

# ANNEXURE IV



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

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**Financial Year** 2025-2026 to 2026-2027

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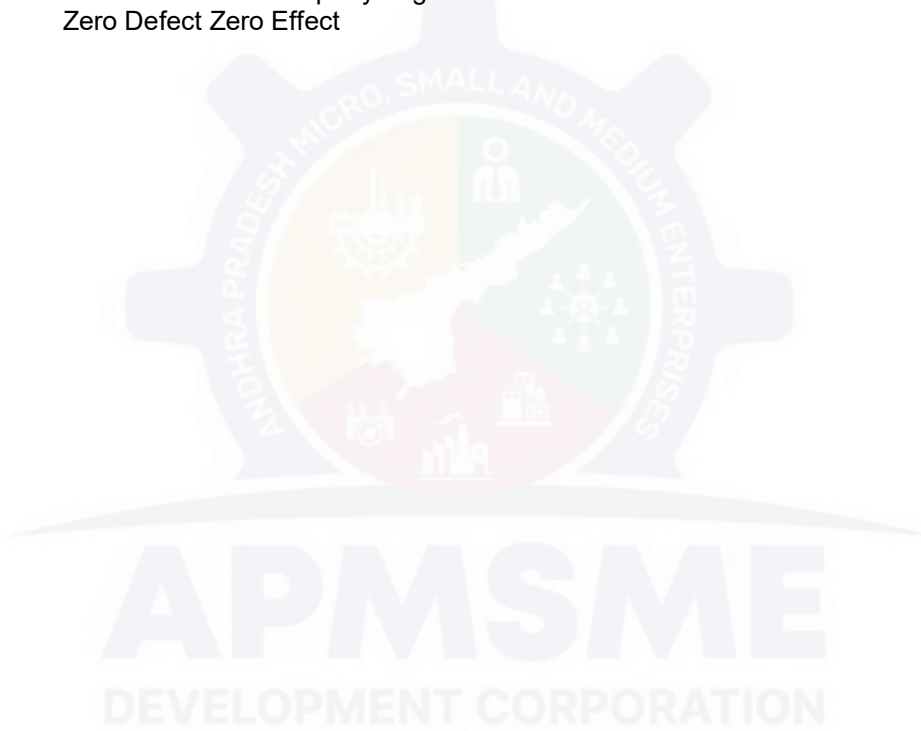


## ABBREVIATIONS

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
RTIH	Ratan Tata Innovation Hub
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.



## 1. 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

## 2. 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

### 1. 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.

### 2. WORKSHOP DETAILS

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

### 3. ROLES & RESPONSIBILITIES

Stakeholder	Roles & Responsibilities
<b>District Collector/RTIH</b>	<ul style="list-style-type: none"> <li>• Review progress regularly and ensure that the annual Udyam awareness workshop target under RAMP for the district is achieved.</li> </ul>
<b>Nodal officer appointed by District collector/RTIH</b>	<ul style="list-style-type: none"> <li>• Lead the planning and implementation of Udyam awareness workshops in the district as per the annual targets.</li> <li>• Coordinate with Industrial Associations to identify and mobilize unregistered MSMEs.</li> </ul>



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

#### 4. 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



## E. VOLUNTARY MSME SURVEY

- 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.

## F. UDYAM REGISTRATION SUPPORT

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

## 1. 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 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 comprehensively divided into six zones with designated implementing agencies.

### Zone 1 & 2 – MSME Technology Centre (MSME TC):

- Srikakulam, Parvathipuram Manyam, Vizianagaram, Visakhapatnam, Alluri Sitharama Raju, Anakapalli, Kakinada, and East Godavari.

### Zone 3, 4, 5 & 6 – Central Institute of Tool Design (CITD):

- West Godavari, Eluru, NTR, Krishna, Guntur, Palnadu, Bapatla, Prakasam, SPS Nellore, Tirupati, Chittoor, Annamayya, YSR Kadapa, Nandyal, Ananthapuramu, Kurnool, and Sri Sathya Sai.
- Reallocation is based on demonstrated potential in these districts.

### Zone 1,2,4 & 5 - M/s Thredz IT Pvt. Ltd.:

Guntur, SPSR Nellore, Prakasam, Tirupati, Palnadu, Bapatla, Visakhapatnam, East Godavari, Srikakulam, Vizianagaram, Kakinada, Anakapalli, Parvathipuram Manyam, Alluri Sitharama Raju, East Godavari, Kakinada, Konaseema, Guntur, Palnadu, Bapatla, Prakasam, SPSR Nellore, Tirupati, Chittoor, Annamayya, Kadapa, Nandyal, Ananthapuramu, Kurnool & Sri Sathya Sai **RTIH (Ratan Tata Innovation Hub):**

- Conducts Entrepreneurship and Skill Development Programme (ESDP) workshops across Andhra Pradesh.
- Uses a hub-and-spoke model for wider outreach and coverage and cover all over the state.

