

**Focused Training for MSMEs**  
**Vendor Development Program (VDP)**  
**Raising and Accelerating MSME Performance (RAMP)**  
31st December 2025 || Ganjam || Venue: Auditorium, IREL

**Officials Present**

- Shri Amaresh Kumar Nayak, General Manager, DIC, Ganjam
- Shri Hrushikesh Behera, Assistant Manager, DIC, Ganjam
- Shri Prasanta Kumar Swain, DGM (Materials), IREL (India) Limited, Chhatrapur
- Shri Subrat Kumar Rout, Manager (Materials), IREL (India) Limited, Chhatrapur
- Shri Pradeep Kumar Jena, Manager (HR), IREL (India) Limited, Chhatrapur

**Introduction**

On 31st December 2025, the MSME Department, Government of Odisha, in collaboration with Indian Rare Earths Limited (IREL), successfully conducted a Vendor Development Program at the Auditorium, IREL, Ganjam. This event was a strategic initiative under the Vendor Development Program (VDP) intervention of the Raising and Accelerating MSME Performance (RAMP) program. The workshop aimed to create sustainable vendor linkages between local MSMEs in Ganjam district and IREL, one of India's leading public sector enterprises in the rare earths and minerals sector. IREL operates major manufacturing facilities in Ganjam district, presenting significant procurement opportunities for local MSMEs capable of meeting quality standards and delivery requirements. The vendor development program was designed to provide MSMEs with comprehensive understanding of IREL's raw material requirements, ancillary product needs, quality specifications, vendor registration processes, and business opportunities in IREL's downstream divisions. Such vendor linkages are crucial for MSME growth, providing stable demand, regular revenue streams, and opportunities to scale operations while contributing to local economic development and the 'Make in India' initiative. The event attracted a diverse group of participants including MSME manufacturers, fabricators, traders, service providers, and entrepreneurs from Ganjam and neighboring districts, eager to explore business opportunities with IREL. The program saw a total participation of 65 stakeholders comprising MSMEs, entrepreneurs, and industry representatives.

**Inaugural and Keynote Address**

The workshop commenced with a welcome address and context setting by Shri Amaresh Kumar Nayak, General Manager, DIC, Ganjam. In his address, he highlighted the significance of the vendor development program for MSMEs in Ganjam district and explained how strategic linkages with anchor industries like IREL can transform local businesses by providing assured markets, technical learning opportunities, and pathways for business expansion. He emphasized the objectives of the RAMP program and how vendor mobilization initiatives are designed to integrate MSMEs into larger value chains, creating sustainable business relationships that benefit both MSMEs and procurement organizations.

Shri Nayak emphasized that Ganjam district is fortunate to host IREL's major operations, and local MSMEs must leverage this proximity advantage to become reliable suppliers, meeting IREL's stringent quality and delivery standards. He highlighted that becoming a vendor to reputed public sector enterprises like IREL not only provides business opportunities but also enhances MSME credibility, enabling them to access other institutional buyers and expand their market presence. The inaugural session set an encouraging and strategic tone, motivating participants to actively engage with IREL representatives, understand requirements comprehensively, and position themselves as reliable vendors for sustainable business relationships.

### **Technical Session & Insights**

Comprehensive Presentation on IREL's Operations and Procurement Requirements: The technical session was led by senior officials from IREL (India) Limited, Chhatrapur, who provided detailed insights into the organization's operations, procurement processes, and vendor development initiatives.

- **Introduction to IREL (India) Limited and Its Operations:** Shri Prasanta Kumar Swain, DGM (Materials), IREL (India) Limited, Chhatrapur, began with a comprehensive introduction to IREL, explaining its history, mandate, and strategic importance as a public sector enterprise under the Department of Atomic Energy, Government of India. He explained that IREL is engaged in mining and processing of beach sand minerals including ilmenite, rutile, zircon, sillimanite, garnet, and monazite. He detailed IREL's operations in Odisha, particularly the major facilities at Chhatrapur including mineral separation plants, synthetic rutile plants, titanium dioxide pigment plant, and titanium sponge plant. He emphasized IREL's contribution to India's strategic mineral security and its role in the rare earths and titanium value chain. This context helped MSMEs understand the scale, significance, and stability of IREL as a potential customer.
- **Overview of IREL's Product Portfolio and Downstream Operations:** The presentation covered IREL's diverse product portfolio including mineral concentrates (ilmenite, rutile, zircon), value added products (synthetic rutile, titanium dioxide pigments, titanium sponge), and specialized products for various industries. Shri Swain explained the downstream divisions and their operations, highlighting the technological sophistication and quality standards maintained across all production facilities. He emphasized the opportunities for MSMEs not just in supplying raw materials and consumables to the primary operations but also in the growing downstream value added product divisions, which require diverse inputs and services.
- **Understanding IREL's Raw Material Requirements:** A significant portion of the session focused on detailing IREL's raw material requirements that could be supplied by local MSMEs. The presentation covered various categories including:
- **Industrial Consumables:** Various chemicals, acids, alkalis, and reagents used in mineral processing and chemical operations, specifying quality grades, packaging requirements, and typical consumption volumes.

