

STANDARD OPERATING PROCEDURE

TRAINING PROGRAMMES UNDER RAMP SCHEME

For General Managers - District Industries Centres (GM-DICs)

1. PURPOSE

- To standardize the planning, execution, and evaluation of training programmes under the Raising and Accelerating MSME Performance (RAMP) Programme—a World Bank-assisted scheme of the Ministry of MSME, Government of India—being implemented in Odisha by the MSME Department, Government of Odisha.
- This standardization ensures consistent quality and effective capacity building of General Managers of District Industries Centres (GM-DICs), government officials, Micro, Small and Medium Enterprises (MSMEs), and industry stakeholders across all districts of Odisha.

RAMP STRATEGIC INVESTMENT PLAN (SIP) IMPLEMENTATION AGENCIES IN ODISHA

- IED (Institute of Entrepreneurship Development)
- Startup Odisha
- DEPM (Directorate of Employment and Planning Management)

2. SCOPE

Applicable To: All training programmes conducted under RAMP Scheme in Odisha

Stakeholders:

- MSME Department, Government of Odisha
- GM-DICs
- Three Implementing Agencies: IED, Startup Odisha, DEPM
- MSMEs, Entrepreneurs, Government Officials, Industry Associations

3. DETAILED PROCESS

A. PLANNING PHASE

| Step | Activity | Timeline | Responsibility | Output |
|-----------------------------|---|-----------|---|--|
| 1. Need Assessment | <ul style="list-style-type: none"> GM-DIC conducts consultations with DM, DIPA, industry associations, producer groups, implementation agencies and other key stakeholders. Secondary research on sector needs | T-30 days | GM-DIC with Implementation Agency support | District Training Need Assessment Report |
| 2. Training Calendar | <ul style="list-style-type: none"> Implementation Agency consolidates district needs, prepares Monthly/ Quarterly calendar, obtains MSME Department | T-25 days | Implementation Agency | Approved Training Calendar |
| 3. Trainer Selection | <ul style="list-style-type: none"> For Central schemes: Consult MSME DFO For State schemes: Consult MSME Dept For technical delivery: Training institutions, industry experts, mother/ anchor industries, InvoiceMart, M1xchange, RXIL, C2FO, DTX, QCI, NPC, CTTC, CIPET, IIP, FIEO, WTC, NRDC, GeM, ECGC Ltd., GI experts onboarded by MSME Dept, and several others | T-20 days | Implementation Agency | Approved Trainer with Agreement |

| Step | Activity | Timeline | Responsibility | Output |
|---------------------------------------|---|-----------|---|----------------------------|
| 4. Content Development | <ul style="list-style-type: none"> Trainers develop presentations, handbooks, case studies | T-18 days | Trainer | Training Materials |
| 5. Mobilization | <ul style="list-style-type: none"> Implementation Agency coordinates with GM-DICs, DIPA, Industry Associations, Producer Groups to ensure relevant participants mobilized Implementation Agency floats registration forms on their websites and shares with GM-DICs and Industry Associations | T-15 days | Implementation Agency with GM-DIC support | Confirmed Participant List |
| 6. Venue Finalization | <ul style="list-style-type: none"> GM-DIC coordinates with DM/ other key stakeholders in districts for venue suggestion Implementation Agency finalizes venue | T-15 days | GM-DIC initiates, Implementation Agency finalizes | Venue Booking Confirmation |
| 7. Logistics & Collaterals | <ul style="list-style-type: none"> Collaterals: Implementation Agency prepares flex, standees, banners (approved by MSME Dept), arranges printing Logistics: Venue, refreshments, training kits (pad, pen, folder), photography, mementos, travel/ stay for trainers, officials, Implementation Agency team | T-10 days | Implementation Agency | Complete Logistics Ready |

B. DELIVERY PHASE (Training Day)

| Step | Activity | When | Responsibility |
|--------------------------------|--|-----------------------|--|
| 8. Setup | GM-DIC verifies venue setup, equipment, registration desk, branding collaterals | 2 hrs before | GM-DIC with Implementation Agency and its Vendor |
| 9. Registration | <ul style="list-style-type: none"> Registration desk operational. Attendance register, training kits distribution, name badges | 30 min before | Implementation Agency and its Vendor |
| 10. Inauguration | <ul style="list-style-type: none"> GM-DIC delivers welcome address. Welcome and facilitate Chief Guest. Introduction of trainer | As scheduled | GM-DIC |
| 11. Training Sessions | <ul style="list-style-type: none"> Trainer(s) deliver(s) sessions per agenda GM-DIC coordinates with Implementation Agency for smooth execution, addresses on-ground issues, facilitates Q&A | As scheduled | Trainer with GM-DIC coordination |
| 12. Documentation | <ul style="list-style-type: none"> Photography & videography throughout. Proper attendance maintenance | Throughout | Implementation Agency with Vendor |
| 13. Closing | <ul style="list-style-type: none"> Vote of thanks, certificate distribution | As scheduled | GM-DIC/ Coordinator |
| 14. Social Media | Implementation Agency prepares social media posts in recommended format of Department (pre-event, live, post-event) | Before, during, after | Implementation Agency |
| 15. Feedback Collection | Collect feedback on programme content, trainer effectiveness, logistics. Implementation Agency compiles data | During event | Implementation Agency with GM-DIC input |