### JNTU Gurajada, Vizianagaram:

- Will conduct Entrepreneurship Skill Development Programmes (ESDPs) in affiliated colleges of JNTU Gurajada, Vizianagaram.

**Zone 3 & 4- Indo-Euro synchronization:**  
Eluru, West Godavari, NTR, Krishna, Guntur, Palnadu, Bapatla, Markapuram, Prakasam, SPSR Nellore

## 2. WORKSHOP STRUCTURE

<b>Implementing Agency (IA)</b>	<ol style="list-style-type: none"> <li>I. Zones 1 &amp; 2 – MSME Technology Centre (MSME TC)</li> <li>II. Zones 3, 4, 5 &amp; 6 – Central Institute of Tool Design (CITD)</li> <li>III. Zone 1,2,4 &amp; 5 - M/s Thredz IT Pvt. Ltd.</li> <li>IV. RTIH (Ratan Tata Innovation Hub) across AP using the hub-and-spoke model.</li> </ol>
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<b>Duration of the workshop</b>	V. JNTU Gurajada, Vizianagaram affiliated colleges at Vizianagaram. VI. Zone 3 & 4 - Indo-Euro synchronization  4 weeks (20-days) Workshop.
<b>Targeted Beneficiaries</b>	Youth, Women, Artisans, SC/ST existing and new entrepreneurs-All aged 18 years and above.
<b>No. of workshops to be conducted till FY 2026-27</b>	2,184
<b>Budget allocated per workshop</b>	Rs. 1,25,000/-
<b>No. of Aspiring Entrepreneur/Existing Entrepreneur to be benefitted</b>	Minimum 25 participants per workshop

### 3. ROLES & RESPONSIBILITIES

Stakeholder	Roles & Responsibilities
<b>District Collector</b>	<ul style="list-style-type: none"> <li>Monitor the overall progress of ESDP workshops in the district.</li> <li>To ensure the district meets the overall target by FY 26-27.</li> </ul>
<b>Nodal officer appointed by District Collector</b>	<ul style="list-style-type: none"> <li>Identify beneficiaries, preferably a group of individuals engaged in the same line of work or possessing similar skill sets.</li> <li>Facilitate support for venue identification and necessary logistical arrangements for the workshops, wherever required.</li> <li>Facilitate collaboration between banks, industries, and the implementation partner to ensure the active participation of bankers and subject matter experts in the workshop sessions.</li> <li>Support the IA in mobilization of beneficiaries for the ESDP workshops.</li> <li>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.</li> <li>Conduct a minimum of two physical visits to each workshop to assess the quality of the program.</li> </ul>
<b>Line Departments (SERP, MEPMA, Handlooms &amp; Textiles, Handicrafts, DRDA, etc.)</b>	<ul style="list-style-type: none"> <li>Share sector-wise trade specific training requirements as per assembly constituency &amp; data on SHGs, and entrepreneur for beneficiary mapping.</li> <li>Assist in mobilizing participants and disseminating workshop details to relevant groups.</li> <li>Support venue arrangements and recommend trainers/resource persons for sector-specific sessions wherever available.</li> <li>Assist in arranging lunch for participants attending the ESDP workshops wherever feasible.</li> </ul>
<b>RAMP State Program Implementation unit (RAMP-SPIU)</b>	<ul style="list-style-type: none"> <li>Develop and share the annual workshop calendar and district-wise targets with IA and GM, DICs &amp; Nodal officers appointed by District collector.</li> <li>Provide Tentative training modules, workshop templates, IEC material, and technical support for implementation.</li> <li>Monitor progress across districts, provide handholding support, and ensure reporting and documentation are aligned with RAMP objectives.</li> <li>Coordinate with line departments, and IA for execution of the workshop.</li> </ul>



Stakeholder	Roles & Responsibilities
<b>Implementing Agency (IA)</b>	<ul style="list-style-type: none"> <li>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.</li> <li>The district-wise allocation and targets assigned to the respective Agencies/Bodies, along with the following activities, must be adhered to.</li> <li>Execute workshop delivery as per the standard curriculum, schedule, and guidelines issued by AP MSME DC.</li> <li>Engaged certified trainers/expert speakers, for each workshop.</li> <li>Actively collaborate with line departments in mobilising the beneficiaries for the ESDP workshops.</li> <li>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.</li> <li>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.</li> <li>Support in documenting success stories from the workshops.</li> <li>Assist the IA/GM-DICs in identifying aspiring entrepreneur and existing entrepreneur that would benefit from awareness and capacity building on ESDP</li> </ul>
<b>Industrial Associations</b>	<ul style="list-style-type: none"> <li>Disseminate workshop details through their networks and encourage participation.</li> <li>To nominate industry professionals as guest speakers for the workshops.</li> <li>To extend support in logistics, or venue to increase outreach and effectiveness, wherever possible.</li> </ul>

