

**STANDARD OPERATING PROCEDURE**  
**TRAINING PROGRAMMES UNDER RAMP SCHEME**

**For General Managers - District Industries Centres (GM-DICs)**

**1. PURPOSE**

- To standardize the planning, execution, and evaluation of training programmes under the Raising and Accelerating MSME Performance (RAMP) Programme—a World Bank-assisted scheme of the Ministry of MSME, Government of India—being implemented in Odisha by the MSME Department, Government of Odisha.
- This standardization ensures consistent quality and effective capacity building of General Managers of District Industries Centres (GM-DICs), government officials, Micro, Small and Medium Enterprises (MSMEs), and industry stakeholders across all districts of Odisha.

**RAMP STRATEGIC INVESTMENT PLAN (SIP) IMPLEMENTATION AGENCIES IN ODISHA**

- IED (Institute of Entrepreneurship Development)
- Startup Odisha
- DEPM (Directorate of Employment and Planning Management)

**2. SCOPE**

**Applicable To:** All training programmes conducted under RAMP Scheme in Odisha

**Stakeholders:**

- MSME Department, Government of Odisha
- GM-DICs
- Three Implementing Agencies: IED, Startup Odisha, DEPM
- MSMEs, Entrepreneurs, Government Officials, Industry Associations

### 3. DETAILED PROCESS

#### A. PLANNING PHASE

Step	Activity	Timeline	Responsibility	Output
1. Need Assessment	<ul style="list-style-type: none"> <li>GM-DIC conducts consultations with DM, DIPA, industry associations, producer groups, implementation agencies and other key stakeholders.</li> <li>Secondary research on sector needs</li> </ul>	T-30 days	GM-DIC with Implementation Agency support	District Training Need Assessment Report
2. Training Calendar	<ul style="list-style-type: none"> <li>Implementation Agency consolidates district needs, prepares Monthly/ Quarterly calendar, obtains MSME Department</li> </ul>	T-25 days	Implementation Agency	Approved Training Calendar
3. Trainer Selection	<ul style="list-style-type: none"> <li><b>For Central schemes:</b> Consult MSME DFO</li> <li><b>For State schemes:</b> Consult MSME Dept</li> <li><b>For technical delivery:</b> Training institutions, industry experts, mother/ anchor industries, InvoiceMart, M1xchange, RXIL, C2FO, DTX, QCI, NPC, CTTC, CIPET, IIP, FIEO, WTC, NRDC, GeM, ECGC Ltd., GI experts onboarded by MSME Dept, and several others</li> </ul>	T-20 days	Implementation Agency	Approved Trainer with Agreement

Step	Activity	Timeline	Responsibility	Output
4. Content Development	<ul style="list-style-type: none"> <li>Trainers develop presentations, handbooks, case studies</li> </ul>	T-18 days	Trainer	Training Materials
5. Mobilization	<ul style="list-style-type: none"> <li>Implementation Agency coordinates with GM-DICs, DIPA, Industry Associations, Producer Groups to ensure relevant participants mobilized</li> <li>Implementation Agency floats registration forms on their websites and shares with GM-DICs and Industry Associations</li> </ul>	T-15 days	Implementation Agency with GM-DIC support	Confirmed Participant List
6. Venue Finalization	<ul style="list-style-type: none"> <li>GM-DIC coordinates with DM/ other key stakeholders in districts for venue suggestion</li> <li>Implementation Agency finalizes venue</li> </ul>	T-15 days	GM-DIC initiates, Implementation Agency finalizes	Venue Booking Confirmation
7. Logistics & Collaterals	<ul style="list-style-type: none"> <li><b>Collaterals:</b> Implementation Agency prepares flex, standees, banners (approved by MSME Dept), arranges printing</li> <li><b>Logistics:</b> Venue, refreshments, training kits (pad, pen, folder), photography, mementos, travel/ stay for trainers, officials, Implementation Agency team</li> </ul>	T-10 days	Implementation Agency	Complete Logistics Ready

