

**Press Release**

Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. MSMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. MSMEs are complementary to large industries as ancillary units and this sector contributes enormously to the socio-economic development of the country.

MSME-Development and Facilitation Office, a field outfit of Ministry of Micro, Small & Medium Enterprises (M/o MSME), Govt. of India, Chennai in association with Department of MSME, Govt of Tamil Nadu and FeMe,GoTN is organizing **"MSME Connect 2023"**

**"MSME Connect 2023"** – a Vendor development Programme is organised **at SIDCO Corporate office Building**, Thiru Vi-Ka\_Industrial Estate, **Guindy**, Chennai **on 3<sup>rd</sup> and 4<sup>th</sup> March 2023** to provide Procurement and Marketing Support (PMS) for effective implementation of Public Procurement Policy for MSEs.

Ministry of MSME, Govt of India is promoting MSEs, for their inclusive growth, to become vendors to large scale Govt organizations/ industries through initiatives of Public Procurement Policy which envisages

the Central Government Ministries, Departments and Public Sector Undertakings to procure minimum of 25 per cent of their annual procurement of goods or services from Micro and Small Enterprises. A sub-target of 4% out of 25% target of annual procurement earmarked for procurement from MSEs owned by SC/ST entrepreneurs and 3 % from MSEs owned by Women entrepreneurs. Further, 5% of all divisible procurement by Tamil Nadu Govt and its agencies are now reserved for products manufactured by Tamil Nadu based SC and ST entrepreneurs.

The objective of Policy is promotion and development of Micro and Small Enterprises by supporting them in marketing of products produced and services rendered by them. However, the policy rests upon core principle of competitiveness, adhering to sound procurement practices and execution of supplies in accordance with a system which is fair, equitable, transparent, competitive and cost effective.

“MSME Connect 2023” will facilitate market linkages for effective implementation of Public Procurement Policy for MSEs. The outcome of VDPs would be:

- to make more awareness among SMEs on Public Procurement Policy which includes SC/ST/Women enterprises,
- to facilitate B2B meetings between the procurement heads of the State & Central PSEs, Govt Procurement Agencies, Corporates and the MSME vendors i.e., seller (MSEs),
- to help MSME to create long term business relationship with large scale organizations.

- to disseminate large scale buyer's procurement procedure, GeM and various schemes of Central and State Govt, etc.
- to promote startups by creating awareness among prospective entrepreneurs on requirement of procurement agencies.
- to promote vocal for local as Aatma Nirbhar Bharat initiative.

Participation of more than 300 MSMEs, 30 plus of large scales Govt procurement organizations and PSUs in the event is expected.

Large Scale units/Public Sector Undertakings like AVNL(HVF, EFA), OCFAV, BHEL, Rail Ways, Andrew Yule, Chennai Port Trust, VOTPA, ICF, AAI, CMRL, MRL, CPCL, IOCL, BEL, DCIL, NLC, Balmer Lawrie & Co. Ltd, RITES, TASMAL, TIIC, FaMe, TANSIDCO, KVIC, NSIC and regulatory bodies like TNPCB, CPCB, BIS, AGMARK, FASSI, financial Institutions are participating in the programme.

Given the importance of MSMEs on our economy, it is imperative that focused efforts is given to promote entrepreneurship amongst the youth and create a conducive ecosystem where they play an integral role in development of Indian economy to realize the vision of Aatma Nirbhar Bharat.

Government is promoting to empower MSMEs for sustainable growth and to become compatible in the global value chain. These types of Vendor Development Programmes assist MSMEs to expand their horizons by incorporating new ideas as they become aware of the various interventions given by the Government.

The programme will be inaugurated by **Thiru V. Arun Roy IAS, Secretary to Government, Micro, Small & Medium Enterprises Department** and President, TANSTIA will offer felicitation in the programme on 3<sup>rd</sup> March 2023 at 10.00 A.M.

The two days programme will be concluded on 4<sup>th</sup> March 2023 and the valedictory programme will be held at 7.00 P.M. **Thiru T.M. Anbarasan, Hon'ble Minister for Micro, Small & Medium Enterprises, Govt of Tamil Nadu** will be the Chief Guest in the valedictory programme and the function will be presided over by President CODISSIA.

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