- **Safety and PPE Items:** Personal protective equipment, safety gear, firefighting equipment, and occupational health supplies, highlighting compliance and quality certification requirements.
- **General Stores and Consumables:** Office supplies, housekeeping materials, maintenance consumables, and general operational requirements.

Ancillary Product and Service Requirements: Beyond raw materials, the session covered IREL's requirements for ancillary products and services including:

- **Maintenance and Repair Services:** Plant maintenance, equipment servicing, civil maintenance, electrical maintenance, and specialized technical services.
- **Transportation and Logistics Services:** Material transportation, waste management, warehousing services, and logistics support.
- **Fabrication and Machining Services:** Custom fabrication jobs, precision machining, welding services, and equipment modification work.
- **Testing and Calibration Services:** Laboratory testing, equipment calibration, nondestructive testing, and quality inspection services.
- **Manpower Services:** Contract labor specialized technical manpower, and facility management services.

This comprehensive overview helped service oriented MSMEs identify opportunities beyond product supply.

- **Quality Standards and Technical Specifications:** Shri Subrat Kumar Rout, Manager (Materials), IREL (India) Limited, provided detailed explanation of quality standards and technical specifications required for various materials and products. He emphasized that IREL, being a critical industry with stringent operational requirements, maintains high quality standards aligned with national and international specifications including BIS standards, ISO standards, and industry-specific technical specifications. He explained the importance of MSMEs understanding and meeting these specifications consistently, as quality deviations can impact plant operations and production schedules. He provided guidance on how MSMEs can access technical specifications, obtain clarifications, and ensure compliance through proper quality management systems and testing protocols.
- **Vendor Registration Process and Documentation Requirements:** A critical segment of the presentation covered the detailed vendor registration process with IREL.
- **Procurement Procedures and Payment Terms:** The session covered IREL's procurement procedures including tender processes, rate contract systems, spot purchases, and emergency procurement mechanisms. Shri Rout explained how MSMEs can participate in tenders, access tender documents through IREL's procurement portal, and submit competitive bids. He detailed the evaluation criteria including technical compliance, commercial competitiveness, past performance, and delivery capabilities. He explained IREL's payment terms, which are aligned with government procurement norms, providing assurance of timely payments for goods and services supplied as per agreed terms and conditions. He emphasized that IREL values long term vendor relationships and provides opportunities for regular suppliers to grow their business volumes progressively.

- **Quality Assurance and Inspection Processes:** The presentation explained IREL's quality assurance framework, describing incoming material inspection procedures, quality testing protocols, and acceptance criteria. Shri Rout emphasized the importance of suppliers implementing robust quality control systems in their own facilities to ensure consistent quality, reducing rejection rates and building strong vendor reputation. He explained how quality deviations are handled, the importance of traceability and documentation, and the opportunities for quality improvement through vendor development initiatives.
- **Opportunities in IREL's Downstream Value Chain:** A particularly exciting segment covered opportunities for MSMEs in IREL's downstream operations and value added product divisions. The presentation explained that as IREL expands its downstream operations in titanium products, specialty chemicals, and advanced materials, new vendor opportunities emerge across the value chain. Shri Swain encouraged MSMEs to think beyond immediate supply opportunities and consider developing capabilities for higher value products and services required by downstream divisions, potentially creating more lucrative and technology intensive business relationships.

## **Conclusion**

The program concluded with closing remarks and vote of thanks by Shri Amaresh Kumar Nayak, General Manager, DIC, Ganjam, who summarized the day's discussions and emphasized the significant business opportunities available for local MSMEs through partnerships with IREL. He appreciated the enthusiastic participation of MSMEs from across Ganjam district and expressed gratitude to IREL's senior management and technical team for their detailed presentation and willingness to engage with local suppliers. The GMDIC encouraged participants to take concrete action on the information shared, initiate vendor registration processes with IREL, and work systematically towards meeting the quality and capability requirements for becoming approved vendors. He emphasized that becoming a vendor to a reputed public sector enterprise like IREL requires commitment to quality, reliability, and professionalism, but the rewards in terms of stable business, credibility enhancement, and growth opportunities are substantial. The event ended with a networking lunch, fostering direct connections and conversations among MSMEs, IREL officials, and government representatives. This networking session was particularly productive, with several MSMEs engaging in detailed technical discussions with IREL's materials and technical teams, exchanging contact information, and scheduling follow up meetings for exploring specific supply opportunities.

*Ankit Aditya Bhatta*

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