

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Ind. & Com. Dept., - Raising and Accelerating MSME Performance (RAMP) Scheme of M/o MSME –Delegation of responsibilities to the District Collectors to implement and monitor some components under RAMP Scheme duly transferring funds to District Collectors - Orders – Issued.

INDUSTRIES & COMMERCE (PROGRAMME-I) DEPARTMENT

G.O.Ms.No.125

Dated:14-07-2025
Read the following:-

1. Sanction letter of SIP of AP issued by Ministry of MSME, GOI vide DOL/AFI/RAMP/2023/Cycle-I, Dt:11.12.2023.
2. G.O.Ms.No.85, Ind. & Com. (Prog-I) Dept., Dt.08.12.2022.
3. From the CEO, AP MSME Development Corporation,e-file no.INC64- COOR /10/2025-JD-INFRA (Computer No.2850740).

ORDER:

In the reference 1st read above, the Government of India, have accorded sanction to the strategic investment Plan (SIP) of AP under RAMP (Raising and Accelerating MSME Performance) which is a world bank supported central sector scheme aimed at strengthening the MSME sector's resilience, enhancing competitiveness and facilitate economic recovery post-COVID-19. The scheme is designed to provide comprehensive support to MSMEs by addressing key challenges, fostering innovation, and ensuring a robust business environment.

2. The Andhra Pradesh MSME Development Corporation (AP MSME DC) has been designated as the Nodal agency for the implementation of RAMP in the state. Under the Strategic Investment Plan (SIP) approved by the Government of India, various interventions have been outlined to promote MSMEs growth and development. To ensure effective execution, AP MSME Development Corporation is implementing a structured training programs under nine (9) key components across the State.

3. In the reference 2nd read above, Government have constituted the AP State Raising and Accelerating MSMEs Performance (RAMP) programme Committee (AP-SRPC) with the Special Chief Secretary to the Government, Industries & Commerce Department as chairman, the CEO, APMSMEDC as Member-Convener and other members. The Government of Andhra Pradesh have onboarded a State Programme Implementation Unit (SPIU) to oversee the planning, execution, monitoring and evaluation of RAMP-funded initiatives of the RAMP components.

4. In the reference 3rd read above, the CEO, AP MSME Development Corporation has stated that, the objectives of the Raising and Accelerating MSME Performance (RAMP) Scheme are to promote formalisation of MSMEs, facilitate

(P.T.O)

access to credit, and provide need-based skill training to MSME entrepreneurs. The scheme also aims to create awareness on Intellectual Property Rights (IPR), Zero Effect Zero Defect (ZED), and Trade Receivables Discounting System (TReDS), thereby enhancing MSMEs' access to markets, finance, and relevant business information.

5. The RAMP Scheme also serves as a key instrument for capacity building in line with the vision of the Hon'ble Chief Minister of Andhra Pradesh for "**One Family, One Entrepreneur**". Through this initiative, the State reaffirms its commitment to revitalizing the rural economy, fostering entrepreneurship and positioning MSMEs as the backbone of a resilient and self-reliant India.

6. Further, RAMP programme is aimed at ensuring inclusive outreach and equitable access by extending training, handholding support and entrepreneurial development services to all eligible stakeholders, with special focus on women, Scheduled Castes (SC), Scheduled Tribes (ST), and minority communities. The key components and details of RAMP and allocated targets to be achieved by March 2027 are as follows:

S.No	Name of the Component	Brief Description	Total Workshops (Target)	Cost per (Workshop / Program / Provider)	To be implemented by
1	Udyam Registration Workshops	Awareness and support for MSME Udyam registration	2,600	Rs.70,000	Ration (Nodal Officer to be assigned by District Collector)
2	Vendor Development Programs (VD Ps)	Facilitates market linkages with PSUs and large industries	91	Rs.5,00,000	Through Empanelled Vendors [@]
3	Trade Receivables Discounting system (TReDS)	Promotes invoice financing for MSMEs	182 workshops for PSUs, 182 workshops for MS MEs	Rs.70,000	Through Empaneled vendors@ in collaboration with RXIL, Invoice MART and M1Xchange as per G.O.Ms. No. 7,1 Dt: 05-05-2025.

4	Entrepreneurship & Skill Development (ESDP)	Promotes entrepreneurship and self-employment through training	2,184	Rs.1,25,000	M/s Thredz IT Pvt., Ltd in 14 districts under Packages 2 & 4* MSME TC, Pudi and NI-MSME in 12 districts in Packages 1 & 3*.
5	Modern & Green Packaging and Branding	Capacity building for eco- friendly product packaging	104	Rs.70,000	National Institute of Design (NID - AP) in collaboration with SERP
6	Reverse Buyer- Seller Meets (RBSMs)	Brings buyers and sellers together for export business opportunities	10	Rs.81.9 lakh	Federation of Indian Export Organization (FIEO)
7	Business Development Service (BDS) Providers	Empanelment and training of Business Development Service providers	1,200	Rs.5,000 per empanelment	Association of Lady Entrepreneurs of India (ALEAP)
8	Intellectual Property Rights (IPR)	Promotes innovation and IP awareness among MSMEs.	182	Rs.1,00,000	National Institute of Micro, Small and Medium Enterprises (NI-M SME)
9	ZED Certification	Awareness and certification for Zero Effect and Zero Defect standards.	1,638 workshops/ 32,760 certifications	Rs.70,000	Quality Council of India (QCI) empaneled agencies @

* The Districts falling under Package 1,2,3 & 4 are listed in the RAMP Explainer attached in Annexure-I.

@ Empanelment of vendor is underway.

Contd....4

7. The implementation mechanism for RAMP Programme is as follows:
- a. The Andhra Pradesh MSME Development Corporation (AP MSME DC) shall function as the State Nodal Agency for the implementation of the RAMP Scheme and shall be responsible for overall planning, fund allocation, coordination, and monitoring of the scheme. The Corporation shall coordinate with district administrations and empaneled vendors/government institutions to ensure timely and effective delivery of various components of the scheme across the State.
 - b. The RAMP Scheme, as detailed above, primarily focuses on capacity building, market access and institutional strengthening. In this context, the District Collectors shall play a critical role in ensuring that the intended benefits of the programme reach the right and eligible beneficiaries in a targeted manner. The District Administration shall ensure that, in coordination with the designated implementing partners or nodal officers, beneficiaries are appropriately identified and mobilised for participation in the RAMP programme components.
 - c. Wherever vendors or institutions are empaneled for implementing specific components, the District Administration may establish direct coordination with these agencies. The contact details of all the empaneled vendors and agencies are provided in the RAMP Explainer Document (Annexure-I). In case, where the programme components are to be directly implemented by the District Administration, the District Collectors may plan for convergence with concerned departments to ensure maximum outcome and maximum utilisation of RAMP scheme is achieved.
 - d. It shall also be the responsibility of the District Collectors to ensure that all components of the RAMP Scheme are implemented across all assembly constituencies within the district, ensuring equitable geographic coverage and last-mile delivery of scheme benefits. Wherever required, it is also requested that the District Administration may provide the necessary logistics support.
 - e. It is further informed that, in order to facilitate smooth and timely implementation of the Udyam Registration Workshops that are to be undertaken by the District Administration, the details of funds is being released district-wise is enclosed as Annexure-III for reference and further necessary action.
8. The implementation may be carried out through empaneled agencies, government institutions, or designated nodal officers appointed by the District Administration.

9. Government after careful examination of the proposal of the Chief Executive Officer, AP MSME Development Corporation, hereby issued orders for the execution & overall monitoring of the RAMP components by the District Collectors in the State of Andhra Pradesh, for the successful implementation of the RAMP Scheme including the achievement of annual targets.

10. The CEO, AP MSME Development Corporation, Mangalagiri and the District Collectors shall take necessary action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

N.YUVARAJ
SECRETARY TO GOVERNMENT & CIP

To
The CEO, AP MSME Development Corporation Mangalagiri.
All District Collectors in the State of Andhra Pradesh.
The Director of Industries, Mangalagiri.

Copy to:

The PS to Chief Secretary to Government.
The PS to Secretary to Government & CIP.
Sf/Sc

// FORWARDED:: BY ORDER//


SECTION OFFICER



ANNEXURE I



IMPLEMENTATION EXPLAINER FOR RAISING AND ACCELERATING MSME PERFORMANCE (RAMP) PROGRAMME IN THE STATE OF ANDHRA PRADESH

Financial Year 2025-2026 to 2026-2027



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Type of Document	For Internal Circulation	Prepared by	RAMP-SPIU-AP
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Document Version	1.0
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Date	03. 07.2025
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ABBREVIATIONS

AP	Andhra Pradesh
AP MSME DC	Andhra Pradesh MSME Development Corporation
APSSDC	Andhra Pradesh State Skill Development Corporation
ALEAP	Association of Lady Entrepreneurs of India
AV	Audio Visual
BDS	Business Development Services
CSC	Common Service Centre
CPSE	Central Public Sector Enterprise
E&S	Environment & Social
ESDP	Entrepreneurship and Skill Development Program
DIC	District Industries Centre
DLI	Disbursement Linked Indicators
DRDA	District Rural Development Agency
FIEO	Federation of Indian Export Organisations
FY	Financial Year
GeM	Government e-Marketplace
GI	Geographical Indicator
GM-	General Manager
GoAP	Government of Andhra Pradesh
GO	Government Order
IA	Implementing Agency
IEC	Information, Education and Communication
IP	Intellectual Property
IPR	Intellectual Property Rights
ITI	Industrial Training Institutes
KPI	Key Performance Indicator
KRA	Key Result Areas
INR	Indian Rupee
M&E	Monitoring and Evaluation
MEPMA	Mission for the Elimination of Poverty in Municipal Areas
MGP	Modern and Green Packaging
MoMSME	Ministry of Micro, Small, and Medium Enterprises
MoU	Memorandum of Understanding
MSME	Micro, Small, and Medium Enterprises
MSMETC	MSME Technology Centre
MUDRA	Micro Units Development and Refinance Agency
NID	National Institute of Design, AP
NIMSME	National Institute of the Ministry of Micro, Small, and Medium Enterprises
ODOP	One District One Product
ONDC	Open Network for Digital Commerce
PAN	Permanent Account Number
PIM	Program Implementation Manual
PMEGP	Prime Minister's Employment Generation Program
PMS	Procurement and Marketing Support
PSU	Public Sector Units
PwD	Person with Disabilities
Q&A	Question and Answer
QCI	Quality Council of India
RAMP	Raising and Accelerating MSME Performance
RPC	RAMP Programme Committee
RBSM	Reverse Buyer Seller Meet
SC/ST	Scheduled Caste/ Scheduled Tribe
SERP	Society for Eradication of Rural Poverty
SIP	Strategic Investment Plan
SIPEC	SIP Evaluation Committee
SIPP	Startups' Intellectual Property Protection
SHG	Self-Help Group



SPIU	State Program Implementation Unit
SPSE	State Public Sector Enterprise
TReDS	Trade Receivables electronic Discounting System
TRIPS	Trade-Related Aspects of Intellectual Property Rights
UC	Utilisation Certificate
UPI	Unified Payments Interface
VDP	Vendor Development Program
WIPO	World Intellectual Property Organisation
ZED	Zero Defect Zero Effect





1. INTRODUCTION

The **Raising and Accelerating MSME Performance (RAMP)** programme is a centrally sponsored initiative of the Government of India, supported by the World Bank, that aims to improve the productivity, competitiveness, and resilience of the Micro, Small and Medium Enterprises (MSME) sector across the country. Andhra Pradesh, one of India's fastest-growing industrial economies, is among the states selected to pilot and scale the RAMP initiative by implementing a structured and outcome-oriented Strategic Investment Plan (SIP).

The RAMP programme in Andhra Pradesh is anchored by a focused set of reform and investment interventions that span institutional strengthening, market linkages, access to credit, skilling, innovation, and ease of doing business. The approved SIP reflects a convergence of state-specific priorities with national goals. It has been meticulously crafted to align with Disbursement Linked Indicators (DLIs) and Key Result Areas (KRAs) outlined in the national Program Implementation Manual (PIM).

This explainer document has been developed to support operational execution at the ground level. It is a comprehensive reference for district officials, implementing agencies, and stakeholders. It consolidates the approved interventions, budgets, timelines, expected outcomes, and implementation responsibilities across various domains of MSME development, including:

- **Entrepreneurship and Skill Development Programs (ESDPs)** aimed to equip local youth, women and SC/ST with self-employment capabilities.
- **Reverse Buyer Seller Meets (RBSMs)** to facilitate market access and export linkages for MSMEs.
- **Udyam Registration Awareness Workshops** to drive the formalisation of unregistered units across urban and rural clusters.
- **Vendor Development Programs (VDPs)** to enhance MSME participation in public procurement and supply chains.
- **Zero Defect Zero Effect (ZED) Workshops** to promote sustainability, quality standards, and lean manufacturing practices.
- **Modern and Green Packaging (MGP) Workshops** to elevate product design, branding, and shelf-life.
- **Business Development Services (BDS) Provider Empanelment** to create a grassroots support ecosystem through trained professionals.
- **Trade Receivables Discounting System (TReDS) Awareness** to increase MSME access to liquidity and invoice financing.
- **Intellectual Property Rights (IPR) Workshops** to foster innovation and protect intellectual assets.

The Ministry of MSME has benchmarked each activity to ensure consistency across states, while retaining flexibility for state-specific customisations. The Government of Andhra Pradesh has established a State Programme Implementation Unit (SPIU) to oversee the planning, execution, monitoring, and evaluation of RAMP-funded initiatives. All data and performance indicators are integrated with the AP MSME ONE Platform, enabling real-time reporting, disaggregated beneficiary tracking (including SC/ST/Women/PwD categories), and decision-making support.

