

**Vendor Mobilization Drive**  
**Business Development Service Provider (BDSP) to support MSMEs**  
**Raising and Accelerating MSME Performance (RAMP)**

14<sup>th</sup> December 2025 || Cuttack

15:00 Hours to 17:30 Hours

DEPM Odisha, Bhubaneswar

Venue: OSSIA Complex, Khapuria Industrial Estate, Cuttack

### **Officials Present**

- Shri Sanjay Kumar Mishra, OAS (S.B.), Director, Directorate of Export, Promotion & Marketing, Odisha
- Shri Sanjay Kumar Mahapatra, Hony. Secretary, OSSIA
- Shri Avinash Bhardwaj, Business Development Manager, APEDA Kolkata
- Shri Sanjay Pradhan, CEO, Ultra Logistics
- Shri Jukti Prasad Padhy, Scientific Officer, Directorate of Export, Promotion & Marketing, Odisha

### **Introduction**

The Directorate of Export Promotion & Marketing (DEPM), Odisha, organized a Vendor Mobilization Drive on 14th December 2025 at the OSSIA Complex, Khapuria Industrial Estate, Cuttack under the Raising and Accelerating MSME Performance (RAMP) initiative. The workshop focused on strengthening Business Development Service Providers (BDSPs) to support MSMEs in areas such as export promotion, logistics, and agri-exports. The event witnessed active participation from a total of 65 stakeholders including MSMEs, entrepreneurs, exporters, and government officials, highlighting robust regional interest in enhancing MSME capabilities.

### **Technical Session & Insights**

Shri Sanjay Kumar Mahapatra, Hony. Secretary of OSSIA welcomed the attendees and introduced the dignitaries.

Shri Sanjay Kumar Mishra, Director, DEPM, Odisha, provided a detailed presentation on the objectives and expected outcomes of the RAMP program, emphasizing strategies to accelerate MSME performance.

Shri Avinash Bhardwaj, APEDA Kolkata, elaborated on APEDA's role in facilitating agricultural exports and the opportunities available for MSMEs in this sector.

Shri Sanjay Pradhan, CEO of Ultra Logistics, delivered an insightful session on logistics and export documentation essentials critical for improving MSME export competitiveness.

The session concluded with a vibrant Question & Answer segment that allowed participants to clarify doubts related to export processes and leveraging government schemes.

Shri Jukti Prasad Padhy, Scientific Officer, DEPM, Odisha, gave the closing address and vote of thanks.

### **Collaboration**

OSSIA supported the mobilization of participants for the workshop. PwC served as the State Project Implementation Unit under the RAMP Program.

### **Conclusion**

The workshop effectively enhanced the capacity of participants on export promotion, logistics, and agri-export facilitation, equipping BDSPs and MSMEs with vital knowledge to improve market access and competitiveness. This initiative is expected to drive sustainable growth and export expansion for MSMEs in Cuttack and neighboring regions.

**Director, EP&M**



**RAMP SPIU, Odisha**