## 4. 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
<b>Entrepreneurship Development (10 Days)</b>	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.
<b>Skill Training (10 Days)</b>	Beautician Food products. Millet-based products. Tailoring Bakery items making Jute bag making Honey processing Agarbatti making Industry 4.0/Industry 5.0 Mechatronics AI/ML Auto CAD CNC 3-Axis & 5-Axis 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- Zone-wise district list is mentioned below:

Multi-Zone	Zone	Districts Covered
Multi-Zone I	Zone I	Srikakulam, Vizianagaram, Parvathipuram Manyam, Visakhapatnam, Anakapalli
	Zone II	Alluri Sitarama Raju, East Godavari, Kakinada, Dr. B.R. Ambedkar Konaseema
	Zone III	West Godavari, Eluru, NTR, Krishna
Multi – Zone II	Zone IV	Guntur, Palnadu, Bapatla, Prakasam, Sri Potti Sriramulu Nellore
	Zone V	Tirupati, Chittoor, Annamayya, YSR Kadapa
	Zone VI	Nandyal, Ananthapuramu,



		Kurnool, Sri Sathya Sai
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## 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) Thredz IT Solution Pvt Ltd	Mr. Sunil	9866111129	suneel.thredzit@gmail.com
Implementing Agency (IA) Thredz IT Solution Pvt Ltd	Mr.D.Anjaneyulu	8121331514	
Implementing Agency (IA) Thredz IT Solution Pvt Ltd	Ms. E.Sravanthi	9866111223	
Implementing Agency MSME Technology Center	Mr. Prasada Reddy	9552759848	
Implementing Agency CITD	Dr. T Vijay Krishna Kanth	7894937684	pd@citdindia.org
	S. Venkata Krishna	9885429054	svkrishna@citdindia.org
RTIH (Ratan Tata)	Swetha	9052175686	
JNTU Gurajada, Vizianagaram	Vaibhav	831 760 4916	
Indo-Euro synchronization	Hema	9866199666	



## 4. BUSINESS DEVELOPMENT SERVICES (BDS)

### 1. 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.

### 2. WORKSHOP STRUCTURE

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

### 3. ROLES & RESPONSIBILITIES

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



## Stakeholder

## Roles & Responsibilities

**Nodal officer appointed by District Collector**

- 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.)**

- 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)**

- 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**

- 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.



## 4. WORKSHOP PLANNING & PREPARATION

### A. MOBILISATION & BENEFICIARY IDENTIFICATION:

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.

### B. CALENDAR & TARGET COMPLIANCE

- 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.

### C. VENUE & MATERIALS

- 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.

### D. POST PROGRAMME ACTIVITIES

- 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
<b>Introduction to Business Development Services</b>	To brief about the role in connecting businesses with resources, funding, and regulatory approvals for sustainable growth.
<b>Overview of Schemes</b>	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
<b>Credit Facilitation and Interaction with Financial Institutions</b>	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.
<b>Availing Subsidies and Incentives</b>	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.
<b>Step-by-step process</b>	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.
<b>Tendering and Vendor Development</b>	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.
<b>Public Procurement and Tender Participation Guidance</b>	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
<b>BDS Empanelment</b>	Number of BDS providers empaneled per district/assembly constituency, categorized by new and existing providers, as per the assigned targets.
<b>MSMEs/Participants Mobilized</b>	Total number of entrepreneurs who attended the BDS workshop with the gender and social category wise participation
<b>Utilization &amp; Reporting Timelines</b>	Timely submission of Utilization Certificate, Attendance List, and Completion Report (within 7 days)
<b>Diversity of Participation</b>	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

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# 5. VENDOR DEVELOPMENT PROGRAMMES (VDP)

## 1. 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

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

## 3. ROLES & RESPONSIBILITIES

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



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

## 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.
- Defence, railways, and other PSU departments can also be invited as buyers. Additionally, buyers from other states may also be invited.
- Shortlisting of buyers will be done only after verifying that MSMEs within the district or nearby districts can fulfil the procurement needs.

### 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**



## 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. PROGRAMME STRUCTURE:

**Day 1:** Buyer presentations/expectations, sessions on public procurement processes, documentation for vendor registration, tendering procedures, and best practices.