The program strongly emphasises Information, Education and Communication (IEC), with up to 5% of the total SIP outlay allocated for mobilisation, awareness, branding, and stakeholder engagement. Additionally, robust M&E frameworks, internal audit systems, and financial compliance protocols ensure transparency and accountability in implementation.



• REVISED MSME DEFINITION: EXPANDING THE GROWTH HORIZON

In a landmark move under the Union Budget 2025–26, the Government of India has significantly revised the definition of Micro, Small, and Medium Enterprises (MSMEs) by increasing the investment and turnover limits by 2.5 times for investment and 2 times for turnover across categories. This reclassification marks a pivotal shift in India’s MSME policy framework, aimed at enabling businesses to grow without the fear of losing benefits associated with MSME status. This reform promotes scale, formalisation, and institutional credit access by allowing more enterprises, especially growth-stage firms, to remain within the MSME fold. It also harmonises the policy environment with the goals of RAMP, which seeks to strengthen enterprise productivity, export potential, and digital transformation. For Andhra Pradesh, this change expands the target universe for state-led interventions, enabling more enterprises to benefit from RAMP-funded programs such as credit facilitation, market access initiatives, and cluster development schemes, while maintaining eligibility under the expanded MSME umbrella.

Category	Previous Investment Limit	Revised Investment Limit	Previous Turnover Limit	Revised Turnover Limit
Micro	Up to ₹1 crore	Up to ₹2.5 crore	Up to ₹5 crore	Up to ₹10 crore
Small	Up to ₹10 crore	Up to ₹25 crore	Up to ₹50 crore	Up to ₹100 crore
Medium	Up to ₹50 crore	Up to ₹125 crore	Up to ₹250 crore	Up to ₹500 crore

• TRANSLATING STRATEGY INTO ACTION: THE ROLE OF THE RAMP EXPLAINER

The RAMP Explainer is not merely a summary of interventions—it is a working manual designed to equip District Administration, implementation partners, and field teams with clarity, structure, and direction. It reflects Andhra Pradesh’s commitment to building a dynamic MSME ecosystem that is inclusive, export-oriented, digitally enabled, and environmentally responsible.

As the program unfolds, Andhra Pradesh aims not only to meet the targets set in its SIP but to create scalable models that can inform national MSME development strategies. Through this effort, the state reaffirms its vision of enabling “One Family, One Entrepreneur,” revitalising the rural economy, and positioning MSMEs as the backbone of a resilient and self-reliant India.



2. UDYAM AWARENESS WORKSHOPS

• OVERVIEW AND OBJECTIVES

Udyam Registration is a strategic initiative by the Government of India to formalise and integrate the MSME sector into the formal economy. As a digital, self-declaration-based certification system, Udyam Registration is a foundational step for MSMEs to access government schemes, financial services, market opportunities, and digital platforms.

The initiative significantly simplifies the registration process, eliminates documentation burden, and offers a permanent identity number—the Udyam Registration Number—empowering MSMEs with seamless access to various benefits.

The objectives of Udyam awareness workshops are to systematically:

- Create awareness about the benefits of registering under Udyam and encourage unregistered enterprises to formalise and become eligible for government support.
- Inform MSMEs about the wide range of benefits unlocked, including access to priority sector lending, subsidies, reimbursements, and market development schemes.
- Guide MSMEs on how Udyam registration enables seamless integration with platforms like GeM, TReDS, and SAMADHAAN, expanding market access and improving payment cycles.
- Spread awareness about financial advantages, such as lower interest rates and eligibility for collateral-free loans, through formal registration.
- Provide guidance on participating in the MSME Survey Phase II by introducing the online self-survey available on the AP MSME ONE Portal.

• WORKSHOP DETAILS

Primary Responsibility for conducting workshops	Nodal officer appointed by District collector
Duration	One (01) day Workshop; 4 - 6 hours a day
Targeted Participants	Unregistered MSMEs, New Entrepreneurs, SHGs
No. of workshops to be conducted till FY 2026-27 across the state	2,600 workshops
Budget allocated per workshop	Rs. 70,000
No. of MSMEs to be benefitted	50 MSMEs (Min. 20 MSMEs to be registered on Udyam)

• ROLES & RESPONSIBILITIES

Stakeholder	Roles & Responsibilities
District Collector	<ul style="list-style-type: none"> • Review progress regularly and ensure that the annual Udyam awareness workshop target under RAMP for the district is achieved.
Nodal officer appointed by District collector	<ul style="list-style-type: none"> • Lead the planning and implementation of Udyam awareness workshops in the district as per the annual targets.



Stakeholder	Roles & Responsibilities
	<ul style="list-style-type: none"> Coordinate with Industrial Associations to identify and mobilize unregistered MSMEs. Ensure all resource allocation and pre-workshop preparations are in place, including venue, materials, banners, etc. Ensure at least 20 MSMEs complete Udyam registration during the workshop Ensure submission of Utilization Certificates along with Invoices and Completion Reports within 7 days of completion of the workshop. Ensure that participants attending workshop also be made aware of the MSME Phase II survey on the AP MSME One portal.
RAMP State Program Implementation Unit (RAMP – SPIU)	<ul style="list-style-type: none"> Share the tentative annual workshop calendar and district-wise targets. Provide guidance, templates, and support for the planning, monitoring, and reporting of workshops. Review overall progress across districts and provide necessary feedback and assistance to ensure timely completion of targets.
Industrial Associations	<ul style="list-style-type: none"> Support in identifying and mobilizing MSMEs who are yet to register under Udyam. Circulate workshop details among their member enterprises and encourage participation.

• WORKSHOP PLANNING & PREPARATION

A. CALENDAR & TARGET COMPLIANCE

- Nodal officer appointed by District collector shall organise the workshops **per the tentative calendar and district-wise targets** shared by AP MSME DC.

B. MOBILISATION & BENEFICIARY IDENTIFICATION

- Nodal officer appointed by District collector to mobilise a minimum of 50 existing, unregistered MSMEs per workshop.
- Ensure that participants have **PAN** and are existing MSME unit owners.
- Industrial Associations (IAs) will support the outreach and mobilisation of MSMEs.

C. VENUE & MATERIALS

- Select and confirm a suitable venue.
- Ensure availability of:
 - Training materials (course curriculum, pamphlets)
 - Participant kits (pen and notepad)
 - Projector and laptop
 - Printed banners (with venue, batch code, date)

D. DEPLOYMENT OF RESOURCE PERSONS

- Ensure the presence of **three resource persons** at each workshop:
 - One trainer** will conduct sessions on Udyam Registration, ONDC, and relevant state MSME policies.
 - One technical assistant** will provide hands-on support to MSMEs to complete the Udyam registration process during the workshop.



- **One IPO/Engineering Assistant from GSWS** to assist in the orientation and step-by-step guidance for completing the voluntary MSME Survey on the AP MSME ONE Portal.

E. BUDGET AND FINANCIALS

- Each Udyam awareness workshop is allocated a budget of ₹ 70,000.
- The district will receive an **80% advance** for each workshop, and the **remaining 20%** will be released upon **submission of the Completion Report**.
- Nodal Officer in coordination with the district administration, will ensure that the workshop is implemented within this budget.
- Permissible budget heads are mentioned below:

S No.	Activity Head	Permissible Budget Head
1.	Venue Rental	Venue Charges / Hall Hire Charges
2.	Stage, Branding, Audio & Presentation Setup	Event Infrastructure & Branding
3.	Catering	Hospitality Charges
4.	Stalls Setup	Registration Desk / Stall Setup
5.	Printing & Stationery	IEC Materials / Printing & Office Supplies
6.	Trainer & Technical Assistant	Honorarium amount for providing their services
7.	Manpower & Event Support Staff	Temporary Event Assistance / Outsourced Staff
8.	Photography & Videography	Documentation & Media Coverage
9.	Transport & Logistics	Travel and local transport
10.	Mementos / Welcome Kits	Guest Facilitation Expenses
11.	Misc.	Miscellaneous Expenses

5. TENTATIVE WORKSHOP CURRICULUM

Each Udyam awareness workshop follows a 1-day structure with the following sessions:

A. INTRODUCTION TO UDYAM REGISTRATION

- Significance of registration
- Benefits and incentives for MSMEs
- Enterprise classification based on investment and turnover
- Online registration process overview

B. ANDHRA PRADESH INDUSTRIAL POLICIES

- MSME & Entrepreneur Development Policy 4.0
- Industrial Policy 4.0
- Food Processing Policy 4.0

C. ONDC

- Benefits for MSMEs
- Components and registration process



D. ENVIRONMENTAL & SOCIAL COMPLIANCE

- Awareness about E&S compliance and the collection of E&S compliance forms from each participant
- Orientation and step-by-step guidance for completing the voluntary MSME Survey on the AP MSME ONE Portal as part of MSME Survey Phase II.
- On-site registration assistance with a target of at least **20 MSMEs** completing registration during the workshop

6. POST PROGRAMME ACTIVITIES

1. Publish a press release about the workshop.
2. Submit the workshop completion report, including:
 - Total number of MSMEs who attended, along with their social category and gender.
 - Photos of banners, backdrops, and other workshop arrangements.
 - Photos of MSMEs attending the workshop and being facilitated for Udyam Registration
 - Scanned document of consolidated E&S compliance (Environment) forms from each participant.
 - Consolidated list of MSMEs registered on Udyam during the particular workshop, including the unit's name and Udyam registration number.

7. KPIS & MONITORING

Key Performance Indicator (KPI)	Measurement Approach
Workshops Conducted	Number of workshops conducted as per the district calendar and annual target.
MSMEs Mobilized	Total number of MSMEs who attended the programme through registration and attendance records, with gender and social category also captured.
Provision of Amenities	Availability and adequacy of amenities including a well-maintained hall, food and refreshments, and required materials.
Udyam Registrations Completed	Number of unregistered MSMEs that successfully completed Udyam registration during or immediately after the workshop.
Reporting Timelines	Timely submission of Utilization Certificate and Completion Report (within 7 days).
Participant Feedback	Feedback on the quality and relevance of workshop sessions.
E&S Compliance Forms Collected	Number of correctly filled Environment & Social compliance forms submitted.

8. CONTACT DETAILS OF KEY STAKEHOLDERS



Designation / Role	Name (if applicable)	Contact Number	Email ID
State Programme Implementing Unit (RAMP) – AP MSME Development Corporation	Mr. Pranav Reddy	9666515010	pranavreddy@kpmg.com





3. ENTREPRENEURSHIP AND SKILL DEVELOPMENT PROGRAMMES (ESDPs)

• OVERVIEW AND OBJECTIVES

The Entrepreneurship and Skill Development Programmes (ESDPs) are key initiatives under RAMP for Andhra Pradesh. The aim is to promote and strengthen an entrepreneurial culture by providing training in entrepreneurial and technical skills. The ESDPs are based on the understanding that many individuals, particularly youth, women, and SC/ST communities, have the potential to become successful entrepreneurs but lack access to formal training and resources. By offering targeted education and hands-on training, ESDP aims to bridge this gap and foster a generation of self-reliant business owners. The ESDP will also benefit existing entrepreneurs by enhancing their managerial capabilities and helping them adapt to evolving market demands.

The ESDP workshops will be conducted for 4 weeks (20 days) in all assembly constituencies of the districts, covering both entrepreneurship and sector-specific skills. The training is tailored to meet each assembly constituency's specific demands to meet the needs of aspiring and existing entrepreneurs.

The districts of Andhra Pradesh have been divided into four packages to cover all districts comprehensively. M/S Thredz IT Private Ltd has been appointed to conduct the ESDP in the districts under Package 2 and Package 4. Meanwhile, in the districts under Package 1 and Package 3, the MSME Technology Centre and Ni-MSME. The districts included in each package are listed in Table 1.

• WORKSHOP STRUCTURE

Implementing Agency (IA)	Package-1 and Package-3 : Ni-MSME and MSME Technology Centre for.
	Package-2 & Package-4: M/S Thredz IT Private Ltd.
Duration of the workshop	4 weeks (20-days) Workshop.
Targeted Beneficiaries	Youth, Women, Artisans, SC/ST existing and new entrepreneurs-All aged 18 years and above.
No. of workshops to be conducted till FY 2026-27	2,184
Budget allocated per workshop	Rs. 1,25,000/-
No. of Aspiring Entrepreneur/Existing Entrepreneur to be benefitted	Minimum 25 participants per workshop

• ROLES & RESPONSIBILITIES

Stakeholder	Roles & Responsibilities
District Collector	<ul style="list-style-type: none"> Monitor the overall progress of ESDP workshops in the district. To ensure the district meets the overall target by FY 26-27.



