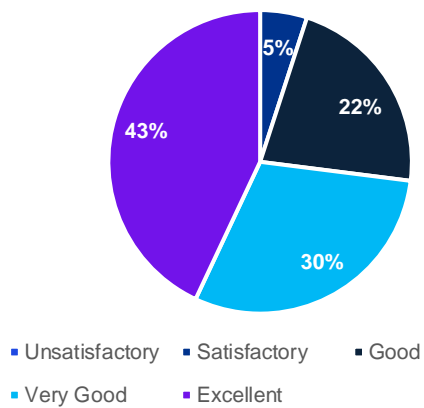
Open house for question-answer sessions held for the representatives from Industry Associations & MSME units.

Analysis of feedback captured by participants attending the RAMP Inaugural Workshop

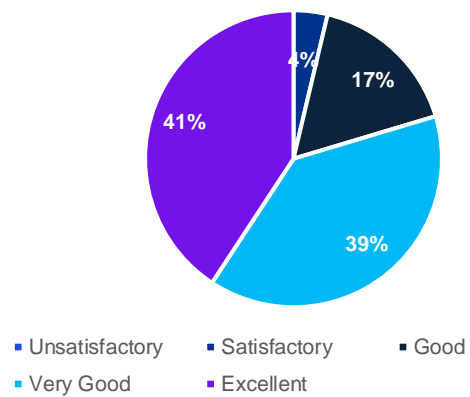
Department-wise break-up of the participants at the workshop



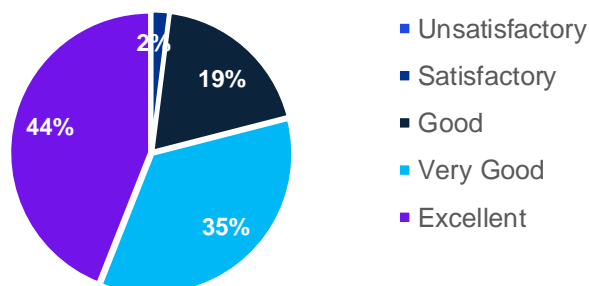
Experience of the Participants at the Workshop



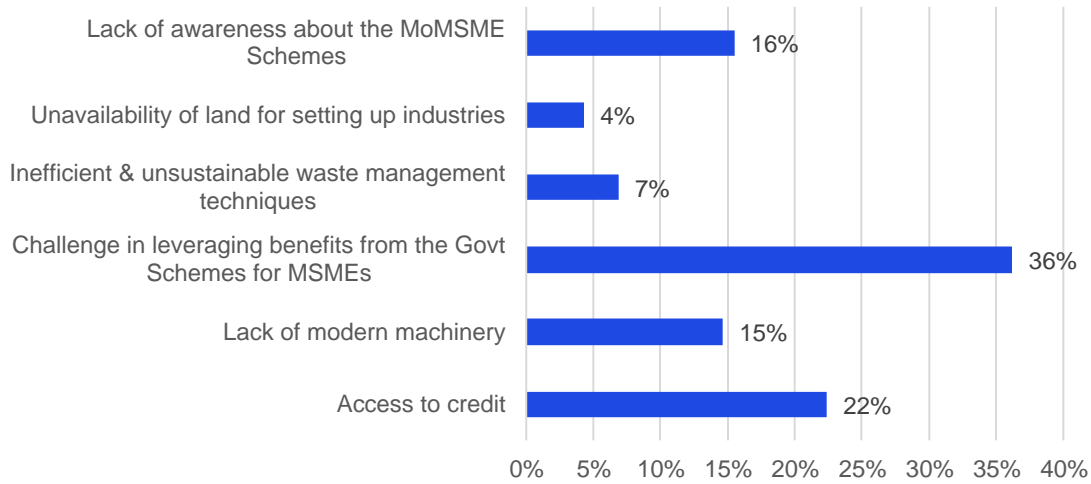
Participant's view on the information disseminated at the Workshop



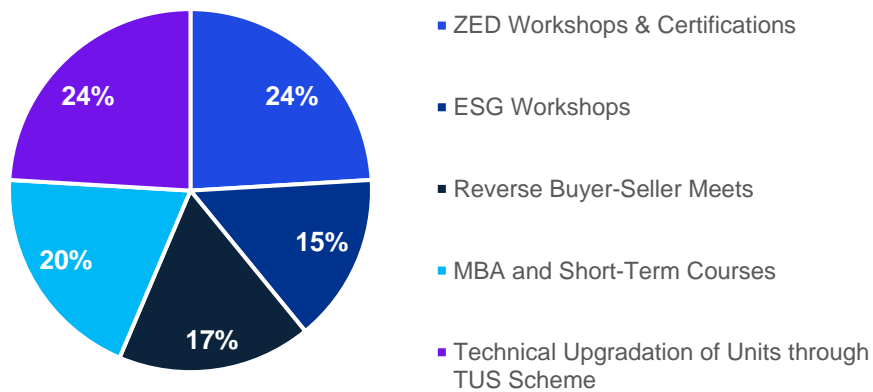
Participant's view on the relevance of topics delivered at the Workshop



Challenges faced by the MSME Units captured during the Workshop



RAMP Interventions MSME units intend to be engaged with or leverage benefits



Suggestions & support requested by MSME units at the Workshop