**Day 2:** Buyer presentations/expectations, hands-on onboarding support on GeM, awareness on ZED/ISO/BIS certifications, and interactive sessions on quality compliance, digital procurement, and credit schemes.

**Exhibitions and Buyer–Seller Meets:** Organized across both days, with participation from both buyers and MSMEs.

## E. BUDGET AND FINANCIALS:

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-PROGRAMME ACTIVITIES

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 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 documents 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
<b>Programmes Conducted</b>	Number of VDPs conducted as per the district calendar and annual target.
<b>MSMEs Mobilized</b>	Total number of MSMEs who attended the programme through registration and attendance records, with gender and social categories also captured.
<b>Buyers Mobilized</b>	Total number of buyers mobilized relevant to the line of activity of local MSMEs
<b>Provision of Amenities</b>	Availability and adequacy of amenities including a well-maintained AC hall, food and refreshments, and required materials.
<b>Procurement Leads Generated</b>	MoUs / Leads documented by buyers' post-event



Key Performance Indicator (KPI)	Measurement Approach
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. 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
Implementation Partner	Dr. T Vijay Krishna Kanth	7894937684	pd@citdindia.org
CITD, Hyderabad	S. Venkata Krishna	9885429054	svkrishna@citdindia.org

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## 6. REVERSE BUYER SELLER MEET (RBSM)

### 1. 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.

### 2. WORKSHOP STRUCTURE

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

### 3. ROLES & RESPONSIBILITIES

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



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

## 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.

### D. POST-PROGRAMME ACTIVITIES:

- 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. TENTATIVE WORKSHOP CURRICULUM

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	SubTopics
<b>Export Promotion Policies &amp; Incentives</b>	Government export incentives, subsidies, trade facilitation programs
<b>Trade Statistics and Market Access</b>	Global trade trends, market opportunities, sector-wise export data
<b>Banking Regulations &amp; Export Documentation</b>	Foreign exchange regulations, payment methods, required export documentation
<b>Certification &amp; Testing Requirements</b>	Mandatory certifications, quality standards, product testing procedures.
<b>Success Stories &amp; Buyer Interaction</b>	Case studies of successful MSME exports, direct buyer discussions
<b>Networking &amp; Feedback Collection</b>	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
<b>Workshops Conducted</b>	No. of RBSM workshops conducted as per district targets/Year-Wise targets.
<b>Participants: MSMEs and Mobilized/Invited Foreign Buyers</b>	No. of MSMEs and foreign buyers participated.
<b>Export Orders &amp; MoUs</b>	Export orders and MoUs signed post-event.
<b>Reporting Timelines</b>	Submission of UC and completion reports within 7 days
<b>Feedback &amp; Compliance</b>	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
<b>State Programme Implementing Unit (RAMP) – AP MSME Development Corporation</b>	Mr. Rahul Kumar	8897124351	rahulkumar64@kpmg.com
	Mr. Dinesh Kumar	9966884999	dineshkumar18@kpmg.com
<b>Implementing Agency (IA) (FIEO)</b>	Mr. G. Raghunadha Babu	9010717919	Fieoap@fieo.org
India SME Forum (ISF)	Ms. Bhavya	7710000933	
	Ms. Sushma	9821083210	