## B. DELIVERY PHASE (Training Day)

Step	Activity	When	Responsibility
8. Setup	GM-DIC verifies venue setup, equipment, registration desk, branding collaterals	2 hrs before	GM-DIC with Implementation Agency and its Vendor
9. Registration	<ul style="list-style-type: none"> <li>Registration desk operational.</li> <li>Attendance register, training kits distribution, name badges</li> </ul>	30 min before	Implementation Agency and its Vendor
10. Inauguration	<ul style="list-style-type: none"> <li>GM-DIC delivers welcome address.</li> <li>Welcome and facilitate Chief Guest.</li> <li>Introduction of trainer</li> </ul>	As scheduled	GM-DIC
11. Training Sessions	<ul style="list-style-type: none"> <li>Trainer(s) deliver(s) sessions per agenda</li> <li>GM-DIC coordinates with Implementation Agency for smooth execution, addresses on-ground issues, facilitates Q&amp;A</li> </ul>	As scheduled	Trainer with GM-DIC coordination
12. Documentation	<ul style="list-style-type: none"> <li>Photography &amp; videography throughout.</li> <li>Proper attendance maintenance</li> </ul>	Throughout	Implementation Agency with Vendor
13. Closing	<ul style="list-style-type: none"> <li>Vote of thanks, certificate distribution</li> </ul>	As scheduled	GM-DIC/ Coordinator
14. Social Media	Implementation Agency prepares social media posts in recommended format of Department (pre-event, live, post-event)	Before, during, after	Implementation Agency
15. Feedback Collection	Collect feedback on programme content, trainer effectiveness, logistics. Implementation Agency compiles data	During event	Implementation Agency with GM-DIC input

### C. POST-TRAINING PHASE (7-90 Days After Programme)

Step	Activity	Timeline	Owner	Output
16. Assessment Report	<ul style="list-style-type: none"> <li>Implementation Agency analyzes feedback, prepares post-event report as per RAMP guidelines including photographs, videos, challenges, recommendations</li> <li>GM-DIC provides district-level insights</li> </ul>	7-10 days post event	Implementation Agency with GM-DIC input	Comprehensive Post-Event Assessment Report
17. Follow-up Actions	<ul style="list-style-type: none"> <li>GM-DIC: Share materials maintain trained database, identify beneficiaries for schemes, coordinate with Implementation Agencies for handholding support, conduct refresher sessions if needed</li> </ul>	15 days - 3 months post event	GM-DIC with Implementation Agency coordination	Training Impact Tracking, Beneficiary Database
18. Impact Assessment	<ul style="list-style-type: none"> <li>Track scheme applications,</li> <li>Certifications obtained,</li> <li>Registrations (TReDS, GeM, ONDC),</li> <li>Business improvements,</li> <li>Employment generation</li> </ul>	3-6 months post event	GM-DIC with Implementation Agency	Impact Report/ Success Stories

### 5. ROLES & RESPONSIBILITIES

Role	Key Responsibilities
MSME Department	<ul style="list-style-type: none"> <li>Strategic guidance,</li> <li>Approve training calendar/ budget,</li> <li>Coordinate with MoMSME GoI,</li> <li>Monitor quality,</li> </ul>

Role	Key Responsibilities
	<ul style="list-style-type: none"> <li>• Ensure RAMP compliance</li> </ul>
<b>Implementing Agencies (IED, Startup Odisha, DEPM)</b>	<ul style="list-style-type: none"> <li>• Consolidate training needs,</li> <li>• Identify/ propose trainers,</li> <li>• Develop collaterals (flex, standees, banners),</li> <li>• Draft invitations,</li> <li>• Create social media content,</li> <li>• Analyze feedback,</li> <li>• Prepare assessment reports as per RAMP guidelines and share with MSME Department</li> <li>• Obtain MSME Dept approvals,</li> <li>• Send formal confirmation to trainers,</li> <li>• Coordinate mobilization with GM-DICs,</li> <li>• Manage complete logistics (venue, catering, printing, training kits, photography, travel/stay),</li> <li>• Handle financial transactions,</li> <li>• Compile feedback</li> </ul>
<b>GM-DICs</b>	<ul style="list-style-type: none"> <li>• Conduct need assessment with DIPA, industry associations, MSMEs, producer groups</li> <li>• Coordinate venue through DM/ other key district level officials</li> <li>• Mobilize participants</li> <li>• Coordinate smooth execution</li> <li>• Address on-ground issues</li> <li>• Facilitate Q&amp;A</li> <li>• Provide qualitative observations</li> <li>• Conduct follow-up and handholding</li> </ul>
<b>Trainers/SMEs</b>	<ul style="list-style-type: none"> <li>• Develop content</li> <li>• Deliver training</li> <li>• Engage participants</li> <li>• Assess learning</li> </ul>

