

MSME Ministry Organises National Seminar on Enabling MSMEs to Go from Local to Global through Digital Commerce at IIT Madras

Experts from DGFT, ECGC, EXIM Bank and Digital Commerce Ecosystem Share Practical Insights with MSMEs

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The Ministry of Micro, Small and Medium Enterprises, Government of India, through the MSME Development & Facilitation Office, Chennai, organised a National Seminar on “From Local to Global: Enabling Export-Ready MSMEs through Digital Commerce” at IIT Madras, Chennai, on 18th August, in collaboration with Entrepreneurship cell of IIT Madras.



The seminar brought together MSMEs, entrepreneurs, students, policymakers, financial institutions, export ecosystem stakeholders and digital commerce experts to explore practical pathways for enabling MSMEs to access national and international markets.

The inaugural session featured a special address by Shri Praveen Yadav, Additional Chief Secretary, MSME Department, Government of Tamil Nadu. He emphasized that digital commerce is transforming MSME's access to global markets by transcending geographical boundaries. He called for stronger

Centre-State convergence to create an enabling ecosystem that can accelerate the global competitiveness of MSMEs.

Special address by, Prof Manu Santhanam, Dean, IC&SR of IIT Madras highlighted the critical role of innovation, academia-industry collaboration in enabling MSMEs to develop new products and technologies, enhance competitiveness.

Shri Hansraj Verma, Director General , Council of State Industrial Development & Investment Corporation of India, also delivered a special address, highlighting that quality is fundamental to strengthening competitiveness in domestic as well as international markets and underlined importance of digitisation for MSMEs to expand their reach.

Shri Dhayalan, Director & Head, MSME DFO Chennai, delivered the keynote address and felicitated the distinguished guests. Smt. Reshma Rajeevan, Deputy Director, MSME DFO Chennai, delivered the welcome remarks and set the context for the seminar, underlining the need to support MSMEs in moving from domestic markets towards global opportunities.

The seminar focused on the changing landscape of international trade and the growing role of digital commerce, technology, innovation and market linkages in enabling MSMEs to reach customers beyond geographical boundaries.



The technical sessions featured experts and officials from DGFT, EXIM Bank, ECGC IIT Madras, export and e-commerce consulting domains, who provided practical insights on export procedures, trade finance, export risk mitigation, market identification, international payments, compliance, digital onboarding and opportunities for MSMEs to leverage e-commerce for global market access.

The discussions were particularly relevant in the context of the Government's continuing efforts to strengthen MSME market access. The Procurement & Marketing Support (PMS) Scheme of the Ministry of MSME includes National Workshops/Seminars as a dedicated component under its capacity-building interventions, aimed at creating awareness and educating MSMEs on market access, packaging, import-export procedures, e-commerce platforms and other developments relevant to expanding their markets. The National Seminar organised at Chennai was held as part of this component, providing MSMEs with direct access to experts and practical knowledge on digital commerce and export readiness.

The seminar also provided an important platform for students and aspiring entrepreneurs to understand the emerging opportunities in digital commerce, entrepreneurship and international markets.

The programme concluded with a vote of thanks, acknowledging the contribution of the distinguished guests, speakers, experts, panellists, participating MSMEs, students, partner institutions and the organising team.



The initiative reflects the Ministry of MSME's continuing commitment to strengthening market access, digital adoption, export preparedness and handholding support for MSMEs, thereby contributing to the vision of taking Indian enterprises "From Local to Global."

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