# 7. MSME INNOVATIVE – INTELLECTUAL PROPERTY RIGHTS (IPR)

## 1. 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.

## 2. WORKSHOP STRUCTURE

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

## 3. ROLES & RESPONSIBILITIES

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



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

#### 4. 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
<b>Understanding the Concept of IPR</b>	<ul style="list-style-type: none"> <li>• Definition of IPR</li> <li>• Importance of protecting intellectual property</li> </ul>
<b>Need for IPR for MSMEs</b>	<ul style="list-style-type: none"> <li>• Benefits of IPR for MSMEs</li> <li>• Role of IPR in encouraging innovation and improving competitiveness</li> </ul>
<b>Gov Schemes and Mechanisms to Support IPR Filing</b>	<ul style="list-style-type: none"> <li>• Overview on Govt. schemes (e.g., MSME Innovative, SIPP)</li> <li>• Incentives, reimbursements, facilitation support</li> </ul>
<b>Introduction to IPR Tools</b>	<ul style="list-style-type: none"> <li>• Basic usage and benefits of Patents, Trademarks, Copyrights, Industrial Designs, GI Tags, etc.</li> </ul>
<b>National and International IP Laws</b>	<ul style="list-style-type: none"> <li>• Key Indian IP laws (Patents Act, Trademarks Act, Copyright Act, etc.)</li> <li>• International frameworks (TRIPS, WIPO, etc.)</li> </ul>
<b>Procedure for Registration</b>	<ul style="list-style-type: none"> <li>• Step-by-step guide to filing for various IPs</li> <li>• Forms, timelines, fees</li> <li>• Case studies &amp; real-life examples</li> </ul>
<b>Fundamentals of Technology Transfer</b>	<ul style="list-style-type: none"> <li>• Basics of licensing</li> <li>• Types of technology transfer agreements</li> <li>• Role in commercializing IPs</li> </ul>
<b>Patenting and Patent Law</b>	<ul style="list-style-type: none"> <li>• Patentability criteria</li> <li>• How to draft a patent application</li> <li>• Dos and Don'ts</li> </ul>
<b>Enforcement of IPR Rights</b>	<ul style="list-style-type: none"> <li>• Legal remedies</li> <li>• Enforcement mechanisms</li> <li>• Role of courts, tribunals, and police</li> </ul>
<b>Infringement of IPR</b>	<ul style="list-style-type: none"> <li>• How to identify IPR infringement</li> <li>• Actions to be taken</li> <li>• Common examples</li> </ul>
<b>Impact of IPR on MSMEs and Business Growth</b>	<ul style="list-style-type: none"> <li>• Success stories from MSMEs and startups</li> <li>• Economic benefits and market positioning</li> </ul>
<b>Environmental &amp; Social (E&amp;S) Compliance and its Significance for MSMEs</b>	<ul style="list-style-type: none"> <li>• Importance of aligning innovation with E&amp;S compliance</li> <li>• Benefits of sustainable and responsible practices</li> </ul>

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

### 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. Bhukya Balaji	9885334343	bhukyabalaji@kpmg.com
	Ms. Swapna M/s NIMSME	9885999073	swapnaipfc@nimsme.gov.in



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

## 1. 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.

## 2. WORKSHOP DETAILS

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

## 3. ROLES & RESPONSIBILITIES

Stakeholder	Roles & Responsibilities
<b>District Collector</b>	<ul style="list-style-type: none"> <li>Extend administrative support for the overall implementation of the workshop</li> <li>Periodically monitor and review the conduct and progress of the workshops at the district level</li> </ul>
<b>Implementing Agency (IA) – NID, AP</b>	<ul style="list-style-type: none"> <li>Collaborate with AP MSME DC for planning and conducting workshops on Modern &amp; Green Packaging under RAMP</li> <li>Curate component-wise training materials and workshop syllabus tailored to MSME/beneficiaries sectoral needs</li> <li>Develop workshop documents covering:               <ol style="list-style-type: none"> <li>Sector-specific packaging techniques and challenges</li> <li>Structure and flow of one-day workshops</li> </ol> </li> </ul>



Stakeholder	Roles & Responsibilities
	<ul style="list-style-type: none"> <li>iii. Curriculum aligned to MSMEs across sectors (handicrafts, handlooms, food processing, toys, ceramics, textiles, etc.)</li> <li>• Arrange qualified trainers/resource persons for workshop delivery</li> <li>• Ensure effective communication during sessions by engaging native speakers or translators, as needed, to overcome language barriers</li> </ul>
<b>SERP</b>	<ul style="list-style-type: none"> <li>• Lead the implementation of Modern &amp; Green Packaging Workshops in the district in line with the state-issued calendar and targets.</li> <li>• To mobilize the beneficiaries and facilitate on-ground logistical and administrative support for the smooth conduct of workshops.</li> <li>• Disseminate workshop details to relevant line depts., industry associations and key local stakeholders to encourage their active participation and support.</li> <li>• Execute workshop delivery as per the standard curriculum, schedule, and guidelines issued by AP MSME DC.</li> <li>• Coordinate on-ground execution, including venue setup, participant registration, feedback collection, and post-workshop reporting.</li> <li>• 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</li> </ul>
<b>RAMP State Programme Implementation Unit (SPIU)</b>	<ul style="list-style-type: none"> <li>• Develop and share the annual workshop calendar and district-wise targets in coordination with IA and SERP</li> <li>• Provide standardized training modules, workshop templates, banners, IEC material, and technical guidance for implementation</li> <li>• Monitor progress across districts, provide handholding support, and ensure reporting and documentation are aligned with RAMP objectives.</li> </ul>

#### 4. 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

### C. VENUE & MATERIALS:

- 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.

