

**Workshop on Quality Certification for MSMEs (ZED, LEAN, ISO)
Vendor Mobilization Drive under BDSP
Raising and Accelerating MSME Performance (RAMP)**

25th June 2025 || Ganjam || Venue: Sadbhavana Conference Hall, Collectorate Ganjam

Officials Present

- Shri Dibya Jyoti Parida, IAS, Collector & District Magistrate, Ganjam
- Sri. Hrushikesh Behera, General Manager, DIC, Ganjam
- Sri. Debanu Das Mahapatra, Consultant, ¹Quality Council of India
- Sri. Shyama Prasad, Deputy Director, ²National productivity Council (NPC)
- Sri. Suramya Mishra, Consultant, ³KIIT TBI

Introduction

On June 25, 2025, the MSME Department, Government of Odisha, successfully conducted a workshop on "Quality Certification" at the Sadbhavana Conference Hall, Chatrapur, Ganjam. This event was a pivotal initiative under the Business Development Service Provider (BDSP) intervention of the Raising and Accelerating MSME Performance (RAMP) program. The workshop aimed to enhance the capabilities and competitiveness of MSMEs in Odisha by focusing on quality certifications such as ISO, LEAN, and ZED. These certifications are crucial for improving operational efficiency and market competitiveness, providing MSMEs with a structured framework to streamline processes, reduce waste, and improve product quality. The event attracted a diverse group of participants, eager to learn and implement these standards. The program saw a total participation of 60 stakeholders.

Inaugural and Keynote Address:

The workshop commenced with an inaugural session led by Shri Dibya Jyoti Parida, IAS, Collector and District Magistrate of Ganjam, who served as the chief guest. In his keynote address, he underscored the importance of quality certifications for MSMEs in Ganjam district. He emphasized that these certifications are vital tools for ensuring product quality, which is essential for exporting goods and entering competitive markets. He encouraged entrepreneurs to innovate and expand their businesses, stressing the importance of maintaining high standards to succeed in both domestic and international markets. Additionally, he highlighted various government programs designed to boost entrepreneurship and support MSMEs, urging participants to leverage these initiatives for growth and development. He also called upon the RAMP SPIU team to conduct similar programs addressing other gap areas in Ganjam, fostering regular engagement between entrepreneurs and the district administration to resolve business challenges.

Technical Session & Insights:

- Shri. Hrushikesh Behera, General Manager, District Industries Centre (DIC), Ganjam, provided an overview of the day's program, setting the stage for the technical sessions. He outlined the objectives of the workshop and the expected outcomes for the participants, emphasizing the importance of quality certifications in enhancing business operations and market reach.

¹Quality Council of India (QCI) and ²National Productivity Council (NPC) are autonomous organizations under the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry while ³KIIT TBI is being recognized as an Incubator by the Startup Odisha – MSME Department, the authorized representatives from QCI, NPC & KIIT TBI, were approved by the MSME Department to facilitate this training session

- Odisha RAMP State Project Implementation Unit (SPIU) team briefed participants on RAMP's objectives, approved interventions, and ongoing programs under RAMP in Odisha. This session highlighted the support available for MSMEs and the strategic initiatives being implemented to enhance their performance and competitiveness. The RAMP SPIU also detailed out how the RAMP program is structured to provide comprehensive support to MSMEs, including financial assistance, training, and access to new markets.
- Shri Shyama Prasad from the National Productivity Council (NPC) delivered a comprehensive session on LEAN certification, emphasizing its critical role in enhancing MSMEs' operational efficiency and waste reduction. He highlighted the significant benefits of adopting LEAN practices, such as increased efficiency, cost savings, and improved workflow. Shri Prasad provided practical steps for integrating LEAN methodologies into business operations, sharing examples of MSMEs that have successfully implemented these practices and achieved positive outcomes. The session underscored the importance of continuous improvement for sustained growth and discussed methods for monitoring and measuring the impact of LEAN practices. Shri Prasad also addressed common challenges faced during LEAN implementation and offered solutions to overcome them, ensuring MSMEs can effectively adopt and benefit from LEAN principles.
- Sri Suramya Mishra from KIIT TBI discussed practical aspects of LEAN tools, including enterprise group formation and MCLS implementation strategies. He provided insights into consultant support and strategies for improving workflow, reducing inventory, and minimizing defects. The session aimed to equip MSMEs with tools for operational excellence and innovation.
- Sri Debanu Das Mahapatra from the Quality Council of India (QCI) led a detailed session on ZED and ISO certifications, providing a comprehensive overview of the Zero Defect, Zero Effect (ZED) certification framework. This framework assists MSMEs in producing high-quality products with minimal environmental impact, aligning with sustainable industrial practices. Sri Mahapatra emphasized the role of ZED certification in promoting superior quality standards while supporting environmental sustainability, which is crucial for MSMEs aiming to expand their market reach. He also covered various ISO standards relevant to MSMEs, explaining their significance in improving quality management systems and ensuring product consistency and reliability. ISO certifications are globally recognized frameworks that help MSMEs maintain high standards, thereby opening new market opportunities and building customer trust. The session detailed the process for obtaining ZED and ISO certifications, including the criteria and requirements needed for certification. Sri Mahapatra highlighted the benefits of these certifications, such as improved quality management systems, higher customer satisfaction, and increased market competitiveness. He discussed the environmental advantages linked to ZED certification, which supports sustainable growth and aligns with global environmental standards. Participants were informed about the resources and support available for MSMEs pursuing certification, including financial assistance and training programs. The session concluded with a Q&A segment, allowing participants to clarify their queries and gain further insights into the certification processes.

Collaboration

The District Investment Promotion Agency (DIPA), Ganjam team supported in mobilization of

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participants for the workshop. PwC³ served as the State Project Implementation Unit under the RAMP Program

Conclusion

The program concluded with closing remarks by the General Manager of DIC, Ganjam, who summarized the day's discussions and emphasized the importance of adopting quality certifications for sustainable growth. He encouraged participants to leverage the insights gained during the workshop to drive innovation and excellence in their enterprises. The GM-DIC reiterated the need for MSMEs to focus on quality as a key differentiator in the market, urging them to pursue certifications to enhance their competitiveness. Participants expressed interest in future programs on GeM and detailed sessions on ZED and LEAN. The event ended with a networking lunch, fostering connections and collaborations among MSMEs, industry experts, and government officials. This networking session aimed to build a supportive community for MSMEs, encouraging the exchange of ideas and experiences to drive collective growth and excellence in the sector.



GM-DIC, Ganjam

Ankit Aditya Bhatta

RAMP SPIU, Odisha

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