Stakeholder	Roles & Responsibilities												
Nodal officer appointed by District Collector	<ul style="list-style-type: none"> Identify beneficiaries, preferably a group of individuals engaged in the same line of work or possessing similar skill sets. Facilitate support for venue identification and necessary logistical arrangements for the workshops, wherever required. Facilitate collaboration between banks, industries, and the implementation partner to ensure the active participation of bankers and subject matter experts in the workshop sessions. Support the IA in mobilization of beneficiaries for the ESDP workshops. Ensure overall supervision of programme implementation at the assembly constituency level and verify the outcomes and achievement of Key Performance Indicators (KPIs) as reported by the IA. Conduct a minimum of two physical visits to each workshop to assess the quality of the program. 												
Line Departments (SERP, MEPMA, Handlooms & Textiles, Handicrafts, DRDA, etc.)	<ul style="list-style-type: none"> Share sector-wise trade specific training requirements as per assembly constituency & data on SHGs, and entrepreneur for beneficiary mapping. Assist in mobilizing participants and disseminating workshop details to relevant groups. Support with venue arrangements and recommend trainers/resource persons for sector-specific sessions wherever available. Assist in arranging lunch for participants attending the ESDP workshops wherever feasible. 												
RAMP State Program Implementation unit (RAMP-SPIU)	<ul style="list-style-type: none"> Develop and share the annual workshop calendar and district-wise targets with IA and GM, DICs & Nodal officer appointed by District collector. Provide Tentative training modules, workshop templates, IEC material, and technical support for implementation. Monitor progress across districts, provide handholding support, and ensure reporting and documentation are aligned with RAMP objectives. Coordinate with line departments, and IA for execution of the workshop. 												
Implementing Agency (IA)	<ul style="list-style-type: none"> Organise and conduct the ESDP workshops as per the schedule calendar shared by the RAMP-SPIU/AP MSME DC for assembly constituencies and district wise targets. The district-wise allocation and targets assigned to the respective Agencies/Bodies, along with the following activities must be adhered to: <table border="1"> <thead> <tr> <th>Name of Organization</th> <th>M/s. Threadz IT Pvt Ltd</th> <th>Ni-MSME</th> <th>MSME- TC</th> </tr> </thead> <tbody> <tr> <td>District/ Location</td> <td> <ul style="list-style-type: none"> Guntur SPSR Nellore Prakasam Tirupati Palnadu Bapatla Visakhapatnam East Godavari Srikakulam Vizianagaram Kakinada Anakapalli Parvathipuram Manyam Alluri Sitharama Raju </td> <td> <ul style="list-style-type: none"> Anantapur Kurnool Chittoor YSR Kadapa Sri Sathya Sai Nandyal Annamayya Krishna West Godavari NTR Eluru Konaseema </td> <td> <ul style="list-style-type: none"> Anantapur Kurnool Chittoor YSR Kadapa Sri Sathya Sai Nandyal Annamayya Krishna West Godavari NTR Eluru Konaseema </td> </tr> <tr> <td>Total workshop target</td> <td>1126</td> <td>354</td> <td>352</td> </tr> </tbody> </table>	Name of Organization	M/s. Threadz IT Pvt Ltd	Ni-MSME	MSME- TC	District/ Location	<ul style="list-style-type: none"> Guntur SPSR Nellore Prakasam Tirupati Palnadu Bapatla Visakhapatnam East Godavari Srikakulam Vizianagaram Kakinada Anakapalli Parvathipuram Manyam Alluri Sitharama Raju 	<ul style="list-style-type: none"> Anantapur Kurnool Chittoor YSR Kadapa Sri Sathya Sai Nandyal Annamayya Krishna West Godavari NTR Eluru Konaseema 	<ul style="list-style-type: none"> Anantapur Kurnool Chittoor YSR Kadapa Sri Sathya Sai Nandyal Annamayya Krishna West Godavari NTR Eluru Konaseema 	Total workshop target	1126	354	352
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Total workshop target	1126	354	352										



Stakeholder	Roles & Responsibilities
	<ul style="list-style-type: none"> Execute workshop delivery as per the standard curriculum, schedule, and guidelines issued by AP MSME DC. Engaged certified trainers/expert speakers, for each workshop. Actively collaborate with line departments in mobilising the beneficiaries for the ESDP workshops. Coordinate on-ground execution, including venue setup, training materials, audio-video aids, participant registration, feedback collection, and post-workshop reporting on the AP MSME One portal. Ensure quality assurance and submit workshop-wise documentation of outcomes, photos and videos of workshop, duly certified attendance records to GM-DICs/AP MSME DC within 7 days of the completion of each workshop and invoices to the AP MSME DC. Support in documenting success stories from the workshops.
Industrial Associations	<ul style="list-style-type: none"> Assist the IA/GM-DICs in identifying aspiring entrepreneur and existing entrepreneur that would benefit from awareness and capacity building on ESDP Disseminate workshop details through their networks and encourage participation. To nominate industry professionals as guest speakers for the workshops. To extend support in logistics, or venue to increase outreach and effectiveness, wherever possible.

1. WORKSHOP PLANNING & PREPARATION

A. MOBILISATION OF BENEFICIARIES:

The following categories of beneficiaries may be prioritised and mobilised for participation in the ESDP workshops:

- SHGs and other interested beneficiaries are supported by SERP, MEPMA, and other government departments.
- Final Year students from ITIs and polytechnics who are above 18 years of age
- Select candidates who share a similar skill set or are engaged in the same line of work under ESDP.

B. CONVERGENCE WITH LINE DEPARTMENTS

- To identify and mobilise participants, collaborate with line departments such as DRDA, SERP, MEPMA, Handlooms & Handicrafts, DIC, etc..
- Consolidate department-wise data for aspiring and existing entrepreneurs to enable practical beneficiary mapping and plan workshops aligned with sector-specific requirements.
- Disseminate workshop information through relevant line departments to ensure wider outreach and participation.

C. VENUE & MATERIALS

- Line departments may assist in arranging venue support and training materials/equipment for the workshops, wherever possible and required.

D. POST-PROGRAMME ACTIVITIES

- Submission of the Attendance and Feedback forms by the participants on the training quality.
- Distribution of Certification
- Linkage with MSME for access to credit (E.g. PMEGP, CGTMSE, MURDA)
- Handholding support for UDYAM registration



5. TENTATIVE WORKSHOP CURRICULUM

The following is an **indicative list of topics** to be covered during the ESDP workshop:

Topics	Sub-topics
Entrepreneurship Development (10 Days)	Introduction to Entrepreneurship
	Business Idea generation
	Business Planning.
	Preparation of project reports
	Marketing strategies, product, price, place and promotion
	Digital marketing and social media marketing.
	Financial Literacy
	State and Central Government scheme (PMEGP, MUDRA etc.)
	Credit loans, and Interest rates, Digital payments & UPI. Maintaining income-expense records- managing cash flow.
	Profitability and Financial analysis.
	Overview of Environmental & Social compliance norms.
Skill Training (10 Days)	Beautician
	Hotel management
	Agricultural training such as Dairy farming.
	Aquacultural training for fish farming.
	Bamboo-based products.
	Cell phone repair.
	Fashion technology.
	Food products.
	Millet-based products.
	Tailoring
	Muggam works (Embroidery works)
	Bakery items making
	Jute bag making
	Honey processing
	Agarbatti making
	Asst Surveyor
	Asst Electrician
	Web Developer
	Solar PV installer
	Asst Plumber
Jewellery Design	
As per the requirement etc.,	

6. BUDGET

The budget of Rs. 1,25,000 (One Lakh Twenty-Five thousand) is allocated for each workshop.

The budget shall be released directly to the implementing agency (IA) upon receipt of necessary documentation. Permissible expenditure heads have already been communicated as per the RFP.



7.KPIs&MONITORING

Key Performance Indicator (KPI)	Measurement Approach
Workshop conducted	Number of ESDP workshops conducted per district/ assembly consistency as per the calendar and target assigned.
MSMEs/Participants Mobilized	Total number of entrepreneurs who attended the ESDP workshop, categorized by social category and gender wise participation.
Utilization & Reporting Timelines	Timely submission of Utilization Certificate, Attendance List, and Completion Report (within 7 days).
Diversity of Participation	Participant breakup by Gender, Social Category, Sector, and Type/Size of Enterprise and minimum of 40% participation from SC/ST, and women in each workshop.
E&S Compliance Forms Collected	Number of correctly filled Environment & Social compliance forms submitted.
Post-Workshop Adoption/Initiatives	Number of candidates who set up their own business, obtained Udyam Registration; Number of enterprises who scaled up/ diversified their business.

Table 1- Package-wise district list is mentioned below:

S.No.	Package	NameofDistricts
1		Anantapur
2		Kurnool
3		Chittoor
4	Package 1	Y.S.R Kadapa
5		Sri Sathya Sai
6		Nandyal
7		Annamayya
8		Guntur
9		SPSR Nellore
10	Package 2	Prakasam
11		Tirupati
12		Palnadu
13		Bapatla
14		Krishna
15		West Godavari
16	Package 3	NTR
17		Eluru
18		Konaseema
19		Visakhapatnam
20		East Godavari
21	Package 4	Srikakulam
22		Vizianagaram
23		Kakinada
24		Anakapalli



S.No.	Package	Name of Districts
25		Parvathipuram Manyam
26		Alluri Sitharama Raju

8. CONTACT DETAILS OF KEY STAKEHOLDERS

Designation / Role	Name (if applicable)	Contact Number	Email ID
State Programme Implementing Unit (RAMP) – AP MSME Development Corporation	Mr. Rahul Kumar	8897124351	rahulkumar64@kpmg.com
	Mr. Dinesh Kumar	9966884999	dineshkumar18@kpmg.com
Implementing Agency (IA)	Mr. Sunil	9866111129	suneel.thredzit@gmail.com
Implementing Agency (IA) (Bapatla, Guntur, and Palnadu)	Mr.D.Anjaneyulu	8121331514	
Implementing Agency (IA) (Nellore, Tirupathi, and Prakasam)	Ms. E.Sravanthi	9866111223	
Implementing Agency Kakinada and East Godavari	Ms. M. Seshu Kumari	9693935555	
Implementing Agency Srikakulam, Vizianagaram, Parvathipuram Manyam,	Mr.G. Arun Kumar	9885117831	
Implementing Agency Visakhapatnam and Anakapalli	Mr.V. Prasad Babu	6305128811	



4. BUSINESS DEVELOPMENT SERVICES (BDS)

• OVERVIEW AND OBJECTIVES

The Business Development Services (BDS) ecosystem is a key part of the Strategic Investment Plan (SIP) approved under the RAMP scheme for Andhra Pradesh. It aims to support the growth of micro, small, and medium enterprises (MSMEs) by addressing their non-financial needs. BDS Providers play a key role in guiding MSMEs through different stages of their business journey, starting up, managing operations, and expanding by offering support in areas like government scheme facilitation (GoI/GoAP), access to finance, business planning, marketing, and obtaining approvals through the AP Industries Single Desk Portal.

This initiative also focuses on identifying active BDS providers in the state and building their capacities, while also encouraging and training new individuals, especially women, to take up the role of BDS providers. The goal is to create a strong network of trained professionals who can provide timely, relevant, and localised business development support to MSMEs across Andhra Pradesh.

• WORKSHOP STRUCTURE

Implementing Agency (IA)	M/s. ALEAP (Association of Lady Entrepreneurs of India)
Duration of the workshop	One (01) day Workshop
Targeted Beneficiaries	<ul style="list-style-type: none"> Existing BDS providers such as (Mee Seva operators, Common Services Centres, ESDP Cells, etc.) New BDS to identified from ESDP training program
No. of BDS Empanelment's to be done by FY 2026-27	<ul style="list-style-type: none"> 1200 BDS empanelment (520 Existing BDS and 680 new BDS (Special focus on Women) to be benefitted through this program. Minimum of 5 BDS providers to be empaneled in each assembly constituency through the BDS workshop.
Budget allocated per BDS Empanelment	Rs. 5,000/-

• ROLES & RESPONSIBILITIES

Stakeholder	Roles & Responsibilities
District Collector	<ul style="list-style-type: none"> Monitor the overall progress of BDS empanelment in the district. To ensure the district meet the overall target till FY 26-27.



Stakeholder	Roles & Responsibilities
Nodal officer appointed by District Collector	<ul style="list-style-type: none"> Facilitate collaboration between banks, industries, and the implementation partner to ensure the active participation of bankers and subject matter experts in the workshop sessions. Support in arranging lunch for participants attending the BDS workshops wherever feasible. Ensure overall supervision of programme implementation at the assembly constituency district wise and verification of the empanelment status of BDS providers as reported by the IA.
Line Departments (SERP, MEPMA, ITE & C, etc.)	<ul style="list-style-type: none"> To share the list of existing Mee Seva, CSC provider and professionals providing MSME services. To share the list of women entrepreneurs in the district who are trained and providing BDS service in the districts.
RAMP State Program Implementation unit (RAMP-SPIU)	<ul style="list-style-type: none"> Develop and share the annual workshop calendar and district-wise targets with IA and GM, DICs & Nodal officer appointed by District collector. Provide Tentative training modules, workshop templates, IEC material, and technical support for implementation. Monitor progress across districts, provide handholding support, and ensure reporting and documentation are aligned with RAMP objectives. Coordinate with district administrations, line departments, and IA for execution of the workshop.
Implementing Agency- M/S ALEAP	<ul style="list-style-type: none"> Conduct the BDS training in convergence with ESDP workshops in every assembly constituency. Execute workshop delivery as per the standard curriculum, schedule, and guidelines issued by AP MSME DC. Engaged certified trainers/expert speakers, for each workshop. Issuing of the certificate from recognized organization for the successfully trained BDS to empanel as BDS provider. Coordinate on-ground execution, including venue setup, training materials, audio-video aids, participant registration, feedback collection, and post-workshop reporting on the AP MSME One portal. Ensure quality assurance and submit workshop-wise documentation of outcomes, photos and videos of workshop, duly certified attendance records to GM-DICs/AP MSME DC within 7 days of the completion of each workshop and invoices to the AP MSME DC. Support in documenting success stories from the workshops.