### D. MONITORING AND 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 concerned authorities within 7 days of the workshop

### E. POST PROGRAMME ACTIVITIES:

- 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 documents 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
<b>Introduction to Modern &amp; Green Packaging</b>	<ul style="list-style-type: none"> <li>• Definition, scope, and importance</li> <li>• Role of packaging in product safety, appeal, and marketability</li> </ul>	Applicable across all sectors
<b>Need for Green Packaging</b>	<ul style="list-style-type: none"> <li>• Environmental impact of traditional packaging</li> <li>• Consumer demand trends for sustainable products</li> </ul>	All sectors, especially export-quality products
<b>Procedure of Green Packaging</b>	<ul style="list-style-type: none"> <li>• Steps to adopt green packaging</li> <li>• Selection of eco-friendly materials and technologies</li> </ul>	Food Processing, Handicrafts, Home Utilities, Ceramics



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

### NOTE:

- 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
<b>Workshops Conducted</b>	Number of Packaging workshops conducted as per the district calendar and assigned monthly/annual targets



Key Performance Indicator (KPI)	Measurement Approach
<b>MSMEs/Participants Mobilized</b>	Total number of MSMEs, startups, and SHGs who attended the Packaging workshop
<b>Post-Workshop Adoption/Initiatives</b>	Number of MSMEs that adopted modern/green packaging & branding techniques or applied for scheme benefits post-workshop
<b>Utilization &amp; Reporting Timelines</b>	Timely submission of Utilization Certificate, Attendance List, and Completion Report (within 7 days)
<b>Participant Feedback</b>	Feedback on content quality, relevance, speaker effectiveness, and usefulness of the sessions
<b>Diversity of Participation</b>	Participant breakup by Gender, Social Category, Sector, and Type/Size of Enterprise
<b>E&amp;S Compliance Forms Collected</b>	Number of correctly filled Environment & Social compliance forms submitted

## 8. CONTACT DETAILS OF KEY STAKEHOLDERS

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



# 9. ZERO DEFECT ZERO EFFECT WORKSHOPS AND ZED CERTIFICATION

## 1. 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 focus on creating awareness, handholding, and encouraging MSMEs to adopt sustainable practices. In Phase II, eligible MSMEs are supported in achieving graded certification levels of 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.

The districts of Andhra Pradesh have been comprehensively divided with the implementing agencies:

**AZ Quality Development Company:** Alluri Sitarama Raju, Anakapalli, Dr. B.R. Ambedkar Konaseema, East Godavari, Kurnool, NTR, Nandyal, Parvathipuram Manyam, Srikakulam, Visakhapatnam, Vizianagaram, West Godavari, Kakinada, Eluru, Parvathipuram Manyam.

**RSJ Inspection Service Ltd:** SPSR Nellore, Chittoor, YSR Kadapa, Tirupati, Annamayya, Bapatla, Anantapur, Sri Satya Sai and Prakasam.

**Skill Express:** Krishna, Guntur and Palnadu

### Workshop Structure

<b>Implementing Agency (IA)</b>	A Z Quality Development company, RSJ Inspection Service Ltd and Skill Express
<b>Duration of the workshop</b>	One (01) day Workshop
<b>Targeted Beneficiaries</b>	Existing and New MSMEs in manufacturing sector
<b>No. of workshops to be conducted by FY 2026-27</b>	1,000 workshops
<b>No. of ZED certification by FY 2026-27</b>	32,760
<b>Budget allocated per workshop</b>	Rs. 70,000
<b>No. of MSMEs to be benefitted per workshop</b>	Minimum of 50 MSMEs per workshop

## 2. ROLES & RESPONSIBILITIES

Stakeholder	Roles & Responsibilities
<b>District Collector</b>	<ul style="list-style-type: none"> <li>Monitor the overall progress of ZED workshops and ZED certification in the district.</li> <li>To ensure the district meets the overall target till FY 26-27.</li> </ul>



