

**Focused Training Program for MSMEs under Vendor Development Program
with Aditya Birla Fashion Retail Limited (ABFRL)
Raising and Accelerating MSME Performance (RAMP)**

16th July 2025 || Cuttack || Venue: OSSIA Conference Hall

Officials Present

- Shri Tarun Kanta Mohanty, General Manager, District Industries Centre, Cuttack & Jagatsinghpur
- Shri Smarajit Mohanty, President, Orissa Small Scale Industries Association (OSSIA)
- Shri Sanjay Kumar Mohapatra, Hony, Secretary, Orissa Small Scale Industries Association (OSSIA)
- Shri Ajad Pandey, Group Manager, Aditya Birla Fashion Retail
- Shri Vibhav Sarnagat, Management Trainee, Aditya Birla Fashion Retail
- Shri Abhijit Ray, Procurement Executive, Aditya Birla Fashion Retail

Introduction

On 16th July 2025, the MSME Department of the Government of Odisha, in collaboration with StartUp Odisha, successfully conducted a training program for MSMEs under the Vendor Development Program with Aditya Birla Fashion Retail Limited (ABFRL) at the OSSIA conference hall in Cuttack. The program aimed to empower local MSMEs by providing them with the knowledge necessary to register as vendors with ABFRL and understand the organization's requirements. This initiative seeks to enhance local MSMEs' capabilities and align them with ABFRL's quality and procurement standards, particularly in the packaging segment for garments produced at the Mancheswar unit. The event attracted a diverse group of participants eager to learn and implement these standards, with a total of 60 MSMEs from the plastics and paper packaging sector participating.

Welcome Address & Context Setting

The program commenced with an inaugural session by Shri Tarun Mohanty, GM-DIC, Cuttack. He emphasized the significant opportunities available for local Micro, Small, and Medium Enterprises (MSMEs) through strategic collaboration with large industries. He briefed the objective behind the workshop which is aimed at aligning MSME capabilities with the procurement needs of large buyers. A key objective of the program is to bridge the gap between Odisha's robust MSME ecosystem and the ancillary and downstream requirements of major industries operating within the state. He briefed that this program is organized in collaboration with ABFRL to provide expertise on crucial topics such as packaging procurement opportunities, current material needs, procurement processes, quality standards, and collaboration models. He expressed confidence in the dynamic

Aditya Birla Fashion and Retail Limited (ABFRL) is an Indian fashion retail company headquartered in Mumbai. The authorized representatives from ABFRL were approved by the MSME Department & Startup Odisha to facilitate this training session

MSME sector's ability to supply these materials to ABFRL, thus expanding their market presence through this collaboration.

Special Address

Shri Smarajit Mohanty, President of the Orissa Small Scale Industries Association (OSSIA), delivered a special address focused on the evolving landscape of market dynamics and the critical importance of cultivating robust vendor-buyer relationships. He stressed that understanding the company's specific procurement criteria is essential for vendors to establish and maintain meaningful business relationships. He concluded by urging all participants to connect directly with Aditya Birla's procurement team to gain insights into their selection criteria and build meaningful and long-lasting partnerships.

Technical Session & Insights:

- Odisha SPIU introduced the Raising and Accelerating MSME Performance (RAMP) scheme, highlighting its strategic importance in strengthening the MSME ecosystem in Odisha. They discussed plans to link downstream and ancillary industries with the mother industry and outlined the six selected interventions under the scheme. The address concluded by discussing the potential for local economic growth through Vendor Development Programs, which aim to benefit multiple sectors beyond the primary industry.
- Shri Ajad Pandey, Group Manager, Shri Vibhav Sarnagat, Management Trainee, and Shri Abhijit Ray, Procurement Executive at Aditya Birla Fashion Retail Limited, delivered an insightful address outlining the monthly demands for packaging materials. They emphasized a projected volume sufficient to meet both current and anticipated operational needs. Clear, quantifiable targets were presented for each material category by the ABFRL team — labels, collar bands, sustainable plastic packaging, clips, and inserts, among others. The speakers elaborated on the Vendor Enrollment Process, outlining a structured approach for onboarding and registering new suppliers.
- A key highlight of the event was the interactive webinar that connected participants with ABFRL's central procurement team. This session served as a vital platform for addressing concerns and resolving challenges faced by vendors, particularly those whose products had not been shortlisted for procurement. The initiative enabled open dialogue, clarified evaluation criteria, and provided guidance on improving future submissions. It reinforced ABFRL's approach to vendor development by ensuring that all stakeholders are informed, supported, and aligned with the company's procurement standards.

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Conclusion

The program concluded with closing remarks and a vote of thanks by Shri Sanjay Kumar Mohapatra, Hony Secretary of the Orissa Small Scale Industries Association (OSSIA). He expressed sincere gratitude to all speakers and attendees for their participation and engagement throughout the session. He emphasized the value of the day's discussions, describing the session as one enriched with knowledge, collaboration, and a shared vision for the future. Additionally, he acknowledged the efforts of the ABFRL team in educating and empowering the entrepreneurs of Odisha, recognizing the significant impact of such knowledge-sharing initiatives on the state's business community.

GM-DIC, Cuttack

Ankit Aditya Bhatta

RAMP SPIU, Odisha

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