• WORKSHOP PLANNING & PREPARATION

The following categories of enterprises and groups may be prioritised and mobilised for participation in the identification of the existing and new BDS:

- Existing BDS providers include MeeSeva Centres, Common Services Centres, ESDP Cells, Placement cells in educational institutions, and professionals providing MSME services.
- New BDS providers will be selected from the beneficiaries of the ESDP batch under the RAMP initiative (special focus on women-led BDS providers).
- Existing BDS providers will undergo training alongside the new BDS provider as part of the ESDP program.
- Participants for the new BDS provider will be selected from the ESDP program and will attend the BDS workshop during the final week, post completion of the ESDP training.
- The state aims to empanel 1,200 BDS providers by 2026–27 through workshops conducted across all 26 districts and 175 assembly constituencies—a minimum of 5 BDS providers will be empanelled in each constituency.
- A total of 520 existing BDS providers will be identified and upgraded to enhance their knowledge.
- Additionally, 680 entrepreneurs/agencies, focusing on women-led BDS providers, will be identified, trained, and qualified for empanelment.
- BDS workshops will be conducted at the locations where ESDP workshops are being held, with ALEAP coordinating with the ESDP implementation partner.
- The implementation partner should prepare the Training materials (curriculum, handouts) along with the participant kits (pen, notepad) and arrange the AV setup (projector, laptop).
- The Implementation partner for the BDS program should also prepare the banners and IEC collaterals with AP MSME DC and RAMP logos.
- Submission of the Attendance and Feedback forms by the participants on the training quality.
- To track the empanelled BDS (Existing/New)
- Create a BDS directory
- Review and monitor the impact (Quarterly)

5. TENTATIVE WORKSHOP CURRICULUM

The following is an indicative list of topics to be covered during the BDS training workshops:

Topics	Sub-Topics
Introduction to Business Development Services	To brief about the role in connecting businesses with resources, funding, and regulatory approvals for sustainable growth.
Overview of Schemes	Various MSME schemes focus on credit access, capacity building, technology adoption, and market linkages. These initiatives enable businesses to strengthen their operations, improve productivity, and enhance their market reach.



Topics	Sub-Topics
Credit Facilitation and Interaction with Financial Institutions	BDS providers assist MSMEs in accessing financial support by connecting them with banks and financial institutions. They help businesses improve creditworthiness, prepare loan applications, and secure funding.
Availing Subsidies and Incentives	BDS providers to guide MSMEs in availing subsidies and incentives offered by MoMSME and GoAP. They also support businesses in navigating the Single Desk Portal to obtain necessary approvals and clearances efficiently.
Step-by-step process	To serve MSMEs effectively, BDS providers must be registered under Udyam, GeM, and ZED. They offer services like business planning, compliance assistance, tender participation, and vendor development.
Tendering and Vendor Development	BDS providers support MSMEs in vendor development, export promotion, and trade fair participation. These efforts help businesses expand their market and establish valuable industry connections.
Public Procurement and Tender Participation Guidance	MSMEs can benefit from government procurement opportunities through tender participation. BDS providers offer guidance on navigating tender processes and securing contracts effectively.

6. BUDGET

A budget of Rs. 5,000 (Five thousand) will be allocated for each BDS Empanelment.

The budget shall be released directly to the implementing agency (IA). Permissible expenditure heads have already been communicated as per the RFP.

7. KPIs & MONITORING

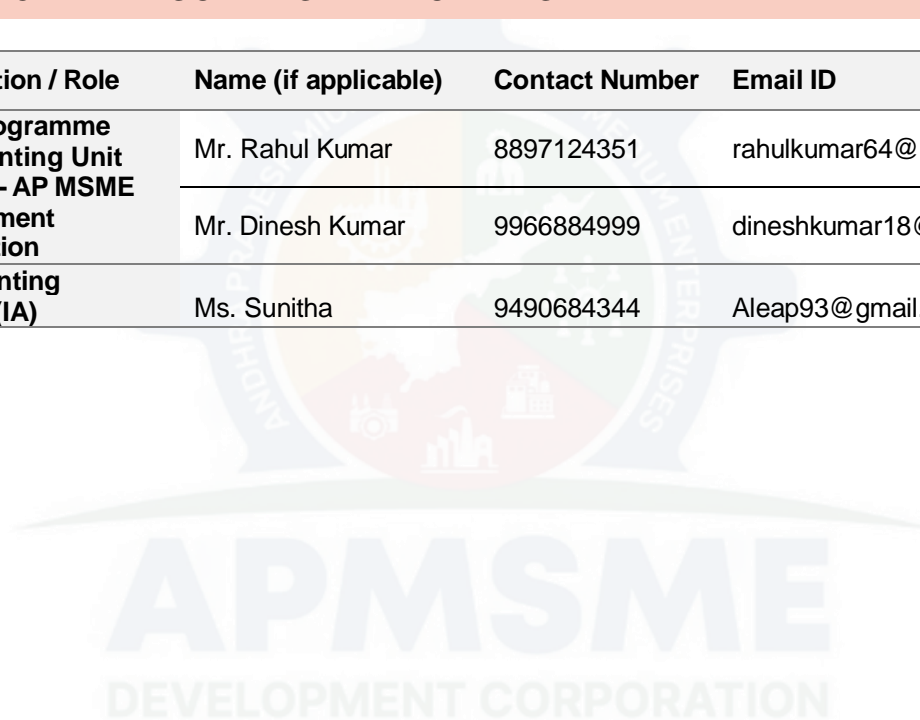
Key Performance Indicator (KPI)	Measurement Approach
BDS Empanelment	Number of BDS providers empaneled per district/assembly constituency, categorized by new and existing providers, as per the assigned targets.
MSMEs/Participants Mobilized	Total number of entrepreneurs who attended the BDS workshop with the gender and social category wise participation
Utilization & Reporting Timelines	Timely submission of Utilization Certificate, Attendance List, and Completion Report (within 7 days)
Diversity of Participation	BDS certified empaneled by Gender and Social Category, Sector.



Key Performance Indicator (KPI)	Measurement Approach
E&S Compliance Forms Collected	Number of correctly filled Environment & Social compliance forms submitted
Post-Training Engagement	No. of MSMEs supported by trained BDS providers

8. CONTACT DETAILS OF KEY STAKEHOLDERS

Designation / Role	Name (if applicable)	Contact Number	Email ID
State Programme Implementing Unit (RAMP) – AP MSME Development Corporation	Mr. Rahul Kumar	8897124351	rahulkumar64@kpmg.com
	Mr. Dinesh Kumar	9966884999	dineshkumar18@kpmg.com
Implementing Agency (IA)	Ms. Sunitha	9490684344	Aleap93@gmail.com





5. VENDOR DEVELOPMENT PROGRAMMES (VDP)

• OVERVIEW AND OBJECTIVES

Vendor Development Programmes (VDPs) are strategic initiatives to strengthen the participation of MSMEs in the public procurement ecosystem. These programmes bridge MSMEs and major buyers—including CPSEs, State PSUs, Large & Mega industries—by facilitating meaningful interactions and showcasing MSME capabilities.

The objectives of VDPs are to systematically:

- Organise focused buyer-seller meets to foster direct engagement between MSMEs and CPSEs, State PSUs, Large & Mega industries.
- Promote inclusive procurement by supporting the 25% sourcing mandate from MSEs, 4% from SC/ST-owned and 3% from women-owned enterprises.
- Raise awareness among MSMEs about public procurement policies, reserved products, and price preference schemes.
- Facilitate the onboarding of MSMEs onto digital procurement platforms such as GeM and TReDS.
- Identify and encourage MSMEs to substitute imports by manufacturing components/products domestically.
- Contribute to the national goal of building a self-reliant, Atmanirbhar Bharat through strengthened MSME participation.

2. PROGRAMME DETAILS

Primary Responsibility for conducting VDPs	Empanelled Implementation Partner
Duration	Two (02) day programme
Targeted Participants	<ul style="list-style-type: none"> • MSMEs, • State & Central PSUs, • Large & Mega Industries, • Defence Organizations, • Indian Railways
No. of programmes to be conducted till FY 2026-27 across the state	91
Budget allocated per programme	Rs. 5 lakhs
No. of MSMEs to be benefitted	100 MSMEs per VDP

• ROLES & RESPONSIBILITIES

Stakeholder	Roles & Responsibilities
District Collector	<ul style="list-style-type: none"> • Monitor the overall progress of VDP implementation • Send formal letters for mobilization of procurement wing of shortlisted Government / Large Organizations such as CPSEs, State PSUs, Large & Mega industries across the state. • Provide necessary assistance to nearby district collectors for the mobilization of CPSEs, State PSUs, Large & Mega industries located within your district, as and when required. • Ensure that the district meets its annual VDP target.



Stakeholder	Roles & Responsibilities
Implementation Partner	<ul style="list-style-type: none"> • Head the implementation of VDPs in coordination with the District Collector's office. • Shortlist and follow up with CPSEs, State PSUs, and Large & Mega Industries to confirm their procurement requirements and ensure alignment with the district's MSME capabilities before finalizing their participation in the VDP. • Coordinate with industrial associations to mobilize relevant MSMEs based on buyer needs. • Empanel and coordinate with a vendor for logistics—including venue, stage, catering, and other arrangements—for each VDP in the district. • Handle all event logistics: venue setup, catering, stage with presentation support, sound, buyer stalls, and branding. • Ensure professional branding and staging. • Ensure timely and smooth execution of the two-day programme according to quality standards. • Report calendar deviations to AP MSME DC. • Ensure submission of programme completion reports to AP MSME DC within 7 days of the completion of each programme. • Ensure post-programme activities are completed on time.
RAMP State Program Implementation Unit (RAMP – SPIU)	<ul style="list-style-type: none"> • Finalize tentative annual calendar • Compile and share list of products and sectoral requirements from CPSEs, State PSUs, Large & Mega industries they intend to procure from MSMEs. • Provide operational guidance and support.
Industrial Associations	<ul style="list-style-type: none"> • Assist in mobilizing MSMEs, especially from the identified focus sectors • Help in reaching out to potential participants. • Circulate VDP details among members and recommend suitable MSMEs.
CPSEs, State PSUs, Large & Mega industries (Buyers)	<ul style="list-style-type: none"> • Participate in VDPs upon receiving formal invitations from the District Collector. • Share lists of products/components for local procurement in advance. • Present procurement needs and engage with MSMEs at stalls.
MSMEs (Sellers)	<ul style="list-style-type: none"> • Register and attend sector-specific VDPs with product samples, brochures, etc. • Participate in buyer-seller interactions and onboarding activities (e.g., GeM, TReDS)

4. PROGRAMME PREPARATION & PLANNING

A. SECTOR SELECTION & BUYER SHORTLISTING

- The Implementation Partner will identify two focus sectors per VDP based on an analysis of procurement requirements collected from CPSEs, State PSUs, and Large & Mega industries that align with the manufacturing capabilities of local MSMEs.
- At least four buyers (2 from each sector) will be shortlisted. Defence, railways, and other PSU departments can also be invited as buyers. Additionally, buyers from other states may also be invited.



- Shortlisting will be done only after verifying that MSMEs within the district or nearby districts can fulfil the procurement needs of the identified buyers.

B.SCHEDULING&TIMEFRAME

The Implementation Partner shall:

- Ensure at least **one month** is set aside for preparation.
- Finalise **venue** and event dates based on buyer availability.
- Target participation of min. **100 MSMEs per VDP** (min. 50 per sector per day).

C.REGISTRATION&CONFIRMATION

The Implementation Partner shall:

- Maintain a registration database of MSMEs, including gender and category.
- Share the agenda, session details, and logistics with all participants in advance.

D.PROGRAMMESTRUCTURE:

- Each VDP will follow a 2-day structure.
- The VDP may be organised in collaboration with CPSEs, or other relevant agencies

E.DAILYAGENDA

- Focus: One sector/ line of Activity and min—two buyers per day.
- MSME Participation: Min. 50 per day.
- Key Activities:
 - **Awareness Sessions:** RAMP overview, public procurement policies, GeM onboarding, TReDS registration, MSME incentives and E&S Compliance sessions.
 - **Buyer Presentations:** Each buyer (CPSE/ State PSUs/ Industries) details their procurement needs and onboarding requirements (30–40 minutes each).

Buyer-Seller Meet: Direct Q&A and stall-based interaction

F.BUDGETANDFINANCIALS:

The budget of Rs. 5,00,000 (Five lakhs) is allocated for each workshop.

The budget shall be released directly to the Implementation Partner upon receipt of necessary documentation. Permissible expenditure heads will be communicated to the Implementation Partner.

5.POST-PROGRAMMEACTIVITIES

The Implementation Partner shall:

1. Publish a press release about the programme.
2. Submit the programme **completion report within 7 days**, including:
 - a) Total number of MSMEs who attended, along with their social category and gender.
 - b) Total number of buyers who participated
 - c) Photos of MSMEs attending the programme and participating in buyer-seller meets.
 - d) Scanned document of consolidated E&S compliance (Environment) forms from each participant.
 - e) MoUs / Leads documented by buyers.



6.KPIs&MONITORING

Key Performance Indicator (KPI)	Measurement Approach
Programmes Conducted	Number of VDPs conducted as per the district calendar and annual target.
MSMEs Mobilized	Total number of MSMEs who attended the programme through registration and attendance records, with gender and social category also captured.
Buyers Mobilized	Total number of buyers mobilized relevant to the line of activity of local MSMEs
Provision of Amenities	Availability and adequacy of amenities including a well-maintained AC hall, food and refreshments, and required materials.
Procurement Leads Generated	MoUs / Leads documented by buyers' post-event
Reporting Timelines	Timely submission of Completion Reports (within 7 days).
Participant Feedback	Feedback on the quality and relevance of the programme.
E&S Compliance Forms Collected	Number of correctly filled Environment & Social compliance forms submitted.