Stakeholder	Roles & Responsibilities
<b>Nodal officer appointed by District Collector</b>	<ul style="list-style-type: none"> <li>Support the IA in mobilization of the beneficiaries for the ZED workshops.</li> <li>Facilitate collaboration between industries and the implementation partner to ensure the active participation of subject matter experts in the workshop sessions.</li> <li>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.</li> <li>Assist MSMEs in navigating the ZED registration and certification process through IA.</li> <li>Conduct the physical visits to the workshop to assess the quality of the program on a random basis.</li> </ul>
<b>RAMP State Program Implementation unit (RAMP-SPIU)</b>	<ul style="list-style-type: none"> <li>Develop and share the annual workshop calendar and district-wise targets with IA and GM, DICs &amp; Nodal officers appointed by District collector.</li> <li>Provide tentative training modules, workshop templates, IEC material, and technical support for implementation.</li> <li>Monitor progress across districts, provide handholding support, and ensure reporting and documentation are aligned with RAMP objectives.</li> <li>Coordinate with district administrations, line departments, and IA for execution of the workshop.</li> </ul>
<b>Implementing Agency</b>	<ul style="list-style-type: none"> <li>Organize the ZED workshop and overall arrangement of venue setup, training materials and QCI certified trainers.</li> <li>Ensure workshops are conducted as per the calendar in all assembly constituencies district wise.</li> <li>Identify and mobilize MSMEs for participation in the ZED workshops.</li> <li>To provide handholding support for the MSMEs in registering for ZED certification and uploading relevant documents.</li> <li>Maintain attendance, collect feedback, and submit post-workshop reports.</li> <li>Ensure participation of at least 50 MSMEs in each workshop</li> <li>Ensuring a minimum of 20 ZED registrations per workshop within six months of conducting the workshop.</li> <li>To arrange lunch for the participants attending the ZED workshops.</li> <li>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.</li> <li>Support in documenting success stories from the workshops.</li> </ul>
<b>Industry Associations</b>	<ul style="list-style-type: none"> <li>Assist in mobilizing MSMEs who are in the manufacturing sector for workshop participation.</li> <li>Promote the benefits of ZED among their member enterprises and provide case studies or speakers if required.</li> </ul>

### 3. 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.

#### B. VENUE & MATERIALS

- 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.

#### C. POST-PROGRAMME ACTIVITIES

- 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 pr pending verifications

### 4. TENTATIVE WORKSHOP CURRICULUM

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

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

### 5. 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.



## 6. KPIs & MONITORING

Key Performance Indicator (KPI)	Measurement Approach
<b>Workshops Conducted</b>	Number of ZED workshops conducted per district/ assembly constituency as per the calendar and target assigned.
<b>MSMEs/Participants Mobilized</b>	Total number of MSMEs that attended the workshop should be recorded, with details categorized by gender, social category, and MSME classification
<b>Utilization &amp; Reporting Timelines</b>	Timely submission of Utilization Certificate, Attendance List, and Completion Report (within 7 days) from the implementation partner
<b>E&amp;S Compliance Forms Collected</b>	Number of correctly filled Environment & Social compliance forms submitted.
<b>Post-Workshop Adoption/Initiatives</b>	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.

## 7. CONTACT DETAILS OF KEY STAKEHOLDERS

Designation / Role	Name (if applicable)	Contact Number	Email ID
<b>State Programme Implementing Unit (RAMP) – AP MSME Development Corporation</b>	Mr. Rahul Kumar	8897124351	rahulkumar64@kpmg.com
	Mr. Dinesh Kumar	9966884999	dineshkumar18@kpmg.com
<b>Implementing Agency (IA) RSJ Inspection Service Ltd</b>	Mr. Bhavani	8800629648	
<b>Implementing Agency (IA) Skill Express Learning Solutions</b>	Ms. Padamani	9989395192	
	Mr. Arif Ahmad	7032909155	arif@skillexpress.in
<b>Implementing Agency (IA) AZ Quality Development Company</b>	Mr. Kalla Jagapathi	7000080866	Jagapathi444@gmail.com

Trade Receivables electronic Discounting System (TReDS)

## 10. TRADE RECEIVABLES ELECTRONIC DISCOUNTING SYSTEM (TReDS)



## 1. 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.

## 2. WORKSHOP STRUCTURE

<b>Implementing Agency (IA)</b>	Empanelled Vendors	
<b>Knowledge Partner</b>	RXIL, Invoicemart and M1Xchange	
<b>Duration of the workshop</b>	One (01) day Workshop	
<b>Workshops and their targeted beneficiaries</b>	Awareness Creation Programme for MSMEs	MSMEs
	Sensitisation for Large Industries – CPSEs – Govt. Depts.	CPSEs/SPSEs, Large Industries, Municipal Corporations/State Level Autonomous Bodies/Societies
<b>No. of workshops to be conducted till FY 2026-27</b>	100 workshops total <ul style="list-style-type: none"> <li>• 58 awareness workshops for MSMEs</li> <li>• 42 sensitisation workshops for large Industries – CPSEs- Govt Depts))</li> </ul>	
<b>Budget allocated per workshop</b>	Rs. 70,000/-	
<b>No. of MSMEs to be benefitted</b>	30 MSMEs per workshop	

## 3. ROLES & RESPONSIBILITIES

Stakeholder	Roles & Responsibilities
<b>District Collector</b>	<ul style="list-style-type: none"> <li>• Extend administrative support for the overall implementation of the workshop</li> </ul>
<b>Nodal Officer (Appointed by District Collector)</b>	<ul style="list-style-type: none"> <li>• Lead the implementation of TReDS Awareness Workshops in the district in line with the state-issued calendar and targets</li> <li>• Coordinate with CPSEs/SPSEs and large industries for industry-level participation</li> <li>• Facilitate coordination among stakeholders at the district level</li> <li>• Mobilise MSMEs and relevant govt bodies in coordination with relevant PSUs and line depts.</li> </ul>