## 6. TRAINING INTERVENTIONS UNDER RAMP

Intervention	Activity	Target Participants	Sample Topics (from FY 2025-26 programmes)
1. BDSP to support MSEs	Vendor Mobilization Drive	MSMEs, entrepreneurs	Quality Certification, DPR, IPR, ONDC, Branding & Marketing, AI for MSMEs, Go-to-market strategy, Export, Taxation, Financial support, GeM etc.
	Capacity Building for DIC & Industry Associations	Govt officials, GM DICs, Industry associations	Central & State MSME Schemes/ Policies
2. Vendor Development Program	Focused Training for MSMEs	MSMEs, vendors	Vendor development with anchor industries, quality enhancement, Industry-MSME linkage facilitation
	Capacity Building for DIC & Industry Associations	GM-DICs, DIC officials, Industry associations	MSME Schemes, vendor facilitation
3. Bill Discounting	MSE Outreach Activity	MSMEs, TReDs players (InvoiceMart, RXIL, M1xchange, C2FO, KREDX)	Benefits of Bill discounting, Onboarding of MSMEs on TReDS platforms
4. GI Tagging	Outreach for MSMEs & Stakeholders	MSMEs, producer groups, artisans	GI Authorized User Registration, Marketing & Branding of GI products
5. Entrepreneurship Development	EDP Awareness & Mobilization	Aspiring entrepreneurs, youth	Business Planning and Management, Financial and Technical Support, Skill Training & Entrepreneurial Motivation, Marketing & Export Management, and Focused

Intervention	Activity	Target Participants	Sample Topics (from FY 2025-26 programmes)
			programs for women, SC/ST, and underserved sectors

## 7. MONITORING & REPORTING

### Reporting Structure

Report Type	Frequency	Prepared By	Submitted To	Contents
Post-Event Assessment Report	Each programme (within 7-10 days)	Implementation Agency with GM-DIC inputs	MSME Department	Programme details, participants, content, feedback analysis, photographs, challenges, recommendations
Monthly Progress Report	Monthly	Implementation Agency	MSME Department	Programmes conducted, participants, follow-up status, upcoming programmes, challenges
RAMP Compliance Reports	As per MoMSME schedule	Implementation Agency	MoMSME, GoI via NPMU	Compliance with RAMP reporting requirements, monthly review meetings organized by MoMSME
Annual Report	Annually	Implementation Agency with all GM-DICs	MSME Department, MoMSME	Comprehensive year achievement, cumulative impact, financial summary, lessons learned, strategic recommendations

**Capacity Building Workshops and Training Programmes held under the RAMP Scheme in Cuttack Districts in FY2025-26 (till 18<sup>th</sup> March, 2026)**

Sl No	Name of the Program	Intervention	Date of the Program	District	No. of Beneficiaries	Implementing Agency	Target participants
1	Awareness & Mobilization (EDP)	Restructuring of Entrepreneurship Development Program-Awareness & Mobilization(EDP)	29/05/2025	Cuttack	50	IED	MSME
2	Vendor Development Program with ABFRL	Vendor Development Program (VDP)	16/07/2025	Cuttack	70	Startup Odisha	MSME
3	Capacity Building of Government Officials on MSME Schemes/Policies	Business Development Service Providers(BDSP) to support Micro, Small Enterprises (MSEs)-Govt officials	28/10/2025	Cuttack	60	DEPM	Govt Officials
4	Vendor Mobilization Drive on Digital Commerce	Business Development Service Providers (BDSP) to support Micro, Small Enterprises (MSEs)	15/11/2025	Cuttack	58	Startup Odisha	MSME
5	Workshop on TReDs (RXIL)	Bill Discounting in Public Procurement	21/11/2025	Cuttack	51	IED	MSME
6	Branding, Marketing and Export Promotion	Business Development Service Providers(BDSP) to support Micro, Small Enterprises (MSEs)	14/12/2025	Cuttack	65	DEPM	MSME
7	Capacity Building of Industry Associations on MSME Schemes/Policies	Vendor Development Program (VDP)- Govt Officials and IA	01/01/2026	Cuttack	46	Startup Odisha	Govt Officials

8	Workshop on TREDs (Invoice mart)	Bill Discounting in Public Procurement	09/01/2026	Cuttack	26	IED	MSME
9	Capacity Building of Industry Associations on MSME Schemes/Policies	Vendor Development Program (VDP)- Govt Officials and IA	21/02/2026	Cuttack	44	DEPM	Govt Officials