7.CONTACTDETAILSOFKEYSTAKEHOLDERS

Designation / Role	Name (if applicable)	Contact Number	Email ID
State Programme Implementing Unit (RAMP) – AP MSME Development Corporation	Mr. Pranav Reddy	9666515010	pranavreddy@kpmg.com
Implementation Partner	Yet to be onboarded		



fb. REVERSE BUYER SELLER MEET (RBSM)

• OVERVIEW AND OBJECTIVES

The Reverse Buyer Seller Meet (RBSM) is a key initiative to promote international trade and facilitate global market access for India's Micro, Small, and Medium Enterprises (MSMEs). It is a dynamic platform where selected global buyers are invited to directly engage with Indian MSMEs, allowing for meaningful business interactions, product demonstrations, and on-the-spot negotiations. By removing intermediaries, RBSMs offer MSMEs an opportunity to present their offerings firsthand, understand international buyer expectations, and secure export orders. These events are typically sector-focused, providing MSMEs the advantage of targeting niche global markets while gaining insights into international quality standards, packaging, and pricing benchmarks. The initiative also supports MSMEs in navigating the complexities of global trade by fostering a collaborative environment where innovation, partnerships, and business-to-business (B2B) linkages are actively encouraged.

• WORKSHOP STRUCTURE

Implementing Agency (IA)	Federation of Indian Export Organization (FIEO)
Duration	2-3 days workshop
Targeted Beneficiaries	<ul style="list-style-type: none"> MSMEs engaged in manufacturing or value-added services across various sectors. Export Oriented MSMEs Industry Clusters and Associations Technology Enabled MSMEs Agro-based and Handicraft Units Women Entrepreneurs & Startups
No. of workshops to be done by FY 2026-27	10 RBSMs
Budget allocated per workshop	Rs. 81,90,000/-

• ROLES & RESPONSIBILITIES

Stakeholder	Roles & Responsibilities
District Collector	<ul style="list-style-type: none"> Monitor the overall progress of RBSM workshops in the district. To ensure the district meets the overall target till FY 26-27.
Nodal Officer assigned by District Collector	<ul style="list-style-type: none"> Facilitate coordination with industry associations, export-oriented MSME clusters, and local trade bodies for the workshop. To ensure overall supervision of programme implementation at the locations. To ensure timely progress update and submission of detailed reports and feedback of the program. To participate in the RBSM workshop.



Stakeholder	Roles & Responsibilities
RAMP State Program Implementation unit (RAMP-SPIU)	<ul style="list-style-type: none"> To prepare and finalize RBSM calendar. To oversee the implementation at all levels, ensure adherence to standards and monitor KPIs. Review implementation status and recommend for release funds based on reports.
Implementing Agency	<ul style="list-style-type: none"> Plan and organize RBSMs at the districts, including venue setup, branding, banners, and logistics. Identify, invite and confirm participation of the foreign buyer, MSMEs exporters, startups and industry associations for the workshops. Support logistical arrangements and hospitality for visiting international buyers and assist exhibitors in product display and interactions. Collect and validate MSME product profiles, prepare exhibitors directories, and facilitate matchmaking between buyers and sellers. To gather post event data on business leads, buyer's, seller's interactions and participants feedback and reporting on the AP MSME One portal. Ensure quality assurance and submit workshop-wise documentation including outcomes, photos, videos, and duly certified attendance records to the GM-DICs/AP MSME DC within 7 days of each workshop's completion, along with invoices to the AP MSME DC Support in documenting success stories from the workshops.
Industry Associations	<ul style="list-style-type: none"> Support mobilization and participation of MSME exporters. Provide market trends, demand and potential buyers interests to guide event planning and matchmaking. Support in identifying relevant foreign buyers, facilitate introductions for meetings.

4. WORKSHOP PLANNING & PREPARATION

A. MOBILISATION & BENEFICIARIES:

The district administration will be informed one month before mobilising the participants from the respective and nearby districts.

The mobilisation process under the Reverse Buyer Seller Meet (RBSM) ensures that relevant stakeholders, especially MSMEs, actively participate and benefit from the initiative.

The Target beneficiaries:

- MSMEs engaged in manufacturing or value-added services across various sectors
- Export-Oriented MSMEs
- Industry Clusters and Associations
- Technology-Enabled MSMEs
- Agro-based and Handicraft Units
- Women Entrepreneurs & Startups

B. CALENDAR & TARGET COMPLIANCE

The implementation partner will organise the RBSM event in the state, as per the schedule provided by AP MSME DC.



C.VENUE&LOCATION

The Federation of Import Export Organisations will conduct the workshop and arrange the venue and logistical support for exporters per the workshop's requirements.

- Submission of the Attendance and Feedback forms of the participants on the training quality
- Follow-up support to MSMEs
- Lead conversion monitoring
- Success story documentation
- RBSM tracker to monitor MSMEs – export orders, challenges/and feedback

5.TENTATIVEWORKSHOPCURRICULUM

The following is an indicative plan for RBSM to organise a 2-day event featuring product displays, buyer interactions, training sessions, and one-on-one meetings between buyers and sellers.

Topic	Sub Topics
Export Promotion Policies & Incentives	Government export incentives, subsidies, trade facilitation programs
Trade Statistics and Market Access	Global trade trends, market opportunities, sector-wise export data
Banking Regulations & Export Documentation	Foreign exchange regulations, payment methods, required export documentation
Certification & Testing Requirements	Mandatory certifications, quality standards, product testing procedures.
Success Stories & Buyer Interaction	Case studies of successful MSME exports, direct buyer discussions
Networking & Feedback Collection	Industry networking, stakeholder engagement, feedback on trade opportunities

6.BUDGET

The budget for the 2-day RBSM event is INR 81,90,000 (Rupees Eighty-one lakh ninety thousand).

The budget shall be released directly to the implementing agency (IA). Permissible expenditure heads have already been communicated as per the RFP.

7.KPIs&MONITORING

Key Performance Indicator (KPI)	Measurement
Workshops Conducted	No. of RBSM workshops conducted as per district targets/Year-Wise targets.
Participants: MSMEs and Mobilized/Invited Foreign Buyers	No. of MSMEs and foreign buyers participated.
Export Orders & MoUs	Export orders and MoUs signed post-event.
Reporting Timelines	Submission of UC and completion reports within 7 days
Feedback & Compliance	Collection of participant feedback and E&S forms

**Key Performance Indicator (KPI)****Measurement****RBSM Tracker**

The **RBSM MoU Tracker** is designed to monitor the progress of agreements signed between MSMEs and foreign buyers during **Reverse Buyer-Seller Meets (RBSMs)**. This tool helps track whether MoUs are successfully translating into confirmed orders, providing insights into buyer engagement and business conversions. It enables stakeholders to assess the effectiveness of RBSMs, identify challenges in execution, and take necessary interventions to enhance MSME exports. By analyzing trends and outcomes, the tracker ensures accountability and supports data-driven decision-making for future engagements.

8. CONTACT DETAILS OF KEY STAKEHOLDERS

Designation / Role	Name (if applicable)	Contact Number	Email ID
State Programme Implementing Unit (RAMP) – AP MSME Development Corporation	Mr. Rahul Kumar	8897124351	rahulkumar64@kpmg.com
	Mr. Dinesh Kumar	9966884999	dineshkumar18@kpmg.com
Implementing Agency (IA)	Mr. G. Raghunadha Babu	9010717919	Fieoap@fieo.org



7. MSME INNOVATIVE - INTELLECTUAL PROPERTY RIGHTS (IPR)

• OVERVIEW AND OBJECTIVES

Intellectual Property Rights (IPRs) are legal rights that protect creations of the mind and innovation. From inventions and literary works to brands and designs, IPRs ensure creators can own and control the use of their creations, thus incentivising innovation and creativity. For MSMEs and startups, understanding IPR is crucial as it can safeguard competitive advantages, attract investments, and open new revenue streams through licensing or commercialisation.

Hence, under the RAMP programme, district-level awareness workshops on Intellectual Property Rights (IPR) have been designed to enhance MSMEs' understanding of IPR, enabling them to take proactive measures to protect their ideas and business strategies, support technology upgradation, and improve their overall competitiveness through effective utilisation of IPR tools.

Currently, 21 IPR workshops have been conducted across 15 districts during FY 2024–25, facilitating MSMEs' awareness of the importance of IP protection and its role in enhancing competitiveness, innovation, and business sustainability.

• WORKSHOP STRUCTURE

Implementing Agency	M/s NIMSME, Hyderabad
Duration of the workshop	One (01) day Workshop
Targeted Beneficiaries	MSMEs, Startups/Entrepreneurs
No. of workshops to be conducted till FY 2026-27	182 workshops
Budget allocated per workshop	Rs. 1,00,000/-
No. of MSMEs to be benefitted	50 SMEs per workshop

• ROLES & RESPONSIBILITIES

Stakeholder	Roles & Responsibilities
District Collector	<ul style="list-style-type: none"> Provide administrative support and monitor the end-to-end implementation of the workshop
Nodal Officer Appointed by District Collector	<ul style="list-style-type: none"> Support IA in mobilization of MSMEs, entrepreneurs, facilitate on-ground support for the workshops Overall supervision of programme implementation and verify outcomes/ achievement of KPIs by implementation agencies Encourage active participation from industrial clusters, and relevant institutions



Stakeholder	Roles & Responsibilities
RAMP State Programme Implementation Unit (SPIU)	<ul style="list-style-type: none"> Develop and share the annual workshop calendar and district-wise targets with IA and Nodal Officer Provide technical guidance for implementation Monitor progress across districts, provide handholding support, and ensure reporting and documentation are aligned with RAMP objectives Review of invoices submitted by IA
Implementing Agency (IA) – NIMSME, Hyderabad	<ul style="list-style-type: none"> Lead the implementation of IPR Awareness Workshops in the district in line with the state-issued calendar and targets Execute workshop delivery as per the standard curriculum, schedule, and guidelines issued by APMSMEDC Develop training modules, banners and IEC materials in line with RAMP guidelines Arrange qualified trainers, expert speakers, and workshop materials Coordinate on-ground execution, including venue setup, participant registration, feedback collection, and post-workshop reporting Ensure quality assurance and submit workshop-wise documentation of outcomes, attendance records and utilization certificates to Nodal Officer /APMSMEDC within 7 days of the completion of each workshop
Industrial Associations	<ul style="list-style-type: none"> Assist the IA/ Nodal Officer in identifying MSMEs and startups that would benefit from IPR awareness and capacity building. Disseminate workshop details through their networks and encourage participation Where possible, support in logistics, venue, or refreshments to increase outreach and effectiveness

• WORKSHOP PLANNING & PREPARATION

A. MOBILISATION OF BENEFICIARIES:

- Identify and mobilise MSMEs, startups and aspiring entrepreneurs through DICs and Industry Associations.
- Prioritise enterprises working on innovative products or with potential IP assets.

B. VENUE & MATERIALS:

- Suitable training venue to accommodate 50 participants with basic amenities
- Arrange workshop kits including stationery, printed modules, banners, and registration forms.
- AV setup for presentations and live demonstrations

C. MONITORING & FEEDBACK:

- Track participation through attendance sheets and collect participants' duly filled Environment & Social (E&S) compliance forms.
- Collect feedback from participants at the end of the session to evaluate the training's quality, delivery, and relevance.
- The Implementing Agency (IA) shall ensure that workshop details are uploaded on the APMSME One Portal on the same day of the workshop for real-time monitoring.
- Submit the Completion Report, Feedback Summary, and Utilisation Certificate (UC) to the AP MSME DC within 7 days of the workshop.



5. TENTATIVE WORKSHOP CURRICULUM

The curriculum aims to cover fundamental concepts, legal frameworks, practical procedures, and strategic applications of Intellectual Property Rights (IPR). It also introduces key government schemes and tools that support MSMEs in protecting, managing, and commercialising their intellectual assets. The following table outlines the indicative list of topics to be covered.

Topic	Sub-Topics
Understanding the Concept of IPR	<ul style="list-style-type: none"> • Definition of IPR • Importance of protecting intellectual property
Need for IPR for MSMEs	<ul style="list-style-type: none"> • Benefits of IPR for MSMEs • Role of IPR in encouraging innovation and improving competitiveness
Gov Schemes and Mechanisms to Support IPR Filing	<ul style="list-style-type: none"> • Overview on Govt. schemes (e.g., MSME Innovative, SIPP) • Incentives, reimbursements, facilitation support
Introduction to IPR Tools	<ul style="list-style-type: none"> • Basic usage and benefits of Patents, Trademarks, Copyrights, Industrial Designs, GI Tags etc.
National and International IP Laws	<ul style="list-style-type: none"> • Key Indian IP laws (Patents Act, Trademarks Act, Copyright Act, etc.) • International frameworks (TRIPS, WIPO, etc.)
Procedure for Registration	<ul style="list-style-type: none"> • Step-by-step guide to filing for various IPs • Forms, timelines, fees • Case studies & real-life examples
Fundamentals of Technology Transfer	<ul style="list-style-type: none"> • Basics of licensing • Types of technology transfer agreements • Role in commercializing IPs
Patenting and Patent Law	<ul style="list-style-type: none"> • Patentability criteria • How to draft a patent application • Dos and Don'ts
Enforcement of IPR Rights	<ul style="list-style-type: none"> • Legal remedies • Enforcement mechanisms • Role of courts, tribunals, and police
Infringement of IPR	<ul style="list-style-type: none"> • How to identify IPR infringement • Actions to be taken • Common examples
Impact of IPR on MSMEs and Business Growth	<ul style="list-style-type: none"> • Success stories from MSMEs and startups • Economic benefits and market positioning
Environmental & Social (E&S) Compliance and its Significance for MSMEs	<ul style="list-style-type: none"> • Importance of aligning innovation with E&S compliance • Benefits of sustainable and responsible practices

6. BUDGET

The total budget allocated per workshop will be Rs. 1,00,000/-, which shall be released directly to the Implementing Agency (IA). The permissible expenditure heads have already been communicated as per the RfP.

**NOTE:**

- All supporting bills must be submitted within one week of the workshop.
- In case of any miscellaneous expenses without bills, a self-declaration must be provided, and approval must be obtained from the implementing agency.

