

**Scheme related capacity Building Workshop for Industry Associations  
Vendor Development Program  
Raising and Accelerating MSME Performance (RAMP)**

21<sup>th</sup>February 2026 || Cuttack

10:30 hours to 13:30 Hours

DEPM Odisha, Bhubaneswar

Venue: OASME Conference Hall, Cuttack

**Officials Present**

- Shri Tarun Kumar Mohanty, General Manager, District Industries Centre (DIC), Cuttack
- Shri Sarada Prasanna Sethy, Scientific Officer, Testing Laboratory, Cuttack
- Shri Shakti Prasad Mohanty, Head-Operations (International Business), CANS, Odisha
- Shri Swagat Maharana, Branding & Marketing Consultant, Veroma Food Pvt. Ltd., Bhubaneswar.
- Shri Sabyasachi Behera, Director, Aaditya Kraft & Papers Pvt. Ltd., Odisha

**Introduction**

A Scheme Related Capacity Building Workshop for Industry Associations under the Vendor Development Program (VDP) of Raising and Accelerating MSME Performance (RAMP) was successfully organized on 21st February 2026 at OASME Conference Hall, Cuttack by DEPM Odisha.

The central theme of the workshop was Marketing, Branding and Promotion, aimed at strengthening the competitive positioning of MSMEs and enhancing their market outreach at domestic and international levels.

**Technical Session & Insights**

The program commenced with the Welcome Address by Shri Sarada Prasanna Sethy, Scientific Officer, Testing Laboratory, Cuttack, who emphasized the importance of quality certification, branding and structured market linkage support for MSMEs.

- Shri Sabyasachi Behera, Director, Aaditya Kraft & Papers Pvt. Ltd., delivered an insightful session on Branding, Marketing & Promotion, highlighting practical strategies for MSMEs to build strong brand identity and customer recall.
- Shri Shakti Prasad Mohanty, Head – Operations (International Business), CANS, conducted a detailed session on Export Related Documentation and Handling

Process covering Pre-Shipment, Shipment and Post-Shipment stages, along with Export Realisation Process and emerging trends in global supply chain management.

- Shri Swagat Maharana, Branding & Marketing Consultant, Veroma Food Pvt. Ltd., spoke on Branding & Marketing – Psychological Impact, explaining consumer behaviour, brand perception and positioning strategies.

- Shri Tarun Kumar Mohanty, GM, DIC Cuttack, in addition to delivering the Closing Address and Vote of Thanks, also presented key provisions of the Industrial Policy Resolution (IPR), MSMED Policy and Food Processing Policy, guiding MSMEs on available policy support, incentives and facilitation mechanisms.

The interactive Q&A session enabled participating industry representatives to seek clarifications on branding strategies, export compliance requirements and government policy benefits.

### **Collaboration**

The District Industries Centre (DIC) officers supported the mobilization of participants for the workshop. PwC served as the State Project Implementation Unit under the RAMP Program.

### **Conclusion**

The workshop witnessed active participation from industry associations and MSMEs, reinforcing DEPM Odisha's continued commitment under RAMP to build capacity, enhance competitiveness and promote structured vendor development support for MSMEs across the state.

**GM DIC, Cuttack**



**RAMP SPIU, Odisha**