

Raising and Accelerating MSME Performance (RAMP)

Success Stories - Cuttack



Micro, Small & Medium Enterprise Department
Government of Odisha

Benefits received under RAMP programme

Eastern Engineering, Cuttack

Eastern
Engineering

Engineering

Business Development Service provider – Marketing, Branding, Promotional support, and Quality Certification

Company Brief

Established in **1979**, Eastern Engineering has gained immense expertise in **supplying & trading of Street light poles etc.** The supplier company is located in Cuttack, Odisha and is one of the **leading sellers of listed products.** Eastern Engineering has been **instrumental** in the **supply, installation and maintenance of public area lighting in various Govt, semi Govt Organizations, PSUs & large corporate houses.**

Challenges



Inadequate **branding and digital marketing** presence



Lack of access to **expert guidance**

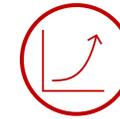


Limited **market intelligence** and **customer insights**



Limited understanding of **quality standards** and **certifications**

Benefits & Impact



Improved **brand visibility** through expert marketing guidance



Access to experienced **mentors** and **industry practitioners**



Gained **valuable market intelligence** and **Silver ZED certified**



Built capacity in **modern business practices**



Benefits received under RAMP programme

Impact Story : Boosting the local economy in Textiles Sector through VDP

Vendor Development Programme

Textiles & Apparel – Packaging opportunities for MSMEs



Key players: Aditya Birla Fashion, Page Industries, Wild Lotus Fashion



Plants are **vertically integrated** with fixed supplier base for raw materials and input materials



Packaging of these apparel is a major opportunity for regional MSMEs



Native MSMEs loosing opportunity to regions such as **Delhi-NCR, West Bengal, Tamil Nadu, Karnataka**



MSMEs can supply these packing materials to the large players

Impact Story :1

Opportunity: ~72 crores/ annum packaging opportunities in Textiles Sector

ABFRL manufactures **3.6 MN shirts** in Bhubaneswar: Each shirt requires **30** packaging items, at present being procured from other States

1st round of VDP organized in **Cuttack**: ABFRL + **35** Packaging units: **Demand, quality requirement** and **vendor engagement** procedures shared by ABFRL

Requirements shared with **GM-DICs** and **DIPA** to identify quality players at district level. Details of identified units to be shared with ABFRL

2nd round of VDP organized between ABFRL and shortlisted units organized in July 2025. This initiative is part of an ongoing effort to **mobilize quality vendors** and link them with major anchor industries, enhancing the state's economic impact and fostering MSME growth

Multiple **Bhubaneswar and Cuttack** packaging units connected with ABFRL's Bengaluru Procurement Hub; some onboarded as vendors



ADITYA BIRLA GROUP