7.KPIs&MONITORING

Key Performance Indicator (KPI)	Measurement Approach
Workshops Conducted	Number of IPR workshops conducted as per the district calendar and assigned monthly/annual targets
MSMEs Mobilized	Total number of MSMEs and startups who attended the IPR workshop
Post-Workshop IPR Filings Initiated	Number of MSMEs that initiated applications for Patents, Trademarks, Copyrights, or other IPRs post-workshop
Utilization & Reporting Timelines	Timely submission of Utilization Certificate, Attendance List, and Completion Report (within 7 days)
Participant Feedback	Feedback on content quality, relevance, speaker effectiveness, and usefulness of the sessions
E&S Compliance Forms Collected	Number of correctly filled Environment & Social compliance forms submitted
Diversity of Participation	Participant breakup by Gender, Social Category, and Type/Size of Enterprise

8.CONTACTDETAILSOFKEYSTAKEHOLDERS

Designation / Role	Name (if applicable)	Contact Number	Email ID
State Programme Implementing Unit (RAMP) – AP MSME Development Corporation	Ms. Aishwarya Jojo	9938144866	aishwaryajojo@kpmg.com
	Mr. Bhukya Balaji	9885334343	bhukyabalaji@kpmg.com
Implementing Agency (IA)	Ms. Swapna M/s NIMSME	9885999073	swapnaipfc@nimsme.gov.in



8. CAPACITY BUILDING OF MSMEs: CLUSTER-BASED MODERN & GREEN PACKAGING TECHNIQUE & BRANDING INTERVENTION

• OVERVIEW AND OBJECTIVES

Capacity Building of Clusters/MSMEs on Modern and Green Packaging & Branding Techniques is a strategic initiative to strengthen the capabilities of existing MSMEs and clusters in modern packaging and branding. This intervention also emphasises adopting green packaging solutions, aligning with the broader objective of promoting the greening of MSMEs and enhancing their market access under the RAMP Scheme.

In today's competitive market, modern packaging is not merely a functional requirement but a powerful marketing tool that significantly influences consumer choice, ensures compliance with international standards, and enhances brand recognition. With the global shift towards eco-friendly and sustainable practices, this intervention introduces MSMEs to innovative, environmentally responsible packaging techniques that reduce ecological impact while enhancing product value and market competitiveness.

• WORKSHOP DETAILS

Implementing Agency (IA)	National Institute of Design (NID), AP (in coordination with SERP for mobilisation and venue arrangements)
Duration of the workshop	One (01) day Workshop
Targeted Beneficiaries	MSMEs, Clusters, Startups/Entrepreneurs, SHGs/Artisans engaged in product-making and requiring packaging support
No. of workshops to be conducted till FY 2026-27	104 workshops
Budget allocated per workshop	Rs. 70,000/-

• ROLES & RESPONSIBILITIES

Stakeholder	Roles & Responsibilities
District Collector	<ul style="list-style-type: none"> Extend administrative support for the overall implementation of the workshop Periodically monitor and review the conduct and progress of the workshops at the district level
Implementing Agency (IA) – NID, AP	<ul style="list-style-type: none"> Collaborate with AP MSME DC for planning and conducting workshops on Modern & Green Packaging under RAMP Curate component-wise training materials and workshop syllabus tailored to MSME/beneficiaries sectoral needs Develop workshop documents covering: <ol style="list-style-type: none"> Sector-specific packaging techniques and challenges Structure and flow of one-day workshops Curriculum aligned to MSMEs across sectors (handicrafts, handlooms, food processing, toys, ceramics, textiles, etc.) Arrange qualified trainers/resource persons for workshop delivery



Stakeholder	Roles & Responsibilities
	<ul style="list-style-type: none"> Ensure effective communication during sessions by engaging native speakers or translators, as needed, to overcome language barriers
SERP	<ul style="list-style-type: none"> Lead the implementation of Modern & Green Packaging Workshops in the district in line with the state-issued calendar and targets. To mobilize the beneficiaries and facilitate on-ground logistical and administrative support for the smooth conduct of workshops. Disseminate workshop details to relevant line depts., industry associations and key local stakeholders to encourage their active participation and support. Execute workshop delivery as per the standard curriculum, schedule, and guidelines issued by AP MSME DC. Coordinate on-ground execution, including venue setup, participant registration, feedback collection, and post-workshop reporting. Ensure quality assurance and submit workshop-wise documentation of outcomes, attendance records and utilization certificates to GM-DICs/AP MSME DC within 7 days of the completion of each workshop
RAMP State Programme Implementation Unit (SPIU)	<ul style="list-style-type: none"> Develop and share the annual workshop calendar and district-wise targets in coordination with IA and SERP Provide standardized training modules, workshop templates, banners, IEC material, and technical guidance for implementation Monitor progress across districts, provide handholding support, and ensure reporting and documentation are aligned with RAMP objectives.

• WORKSHOP PLANNING & PREPARATION

A. MOBILISATION OF BENEFICIARIES:

The following categories of enterprises and groups may be prioritised and mobilised by SERP for participation in these workshops:

- MSME clusters in sectors such as handicrafts, handlooms, food processing, textiles, toys, ceramics, jewellery, etc
- SHGs and Producer Groups under SERP and MEPMA engaged in product development, needing better packaging and branding
- MSME exporters (especially first-time exporters) – particularly, RBSM participants requiring packaging support for export readiness
- MSMEs, startups, and SHGs involved in GI-tagged products and ODOP items, where improved packaging and branding can boost market access

B. CONVERGENCE WITH LINE DEPARTMENTS.:

- SERP to collaborate with line departments such as DRDA, SERP, MEPMA, Handlooms & Handicrafts, DIC, etc., to identify and mobilise participants
- Consolidate department-wise data on clusters, SHGs, Producer Groups, and MSMEs to enable practical beneficiary mapping and plan workshops aligned with sector-specific requirements



- Disseminate workshop information through relevant line departments to ensure wider outreach and participation
- SERP shall assist in arranging suitable venues and providing logistical support for the workshops, wherever required
- They may also nominate or recommend sector-specific trainers or resource persons, if available
- Packaging training modules should be aligned with the specific needs of each department/sector to ensure maximum relevance and impact.
- Track participation through attendance sheets and collect participants' duly filled Environment & Social (E&S) compliance forms.
- Collect feedback from participants at the end of the session to evaluate the training's quality, delivery, and relevance.
- The Implementing Agency (IA) shall ensure that workshop details are uploaded on the APMSME One Portal on the same day of the workshop for real-time monitoring.
- Submit the Completion Report, Feedback Summary, and Utilisation Certificate (UC) to the concerned authorities within 7 days of the workshop
- Publish a press release about the programme.
- Submit the programme completion report, including:
 - A total number of MSME participants, social category and gender.
 - Feedback Report including E&S compliance forms
 - Photos of MSMEs attending the workshop
 - Scanned document of consolidated E&S compliance (Environment) forms from each participant.

5. TENTATIVE WORKSHOP CURRICULUM

The following is an indicative list of topics to be covered during the capacity-building workshop on Modern & Green Packaging and Branding Techniques:

Topic	Sub-topics	Sector-Specific Relevance
Introduction to Modern & Green Packaging	<ul style="list-style-type: none"> Definition, scope, and importance Role of packaging in product safety, appeal, and marketability 	Applicable across all sectors
Need for Green Packaging	<ul style="list-style-type: none"> Environmental impact of traditional packaging Consumer demand trends for sustainable products 	All sectors, especially export-quality products
Procedure of Green Packaging	<ul style="list-style-type: none"> Steps to adopt green packaging Selection of eco-friendly materials and technologies 	Food Processing, Handicrafts, Home Utilities, Ceramics
Government Initiatives	<ul style="list-style-type: none"> Schemes promoting sustainable packaging (e.g., PMS Scheme) Incentives and subsidies 	Policy-support applicable to all sectors



Topic	Sub-topics	Sector-Specific Relevance
Benefits & Incentives for MSMEs	<ul style="list-style-type: none"> Case studies of MSMEs adopting green packaging Market and branding benefits Cost advantages 	ODOP, GI-tagged products, Pharma, Textile, Startups
Challenges in Adoption	<ul style="list-style-type: none"> Cost barriers, awareness gaps Solutions and handholding support 	Small-scale clusters in remote areas
Marketing & Branding Techniques	<ul style="list-style-type: none"> Logo placement, label design, storytelling Shelf appeal, consumer psychology 	Handlooms, Toys, Processed Foods, Handicrafts, Textile, Pharma
Sector-Specific Packaging Practices	<ul style="list-style-type: none"> Customised packaging for: Handicrafts: cushioning, design appeal Handlooms: moisture resistance Food Processing: shelf-life & hygiene Toys: safety standards, labelling Pharma: tamper-evidence, sterile packaging Textile: foldability, moisture protection Ceramics: breakage prevention, cushioning 	Handicrafts, Handlooms, Food Processing, Toys, Pharma, Textile, Ceramics
Environmental & Social Compliance (E&S)	<ul style="list-style-type: none"> Overview of Environmental & Social compliance norms Checklist for MSMEs 	Mandatory for packaging vendors and exporters

6. BUDGET

As stipulated in the Tripartite MoU, AP MSME Development Corporation (AP MSME DC) shall disburse funds based on agreed-upon milestones and submission of verified documentation. Each workshop has been allocated a budget of Rs. 70,000/-, which shall be released directly to the Implementing Agency (IA), i.e. NID, AP. SERP will leverage its internal resources to manage arrangements related to venue, food, and other logistical requirements.

- All supporting bills must be submitted within one week of the workshop date.
- In case of any miscellaneous expenses without bills, a self-declaration must be provided, and approval must be obtained from the implementing agency.

7. KPIs & MONITORING

Key Performance Indicator (KPI)	Measurement Approach
Workshops Conducted	Number of Packaging workshops conducted as per the district calendar and assigned monthly/annual targets
MSMEs/Participants Mobilized	Total number of MSMEs, startups, and SHGs who attended the Packaging workshop
Post-Workshop Adoption/Initiatives	Number of MSMEs that adopted modern/green packaging & branding techniques or applied for scheme benefits post-workshop



Key Performance Indicator (KPI)	Measurement Approach
Utilization & Reporting Timelines	Timely submission of Utilization Certificate, Attendance List, and Completion Report (within 7 days)
Participant Feedback	Feedback on content quality, relevance, speaker effectiveness, and usefulness of the sessions
Diversity of Participation	Participant breakup by Gender, Social Category, Sector, and Type/Size of Enterprise
E&S Compliance Forms Collected	Number of correctly filled Environment & Social compliance forms submitted

8. CONTACT DETAILS OF KEY STAKEHOLDERS

Designation / Role	Name (if applicable)	Contact Number	Email ID
State Programme Implementing Unit (RAMP) – AP MSME Development Corporation	Ms. Aishwarya Jojo	9938144866	aishwaryajojo@kpmg.com
	Mr. Bhukya Balaji	9885334343	bhukyabalaji@kpmg.com
Implementing Agency (IA)	Dr. Abhishek Kumar NID, AP	8808839988	abhishek@nid.ac.in
	Mr. Arnab Senapati NID, AP	9836925799	arnab.senapati@nid.ac.in
SERP	Ms. Padmavati, Director, SERP AP	8121041742	serpaondc@gmail.com



9. ZERO DEFECT ZERO EFFECT WORKSHOPS AND ZED CERTIFICATION

4. OVERVIEW AND OBJECTIVES

The ZED workshops and Certification are key interventions under the Strategic Investment Plan (SIP), which has been approved as part of the Raising and Accelerating MSME Performance (RAMP) program for Andhra Pradesh. This initiative promotes ZED Certification among MSMEs to enhance their global competitiveness and sustainability while encouraging them to become MSME Champions.

The ZED (Zero Defect Zero Effect) aims to enhance manufacturing quality and environmental sustainability among MSMEs. The implementation is proposed in two phases. Phase I focuses on creating awareness, handholding, and encouraging MSMEs to adopt sustainable practices. In Phase II, eligible MSMEs are supported in achieving graded certification levels Bronze, Silver, and Gold based on their compliance with quality standards, resource efficiency, and eco-friendly processes. These certifications help improve competitiveness, facilitate market access, and align MSMEs with global supply chain requirements.

• WORKSHOP STRUCTURE

Implementing Agency (IA)	Onboarding of IA is under process
Duration of the workshop	One (01) day Workshop
Targeted Beneficiaries	Existing and New MSMEs in manufacturing sector
No. of workshops to be conducted by FY 2026-27	1,638 workshops
No. of ZED certification by FY 2026-27	32,760
Budget allocated per workshop	Rs. 70,000
No. of MSMEs to be benefitted per workshop	Minimum of 50 MSMEs per workshop

• ROLES & RESPONSIBILITIES

Stakeholder	Roles & Responsibilities
District Collector	<ul style="list-style-type: none"> Monitor the overall progress of ZED workshops and ZED certification in the district. To ensure the district meet the overall target till FY 26-27.
Nodal officer appointed by District Collector	<ul style="list-style-type: none"> Support the IA in mobilization of the beneficiaries for the ZED workshops. Facilitate collaboration between industries, and the implementation partner to ensure the active participation of subject matter experts in the workshop sessions. Ensure overall supervision of programme implementation at the assembly constituency level and verify the outcomes and achievement of Key Performance Indicators (KPIs) as reported by the IA. Assist MSMEs in navigating the ZED registration and certification process through IA. Conduct the physical visits to workshop to assess the quality of the program on random basis.