C. POST-TRAINING PHASE (7-90 Days After Programme)

| Step | Activity | Timeline | Owner | Output |
|------------------------------|--|-------------------------------|--|--|
| 16. Assessment Report | <ul style="list-style-type: none"> Implementation Agency analyzes feedback, prepares post-event report as per RAMP guidelines including photographs, videos, challenges, recommendations GM-DIC provides district-level insights | 7-10 days post event | Implementation Agency with GM-DIC input | Comprehensive Post-Event Assessment Report |
| 17. Follow-up Actions | <ul style="list-style-type: none"> GM-DIC: Share materials maintain trained database, identify beneficiaries for schemes, coordinate with Implementation Agencies for handholding support, conduct refresher sessions if needed | 15 days - 3 months post event | GM-DIC with Implementation Agency coordination | Training Impact Tracking, Beneficiary Database |
| 18. Impact Assessment | <ul style="list-style-type: none"> Track scheme applications, Certifications obtained, Registrations (TReDS, GeM, ONDC), Business improvements, Employment generation | 3-6 months post event | GM-DIC with Implementation Agency | Impact Report/ Success Stories |

5. ROLES & RESPONSIBILITIES

| Role | Key Responsibilities |
|------------------------|--|
| MSME Department | <ul style="list-style-type: none"> Strategic guidance, Approve training calendar/ budget, Coordinate with MoMSME Gol, Monitor quality, |

| Role | Key Responsibilities |
|--|---|
| | <ul style="list-style-type: none"> • Ensure RAMP compliance |
| Implementing Agencies (IED, Startup Odisha, DEPM) | <ul style="list-style-type: none"> • Consolidate training needs, • Identify/ propose trainers, • Develop collaterals (flex, standees, banners), • Draft invitations, • Create social media content, • Analyze feedback, • Prepare assessment reports as per RAMP guidelines and share with MSME Department • Obtain MSME Dept approvals, • Send formal confirmation to trainers, • Coordinate mobilization with GM-DICs, • Manage complete logistics (venue, catering, printing, training kits, photography, travel/stay), • Handle financial transactions, • Compile feedback |
| GM-DICs | <ul style="list-style-type: none"> • Conduct need assessment with DIPA, industry associations, MSMEs, producer groups • Coordinate venue through DM/ other key district level officials • Mobilize participants • Coordinate smooth execution • Address on-ground issues • Facilitate Q&A • Provide qualitative observations • Conduct follow-up and handholding |
| Trainers/SMEs | <ul style="list-style-type: none"> • Develop content • Deliver training • Engage participants • Assess learning |

6. TRAINING INTERVENTIONS UNDER RAMP

| Intervention | Activity | Target Participants | Sample Topics (from FY 2025-26 programmes) |
|--|---|--|--|
| 1. BDSP to support MSEs | Vendor Mobilization Drive | MSMEs, entrepreneurs | Quality Certification, DPR, IPR, ONDC, Branding & Marketing, AI for MSMEs, Go-to-market strategy, Export, Taxation, Financial support, GeM etc. |
| | Capacity Building for DIC & Industry Associations | Govt officials, GM DICs, Industry associations | Central & State MSME Schemes/ Policies |
| 2. Vendor Development Program | Focused Training for MSMEs | MSMEs, vendors | Vendor development with anchor industries, quality enhancement, Industry-MSME linkage facilitation |
| | Capacity Building for DIC & Industry Associations | GM-DICs, DIC officials, Industry associations | MSME Schemes, vendor facilitation |
| 3. Bill Discounting | MSE Outreach Activity | MSMEs, TReDs players (InvoiceMart, RXIL, M1xchange, C2FO, KREDX) | Benefits of Bill discounting, Onboarding of MSMEs on TReDS platforms |
| 4. GI Tagging | Outreach for MSMEs & Stakeholders | MSMEs, producer groups, artisans | GI Authorized User Registration, Marketing & Branding of GI products |
| 5. Entrepreneurship Development | EDP Awareness & Mobilization | Aspiring entrepreneurs, youth | Business Planning and Management, Financial and Technical Support, Skill Training & Entrepreneurial Motivation, Marketing & Export Management, and Focused |

| Intervention | Activity | Target Participants | Sample Topics (from FY 2025-26 programmes) |
|--------------|----------|---------------------|--|
| | | | programs for women, SC/ST, and underserved sectors |

7. MONITORING & REPORTING

Reporting Structure

| Report Type | Frequency | Prepared By | Submitted To | Contents |
|-------------------------------------|-----------------------------------|--|-------------------------|--|
| Post-Event Assessment Report | Each programme (within 7-10 days) | Implementation Agency with GM-DIC inputs | MSME Department | Programme details, participants, content, feedback analysis, photographs, challenges, recommendations |
| Monthly Progress Report | Monthly | Implementation Agency | MSME Department | Programmes conducted, participants, follow-up status, upcoming programmes, challenges |
| RAMP Compliance Reports | As per MoMSME schedule | Implementation Agency | MoMSME, GoI via NPMU | Compliance with RAMP reporting requirements, monthly review meetings organized by MoMSME |
| Annual Report | Annually | Implementation Agency with all GM-DICs | MSME Department, MoMSME | Comprehensive year achievement, cumulative impact, financial summary, lessons learned, strategic recommendations |