

MSME Ministry organizes Entrepreneur Awareness Camp and Special Vendor Development Programme in Dimapur, Nagaland

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The Ministry of Micro, Small & Medium Enterprises (MSME), Government of India, organized Entrepreneur Awareness Camp and Special Vendor Development Programme with support of Govt. of Nagaland and Business Association of Nagas (BAN) on 30th March 2026 at Seden Riju, Purana Bazar, Dimapur, Nagaland. The programme aimed to create awareness of various initiatives of Government of India including National SC-ST Hub (NSSH) Scheme. The objective of the programme is to bridge gap between CPSEs demand and supply capabilities of SC/ST enterprises, focusing on quality standards and supply chain integration. The entrepreneurs also had opportunity to get Udyam Registration. More than 300 aspiring and existing entrepreneurs from the State of Nagaland participated in the event.



The programme was graced by Shri S. C. L. Das, Secretary, Ministry of MSME, Govt. of India. Ms. Mercy Epao, Joint Secretary, Ministry of MSME, Govt. of India, Shri L Mongkum Jamir, President, Business Association of Nagas (BAN) and dignitaries from Central and State Government were also present.



Shri Rajesh Madan, Zonal General Manager, NSIC in his opening remarks briefed about the programme and described the Public Procurement Policy of Govt. of India which mandated 4% public procurement from SC/ST owned MSEs and 3% from Women MSEs. He mentioned that National SC-ST Hub Scheme is creating an ecosystem for inclusive growth across the country including Nagaland.



Ms. Mercy Epao, Joint Secretary, Ministry of MSME, Govt. of India, in her detailed address spoke about financial assistance, infrastructure facilities, skilling and market linkage provided under various schemes of Ministry of MSME, Government of India. She highlighted that MSME sector is the second largest employer after agriculture. and contributes more than 31 percent to India's GDP, 35 per cent to manufacturing output and 46% in export. She further mentioned that more than 7.8 lakh MSMEs are

registered on Udyam Portal providing employment to more than 34 crore people. She also spoke about key benefits of PM Vishwakarma, PMEGP, MSE-CDP, Tool Room, Zed Certification, Trade Enablement and Marketing scheme, Udyam Registration, Procurement and Marketing Support Scheme etc.



Shri S.C.L. Das, Secretary, Ministry of MSME, Govt. of India described that the schemes of the Ministry of MSME are playing a vital role in strengthening the entrepreneurial ecosystem across the nation. He said that he is happy to see that the youth especially, women entrepreneurs are establishing enterprises, and becoming active contributors to the State's economy. He emphasized on the emerging technologies of Artificial Intelligence (AI) which can be optimized by the youth to create business opportunities as well as employment. He also mentioned that the Government of India is fully committed to supporting and promoting SC/ST entrepreneurship and working closely with the State Government and other stakeholders to strengthen implementation and improved outreach.



The programme provided an interactive platform for aspiring and existing entrepreneurs to interact with the stakeholders such as CPSEs, MSME-DFO, Financial Institutions, etc. engaged in supporting MSMEs across the country. During the technical session, MSME-DFO, representatives of Banks, CPSE etc. informed participants about financial assistance, vendor empanelment process etc.. The programme served as a valuable platform for fostering meaningful engagement between entrepreneurs and key stakeholders supporting the MSME sector.

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