Stakeholder	Roles & Responsibilities
RAMP State Program Implementation unit (RAMP-SPIU)	<ul style="list-style-type: none"> Develop and share the annual workshop calendar and district-wise targets with IA and GM, DICs & Nodal officer appointed by District collector. Provide tentative training modules, workshop templates, IEC material, and technical support for implementation. Monitor progress across districts, provide handholding support, and ensure reporting and documentation are aligned with RAMP objectives. Coordinate with district administrations, line departments, and IA for execution of the workshop.
Implementing Agency	<ul style="list-style-type: none"> Organize the ZED workshop and overall arrangement of venue setup, training materials and QCI certified trainers. Ensure workshops are conducted as per the calendar in all assembly constituencies district wise. Identify and mobilize MSMEs for participation in the ZED workshops. To provide handholding support for the MSMEs in registering for ZED certification and uploading relevant documents. Maintain attendance, collect feedback, and submit post-workshop reports. Ensure participation of at least 50 MSMEs in each workshop Ensuring a minimum of 20 ZED registrations per workshop within six months of conducting the workshop. To arrange the lunch for the participants attending the ZED workshops. Ensure quality assurance and submit workshop-wise documentation of outcomes, photos and videos of workshop, duly certified attendance records to GM-DICs/AP MSME DC within 7 days of the completion of each workshop and invoices to the AP MSME DC. Support in documenting success stories from the workshops.
Industry Associations	<ul style="list-style-type: none"> Assist in mobilizing MSMEs who are in manufacturing sector for workshop participation. Promote the benefits of ZED among their member enterprises and provide case studies or speakers if required.

• WORKSHOP PLANNING & PREPARATION

The ZED workshops aim to prepare MSMEs for ZED certification and help build competitiveness and marketability at the national and international levels.

A. MOBILISATION & BENEFICIARY IDENTIFICATION

The following categories of MSMEs may be prioritised and mobilised for participation in the ZED workshops:

- Udyam registered MSMEs in the manufacturing sector.
- MSMEs are aiming to obtain certifications that enhance product quality and sustainability practices.
- MSMEs engaged in export-oriented production.
- MSMEs operating within the industrial cluster.

A. CALENDAR & TARGET COMPLIANCE

- The implementation partner will organise the workshops based on the assembly constituency-wise targets of the district, as provided by AP MSME DC. 1638 ZED workshops will be organised and 32,760 ZED certifications will be achieved by FY 2026-27.



- Each workshop should result in at least 20 ZED certifications within six (6) months of completion.
- The implementing agency should prepare the training materials (curriculum, handouts) along with the participant kits (pen, notepad) and arrange the AV setup (projector, laptop) for conducting the ZED workshop.
- Submission of the Attendance and Feedback forms by the participants on the training quality and relevance.
- Number of MSMEs Trained
- Self-assessment status (Bronze/Silver/Gold)
- Status of certificate issuance pending verifications

5. TENTATIVE WORKSHOP CURRICULUM

The following is an indicative list of topics to be covered by the implementation agency during the ZED Workshop:

Topic	Subtopics
Overview of ZED certification and its benefits	Importance of ZED for MSMEs, Quality & Sustainability benefits, global competitiveness.
Government incentives linked to ZED certification	Financial support, subsidies, recognition for MSMEs, Policy benefits
Levels of ZED certification: Bronze, Silver and Gold	Certification criteria, Eligibility, benefits at each level
Step by Step registration process	Application requirements, portal navigation, required documentation, approval timelines
Environmental and Social (E&S) compliance checklist	Key compliance parameters, reporting standards, best practices for sustainable operations
Interactive session on real-time registration and support.	Hands on guidance, Q&A with Experts

6. BUDGET

A budget of Rs. 70,000 (seventy thousand) will be allocated for each workshop.

The budget shall be released directly to the implementing agency (IA). Permissible expenditure heads have already been communicated as per the RFP.

7. KPIs & MONITORING

Key Performance Indicator (KPI)	Measurement Approach
Workshops Conducted	Number of ZED workshops conducted per district/ assembly constituency as per the calendar and target assigned.
MSMEs/Participants Mobilized	Total number of MSMEs that attended the workshop should be recorded, with details categorized by gender, social category, and MSME classification



Key Performance Indicator (KPI)	Measurement Approach
Utilization & Reporting Timelines	Timely submission of Utilization Certificate, Attendance List, and Completion Report (within 7 days) from the implementation partner
E&S Compliance Forms Collected	Number of correctly filled Environment & Social compliance forms submitted.
Post-Workshop Adoption/Initiatives	Number of MSMEs that successfully obtained ZED certification from the workshop. ZED certifications to be completed within six (6) months of the workshop's conclusion.

8. CONTACT DETAILS OF KEY STAKEHOLDERS

Designation / Role	Name (if applicable)	Contact Number	Email ID
State Programme Implementing Unit (RAMP) – AP MSME Development Corporation	Mr. Rahul Kumar	8897124351	rahulkumar64@kpmg.com
	Mr. Dinesh Kumar	9966884999	dineshkumar18@kpmg.com
Implementing Agency (IA)			

APMSME
DEVELOPMENT CORPORATION



10. TRADE RECEIVABLES ELECTRONIC DISCOUNTING SYSTEM (TReDS)

• OVERVIEW AND OBJECTIVES

Under the RAMP, Andhra Pradesh aims to strengthen MSMEs' access to finance by promoting the Trade Receivables Discounting System (TReDS). This RBI-regulated digital platform enables MSMEs to convert their trade receivables into immediate liquidity by auctioning them to multiple financiers. Delayed payments continue to be one of the most critical challenges MSMEs face, impacting their cash flow and growth potential. Recognising this, the Government of India has mandated all CPSEs and companies with an annual turnover above ₹250 crore to onboard TReDS.

To drive adoption at the state level and ensure timely payments to MSMEs, the Govt of Andhra Pradesh has recently issued G.O. Ms. No. 71 dated 05.05.2025, directing all State Public Sector Undertakings, Municipal Corporations, and State-level Autonomous Bodies/Societies to register on any of the three RBI-approved TReDS platforms—RXIL, M1xchange, and Invoicemart.

By raising awareness and enabling grassroots-level adoption of TReDS through RAMP, this intervention aims to accelerate MSME growth, enhance liquidity, and ensure transparent and timely payments for suppliers of goods and services across the state.

• WORKSHOP STRUCTURE

Implementing Agency (IA)	Empanelled Vendors	
Knowledge Partner	RXIL, Invoicemart and M1Xchange	
Duration of the workshop	One (01) day Workshop	
Workshops and their targeted beneficiaries	Awareness Creation Programme for MSMEs	MSMEs
	Sensitisation for Large Industries – CPSEs – Govt. Depts.	CPSEs/SPSEs, Large Industries, Municipal Corporations/State Level Autonomous Bodies/Societies
No. of workshops to be conducted till FY 2026-27	364 workshops total <ul style="list-style-type: none"> • 182 awareness workshops for MSMEs • 182 sensitisation workshops for large Industries – CPSEs- Govt Depts)) 	
Budget allocated per workshop	Rs. 70,000/-	
No. of MSMEs to be benefitted	30 MSMEs per workshop	

3. ROLES & RESPONSIBILITIES

Stakeholder	Roles & Responsibilities
District Collector	<ul style="list-style-type: none"> • Extend administrative support for the overall implementation of the workshop
Knowledge Partners – RXIL, M1xchange, Invoicemart	<ul style="list-style-type: none"> • Act as technical resource partner and deliver training sessions across the state • Support development and customization of training content and curriculum



Stakeholder	Roles & Responsibilities
	<ul style="list-style-type: none"> • Provide expert guidance, platform demonstrations, and assist in onboarding queries • Responsible for onboarding of MSMEs/Large Industries onto TReDS platform
Nodal Officer (Appointed by District Collector)	<ul style="list-style-type: none"> • Facilitate coordination among stakeholders at the district level • Support in mobilizing relevant departments and for participation • Assist in identifying suitable venues and ensuring necessary administrative support, wherever required
CPSEs / SPSEs / Large Industries	<ul style="list-style-type: none"> • Encourage their vendors and supplier networks to attend the workshops • Ensure registration and onboarding on the TReDS platform as per GO • Share feedback and practical insights during sessions for awareness building
Municipal Corporations / State Departments	<ul style="list-style-type: none"> • Support mobilization of Govt. autonomous bodies and procurement-linked depts./ vendor registered with the Govt. Bodies • Ensure participation of internal procurement officials for sensitization • Encourage their vendors and supplier networks to attend the workshops • Assist in logistical coordination, if workshops are hosted within their premises
RAMP State Programme Implementation Unit (SPIU)	<ul style="list-style-type: none"> • Develop annual workshop calendar and assign district-wise targets • Coordinate with knowledge partners and trainers for scheduling and content delivery • Monitor progress, compile documentation, and submit reports to the GoI
Implementing Agency (IA)	<ul style="list-style-type: none"> • Coordinate with CPSEs/SPSEs and large industries for industry-level participation • Oversee logistics and ensure attendance compliance on the AP MSME One Portal • Lead the implementation of TReDS Awareness Workshops in the district in line with the state-issued calendar and targets • To ensure preparation of banners and IEC materials in line with RAMP guidelines • Coordinate on-ground execution, including venue setup, participant registration, feedback collection, and post-workshop reporting • Ensure quality assurance and submit workshop-wise documentation of outcomes, attendance records and utilization certificates to APMSMEDC within 7 days of the completion of each workshop • Connect with Govt. autonomous bodies and procurement-linked depts. To obtain the list vendor registered with the Govt. Bodies for procurement and other works.

4. WORKSHOP PLANNING & PREPARATION

A.MOBILISATION OF BENEFICIARIES:



- The IA coordinates with municipal corporations and the relevant state government. Depts/Bodies and PSUs/Large Industries may facilitate the mobilization of MSMEs for the TReDS workshops
- PSUs, Large Industries, and Municipal Corporations may encourage their vendors to participate in the workshop actively
- IA in coordination with GM DICs, may facilitate the participation of line departments, Municipal Corporations, Government autonomous bodies/societies, etc., actively involved in public procurement, for onboarding onto the TReDS platform as per the issued G.O.

B.VENUE&MATERIALS:

- IA, in coordination with PSUs, Large Industries, Municipal Corporations, and the relevant State Govt. Depts/Bodies may assist in arranging suitable venues and providing logistical support for the workshops.
- The three agencies—RXIL, Invoicemart, and M1xchange—will serve as resource partners/trainers for these workshops and will be responsible for delivering sessions across the state.

C.ONBOARDINGONTOTHETREDSPLATFORM:

- Onboarding of Large Industries, PSUs, State Govt. Departments and MSMEs onto the TReDS platform will be facilitated by the three agencies – RxiL, M1Xchange, and Invoicemart. The onboarding details shall be reported to the Nodal officer assigned by the District Collector.

D.MONITORINGANDFEEDBACK:

- The IA shall ensure that workshop details are uploaded to the APMSME One Portal on the same day of the workshop for real-time monitoring.
- Track participation through attendance sheets and collect participants' duly filled Environment & Social (E&S) compliance forms.
- Submit the Completion Report, Feedback Summary, and Utilisation Certificate (UC) to the concerned authorities within 7 days of the workshop.

E.POSTPROGRAMMEACTIVITIES:

- Publish a press release about the programme.
- Submit the programme completion report, including:
 - Total number of sellers/MSMEs who attended, their social category and gender.
 - Total number of buyers/Large Industries who participated
 - Total number of buyers/sellers onboarded onto the TReDS Platform
 - Photos of beneficiaries (MSMEs/Large Industries) attending the workshop

5.TENTATIVEWORKSHOPCURRICULUM

The following is an indicative list of topics to be covered during the capacity-building workshop on TReDS Techniques:

Topic	Sub topics
Introduction	<ul style="list-style-type: none"> • Overview of TReDS and its significance • TReDS Platforms and their benefits for MSMEs & CPSEs • Eligibility criteria & registration process • Case studies and success stories
Using the User Interface	<ul style="list-style-type: none"> • Guided tour of the TReDS platform • Dashboard features for tracking payments and managing invoices



Topic	Sub topics
Making and Organizing Bills	<ul style="list-style-type: none"> • Creating and uploading invoices • Submitting bills for discounting • Managing the invoice lifecycle
Comprehending the Discounting Procedure	<ul style="list-style-type: none"> • How rebates are calculated • Bid process & MSME participation • Understanding settlement timelines
Documentation and Compliance	<ul style="list-style-type: none"> • RBI regulatory compliance • Essential transaction records
Security and Risk Management	<ul style="list-style-type: none"> • Identifying risks in invoice discounting • Data security measures • Fraud prevention mechanisms
Business Process Integration	<ul style="list-style-type: none"> • ERP integration with TReDS • Best practices for daily use • Support and troubleshooting
ESG Compliance Checklist	<ul style="list-style-type: none"> • Environment & Social Compliance checklist to be filled by participating MSMEs

6. BUDGET:

Sl.No.	VDP Activity Head	Permissible Budget Head/Remarks
1.	Stationery	Notepads, pens, and writing materials for participants
2.	Printing & Branding	Agenda, training content, registration & feedback forms, banners, and display materials
3.	AV Setup	Renting of projector and basic audio-visual setup
4.	Catering (Tea + Lunch)	Hospitality Charges
5.	Event Setup	Chairs and basic seating/arrangement infrastructure
6.	Trainer Honorarium and Travel Allowances	Honorarium for resource persons/trainers including travel expenses
7.	Venue Rental	Cost of renting a suitable hall or training venue
8.	Miscellaneous expenses	Any need-based expenditure related to workshop facilitation

7. KPIs & MONITORING

Key Performance Indicator (KPI)	Measurement Approach
Workshops Conducted	Number of TReDS workshops conducted as per the approved district calendar and monthly/annual targets
MSMEs/Participants Mobilized	Total number of MSMEs, vendors, and procurement officers who attended the TReDS workshop
Post-Workshop Registration/Onboarding	Number of MSMEs, CPSEs/SPSEs, or Municipal Bodies that registered or initiated onboarding on the TReDS platform



Key Performance Indicator (KPI)	Measurement Approach
Utilization & Reporting Timelines	Timely submission of Utilization Certificate, Attendance List, and Completion Report (within 7 days)
Participant Feedback	Feedback on content quality, relevance, speaker effectiveness, and usefulness of the session
E&S Compliance Forms Collected	Number of correctly filled Environment & Social compliance forms submitted

8. CONTACT DETAILS OF KEY STAKEHOLDERS

Designation / Role	Name (if applicable)	Contact Number	Email ID
State Programme Implementing Unit (RAMP) – AP MSME Development Corporation	Ms. Aishwarya Jojo	9938144866	aishwaryajojo@kpmg.com
	Mr. Bhukya Balaji	9885334343	bhukyabalaji@kpmg.com
Implementing Agency (IA)			
Technical Partner	Srinu Chokka RXIL Manager	8978223183	srinu.chokka@rxil.in
	Ved Prakash RXIL Regional Regional Head	9035016600	ved.prakash@rxil.in
	Emani Abhay Krishna Manager, Invoicemart	9652818070	abhay.emani@invoicemart.com
	Gouri Manwani General Manager, Invoicemart	8790962927	gouwri.manwani@invoicemart
	Brijesh Sahu, Director Sales, M1Xchange	9711777926	brijesh.sahu@m1xchange.com
	Ajay Mathew Regional Head South M1Xchange	8070605034	ajay.mathew@m1xchange.com



11. CONCLUSION

The RAMP Explainer is not merely a document—it is the operational backbone of Andhra Pradesh's Strategic Investment Plan under the RAMP programme. It transforms abstract strategy into concrete action. By clearly detailing the objectives, processes, roles, timelines, budgets, and reporting formats for each intervention, this explainer ensures that implementation is not left to interpretation—it is driven by structure.