Stakeholder	Roles & Responsibilities
	<ul style="list-style-type: none"> <li>Identify suitable venues and ensuring necessary administrative support</li> <li>Ensure on-ground execution, including venue setup, participant registration, feedback collection, and post-workshop reporting</li> <li>Connect with Govt. autonomous bodies and procurement-linked depts. to obtain the list vendor registered with the Govt. Bodies for procurement and other works.</li> <li>Oversee logistics and ensure attendance compliance on the AP MSME One Portal</li> <li>Ensure preparation of banners and IEC materials in line with RAMP guidelines</li> <li>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</li> </ul>
<b>Knowledge Partners – RXIL, M1xchange, Invoicemart</b>	<ul style="list-style-type: none"> <li>Act as technical resource partner and deliver training sessions across the state</li> <li>Support development and customization of training content and curriculum</li> <li>Provide expert guidance, platform demonstrations, and assist in onboarding queries</li> <li>Responsible for onboarding of MSMES/Large Industries onto TReDS platform</li> </ul>
<b>CPSEs / SPSEs / Large Industries</b>	<ul style="list-style-type: none"> <li>Encourage their vendors and supplier networks to attend the workshops</li> <li>Ensure registration and onboarding on the TReDS platform as per GO</li> <li>Share feedback and practical insights during sessions for awareness building</li> </ul>
<b>Municipal Corporations / State Departments</b>	<ul style="list-style-type: none"> <li>Support mobilization of Govt. autonomous bodies and procurement-linked depts./ vendor registered with the Govt. Bodies</li> <li>Ensure participation of internal procurement officials for sensitization</li> <li>Encourage their vendors and supplier networks to attend the workshops</li> <li>Assist in logistical coordination, if workshops are hosted within their premises</li> </ul>
<b>RAMP State Programme Implementation Unit (SPIU)</b>	<ul style="list-style-type: none"> <li>Develop annual workshop calendar and assign district-wise targets</li> <li>Coordinate with knowledge partners and trainers for scheduling and content delivery</li> <li>Monitor progress, compile documentation, and submit reports to the GoI</li> </ul>

#### 4. WORKSHOP PLANNING & PREPARATION

##### A. MOBILISATION OF BENEFICIARIES:

- The District Administration through the assigned District Nodal Officer, shall coordinate 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



- The District Nodal officer 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. No:153, dated: 03/09/2025.
- The District Administration is free to conduct the TReDS (Sellers & Buyers) workshops either as individual, separate workshops or in convergence with ZED workshops (targeting MSMEs) and Vendor Development Programmes (VDPs) (targeting both buyers and sellers), as deemed appropriate.

#### B. VENUE & MATERIALS:

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

#### C. ONBOARDING ONTO THE TReDS PLATFORM:

- 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. MONITORING AND FEEDBACK:

- The District Nodal Officer 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. POST PROGRAMME ACTIVITIES:

- 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. TENTATIVE WORKSHOP CURRICULUM

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

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



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

## 6. BUDGET:

- Each awareness workshop on TReDS is allocated a budget of ₹ 70,000.
- As per G.O.Ms.No: 153. Dated:03/09/2025, the district administration will receive **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:

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
<b>Workshops Conducted</b>	Number of TReDS workshops conducted as per the approved district calendar and monthly/annual targets
<b>MSMEs/Participants Mobilized</b>	Total number of MSMEs, vendors, and procurement officers who attended the TReDS workshop
<b>Post-Workshop Registration/Onboarding</b>	Number of MSMEs, CPSEs/SPSEs, or Municipal Bodies that registered or initiated onboarding on the TReDS platform
<b>Utilization &amp; Reporting Timelines</b>	Timely submission of Utilization Certificate, Attendance List, and Completion Report (within 7 days)
<b>Participant Feedback</b>	Feedback on content quality, relevance, speaker effectiveness, and usefulness of the session
<b>E&amp;S Compliance Forms Collected</b>	Number of correctly filled Environment & Social compliance forms submitted

## 8. CONTACT DETAILS OF KEY STAKEHOLDERS

Designation / Role	Name (if applicable)	Contact Number	Email ID
<b>State Programme Implementing Unit (RAMP) – AP MSME Development Corporation</b>	Mr. Bhukya Balaji	9885334343	bhukyabalaji@kpmg.com
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## 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.