Every section is designed to equip stakeholders with clarity and direction. Whether it is a district collector planning Udyam workshops or an implementing agency conducting ESDPs, this document defines expectations precisely—what must be done, by whom, how, and by when. It removes guesswork from execution and replaces it with accountability, timelines, and measurable outcomes.

The RAMP Explainer also ensures uniformity and comparability across the state—bringing all 26 districts and 175 constituencies under a single implementation framework. It integrates IEC, E&S compliance, feedback loops, and performance indicators into every activity to ensure that the programme is not only delivered but continuously improved.

More importantly, this document reinforces the true purpose of the RAMP programme: to unlock the full potential of the MSME sector by institutionalising support, expanding access, and creating lasting market and credit linkages. It recognises MSMEs not just as beneficiaries, but as the engines of inclusive growth, job creation, and rural transformation.

With defined budgets, streamlined approval mechanisms, and real-time integration with the AP MSME One platform, this explainer empowers the state machinery to move fast and deliver consistently. It sets a clear standard: performance is not optional, and delivery must be timely, inclusive, and outcome-oriented.

Andhra Pradesh is not just participating in the RAMP programme—it is building a model for how MSME development should be planned, executed, and scaled. This explainer is the blueprint. The responsibility now lies with every stakeholder to execute it with the seriousness and urgency that the sector deserves.

ANNEXURE -II

Month Wise Calendar for IPR Workshops – till Sept 2025

MONTH & YEAR	Jul-25	Aug-25	Sep-25	Total
WORKSHOPS	9	9	9	27
DISTRICT WISE DISTRIBUTION	Jul-25	Aug-25	Sep-25	Total
Alluri Sitharama Raju	1			1
Anakapalli				0
Anantapur		1		1
Annamayya		2		2
Bapatla		1		1
Chittoor		1		1
Dr. B. R. Ambedkar Konaseema		1		1
East Godavari		1		1
Eluru		1		1
Guntur			1	1
Kakinada			1	1
Krishna			1	1
Kurnool	1			1
Nandyal			1	1
NTR		1	1	2
Palnadu			1	1
Parvathipuram Manyam				0
Prakasam	1		1	2
Sri Potti Sriramulu Nellore	1			1
Sri Sathya Sai	1			1
Srikakulam	1			1
Tirupati			1	1
Visakhapatnam	1			1
Vizianagaram	1			1
West Godavari			1	1
YSR Kadapa	1			1
Total	9	9	9	27

Month Wise Calendar for ZED Workshops – till Sept 2025

MONTH & YEAR	Jul-25	Aug-25	Sep-25	Total
WORKSHOPS	103	105	105	313
DISTRICT WISE DISTRIBUTION	Jul-25	Aug-25	Sep-25	Total
Alluri Sitharama Raju	1	0	1	2
Anakapalli	3	4	4	11
Anantapur	5	5	6	16
Annamayya	2	1	1	4
Bapatla	2	3	3	8
Chittoor	2	3	3	8
Dr. B. R. Ambedkar Konaseema	4	5	4	13
East Godavari	3	3	4	10
Eluru	5	4	4	13
Guntur	6	6	7	19
Kakinada	5	4	4	13
Krishna	4	4	4	12
Kurnool	4	4	4	12
Nandyal	3	3	2	8
NTR	6	7	7	20
Palnadu	3	4	2	9
Parvathipuram Manyam	1	2	1	4
Prakasam	4	6	6	16
Sri Potti Sriramulu Nellore	5	4	4	13
Sri Sathya Sai	4	4	4	12
Srikakulam	4	4	4	12
Tirupati	6	4	4	14
Visakhapatnam	7	7	8	22
Vizianagaram	5	4	4	13
West Godavari	5	5	6	16
YSR Kadapa	4	5	4	13
Total	103	105	105	313

Month Wise Calendar for TReDS Workshops for Buyers (PSEs/Large Industries/ Govt. Depts.) – till Sept 2025

MONTH & YEAR	Jul-25	Aug-25	Sep-25	Total
WORKSHOPS	6	8	12	26
DISTRICT WISE DISTRIBUTION	Jul-25	Aug-25	Sep-25	Total
Alluri Sitharama Raju		1		1
Anakapalli	1			1
Anantapur			1	1
Annamayya			1	1
Bapatla		1		1
Chittoor			1	1
Dr. B. R. Ambedkar Konaseema	1			1
East Godavari	1			1
Eluru		1		1
Guntur		1		1
Kakinada			1	1
Krishna		1		1
Kurnool			1	1
Nandyal			1	1
NTR		1		1
Palnadu		1		1
Parvathipuram Manyam		1		1
Prakasam			1	1
Sri Potti Sriramulu Nellore			1	1
Sri Sathya Sai			1	1
Srikakulam	1			1
Tirupati			1	1
Visakhapatnam	1			1
Vizianagaram	1			1
West Godavari			1	1
YSR Kadapa			1	1
Total	6	8	12	26

Month Wise Calendar for TReDS Workshops for Sellers (MSMEs) – till Sept 2025

MONTH & YEAR	Jul-25	Aug-25	Sep-25	Total
WORKSHOPS	10	10	10	30
DISTRICT WISE DISTRIBUTION				
	Jul-25	Aug-25	Sep-25	Total
Alluri Sitharama Raju				0
Anakapalli	2			2
Anantapur				0
Annamayya	2			2
Bapatla				0
Chittoor	2			2
Dr. B. R. Ambedkar Konaseema			2	2
East Godavari				0
Eluru				0
Guntur	2	2		4
Kakinada				0
Krishna			2	2
Kurnool				0
Nandyal				0
NTR		2		2
Palnadu				0
Parvathipuram Manyam				0
Prakasam				0
Sri Potti Sriramulu Nellore				0
Sri Sathya Sai		2		2
Srikakulam				0
Tirupati		2		2
Visakhapatnam		2	2	4
Vizianagaram	2			2
West Godavari			2	2
YSR Kadapa			2	2
Total	10	10	10	30

Month Wise Calendar for VDP – till Sept 2025

MONTH & YEAR	Jul-25	Aug-25	Sep-25	Total
WORKSHOPS	5	5	5	15
DISTRICT WISE DISTRIBUTION	Jul-25	Aug-25	Sep-25	Total
Alluri Sitharama Raju				0
Anakapalli	1			1
Anantapur				0
Annamayya	1			1
Bapatla				0
Chittoor	1			1
Dr. B. R. Ambedkar Konaseema			1	1
East Godavari				0
Eluru				0
Guntur	1	1		2
Kakinada				0
Krishna			1	1
Kurnool				0
Nandyal				0
NTR		1		1
Palnadu				0
Parvathipuram Manyam				0
Prakasam				0
Sri Potti Sriramulu Nellore				0
Sri Sathya Sai		1		1
Srikakulam				0
Tirupati		1		1
Visakhapatnam		1	1	2
Vizianagaram	1			1
West Godavari			1	1
YSR Kadapa			1	1
Total	5	5	5	15

Month Wise Calendar for Udyam – till Sept 2025

MONTH & YEAR	Jul-25	Aug-25	Sep-25	Total
WORKSHOPS	170	177	183	530
DISTRICT WISE DISTRIBUTION	Jul-25	Aug-25	Sep-25	Total
Alluri Sitharama Raju	3	3	4	10
Anakapalli	5	6	6	17
Anantapur	8	8	9	25
Annamayya	3	3	3	9
Bapatla	4	4	4	12
Chittoor	3	4	4	11
Dr. B. R. Ambedkar Konaseema	7	7	7	21
East Godavari	5	6	5	16
Eluru	8	7	7	22
Guntur	9	10	11	30
Kakinada	7	8	7	22
Krishna	7	8	8	23
Kurnool	6	6	6	18
Nandyal	5	5	5	15
NTR	10	11	11	32
Palnadu	5	5	6	16
Parvathipuram Manyam	3	3	4	10
Prakasam	9	8	9	26
Sri Potti Sriramulu Nellore	8	8	8	24
Sri Sathya Sai	6	6	6	18
Srikakulam	6	7	6	19
Tirupati	8	8	9	25
Visakhapatnam	12	12	12	36
Vizianagaram	6	7	8	21
West Godavari	9	9	10	28
YSR Kadapa	8	8	8	24
Total	170	177	183	530

Month Wise Calendar for ESDP – till Sept 2025

MONTH & YEAR	Jul-25	Aug-25	Sep-25	Total
WORKSHOPS	145	150	152	447
DISTRICT WISE DISTRIBUTION				
	Jul-25	Aug-25	Sep-25	Total
Alluri Sitharama Raju	1	1	2	4
Anakapalli	5	5	6	16
Anantapur	8	8	8	24
Annamayya	2	3	3	8
Bapatla	4	4	4	12
Chittoor	4	2	6	12
Dr. B. R. Ambedkar Konaseema	2	2	2	6
East Godavari	6	6	6	18
Eluru	8	6	8	22
Guntur	10	8	8	26
Kakinada	4	6	6	16
Krishna	8	8	6	22
Kurnool	6	6	8	20
Nandyal	6	4	4	14
NTR	8	8	8	24
Palnadu	4	6	4	14
Parvathipuram Manyam	2	2	2	6
Prakasam	8	8	6	22
Sri Potti Sriramulu Nellore	4	6	4	14
Sri Sathya Sai	6	6	6	18
Srikakulam	6	6	6	18
Tirupati	6	6	8	20
Visakhapatnam	9	9	9	27
Vizianagaram	6	6	8	20
West Godavari	6	8	8	22
YSR Kadapa	6	10	6	22
Total	145	150	152	447

Annexure III

Details of fund (in Rs.) to be released to office of District collectors towards implemetation of Udyam Workshops under RAMP scheme				
Udyam Workshop @ Rs.70,000/- per workshop				
S.No	Name of the District	No. of workshops upto Sep 25	Fund allotted	
			80% as advance	20% On submission of Completion Report
1	Alluri Sitharama Raju	10	5,60,000	1,40,000.00
2	Anakapalli	17	9,52,000	2,38,000.00
3	Anantapur	25	14,00,000	3,50,000.00
4	Annamayya	9	5,04,000	1,26,000.00
5	Bapatla	12	6,72,000	1,68,000.00
6	Chittoor	11	6,16,000	1,54,000.00
7	Dr. B. R. Ambedkar Konaseema	21	11,76,000	2,94,000.00
8	East Godavari	16	8,96,000	2,24,000.00
9	Eluru	22	12,32,000.00	3,08,000.00
10	Guntur	30	16,80,000.00	4,20,000.00
11	Kakinada	22	12,32,000.00	3,08,000.00
12	Krishna	23	12,88,000.00	3,22,000.00
13	Kurnool	18	10,08,000.00	2,52,000.00
14	Nandyal	15	8,40,000.00	2,10,000.00
15	NTR	32	17,92,000.00	4,48,000.00
16	Palnadu	16	8,96,000.00	2,24,000.00
17	Parvathipuram Manyam	10	5,60,000.00	1,40,000.00
18	Prakasam	26	14,56,000.00	3,64,000.00
19	Sri Potti Sriramulu Nellore	24	13,44,000.00	3,36,000.00
20	Sri Sathya Sai	18	10,08,000.00	2,52,000.00
21	Srikakulam	19	10,64,000.00	2,66,000.00
22	Tirupati	25	14,00,000.00	3,50,000.00
23	Visakhapatnam	36	20,16,000.00	5,04,000.00
24	Vizianagaram	21	11,76,000.00	2,94,000.00
25	West Godavari	28	15,68,000.00	3,92,000.00
26	YSR Kadapa	24	13,44,000.00	3,36,000.00
Total		530	2,96,80,000.00	74,20,000.00
Rs. 2,96,80,000/- (Rupees Two Crores Ninety Six lakhs Eighty thousand Only) is to be released as 80% advance towards Udyam Workshops under the RAMP Scheme				

N.YUVARAJ
SECRETARY TO THE GOVERNMENT & CIP