

## NORTH EAST MSME SUMMIT FOR SC/ST ENTREPRENEURS

*“Promoting Trade Opportunities for SC/ST Entrepreneurs in the North-eastern Region”*

22 & 23 November 2019, Maniram Dewan Trade Centre, Guwahati, Assam.

### Programme Outline

#### Day 1 – Friday, 22 November 2019

0900 – 0945 hrs	Registration/Networking Tea
1000 – 1100 hrs	<b>Inaugural Session</b>
1100 – 1130 hrs	Tea/Coffee Break
1130 – 1300 hrs	<b>Business Opportunities – inherent strengths of NER:</b>
	<p>The panel will deliberate on the untapped opportunities of the inherent strengths of NER:</p> <ul style="list-style-type: none"> <li>• Fresh &amp; Processed Food.</li> <li>• Textiles&amp; Handloom (focus on Eri/Muga Silks, natural fibres)</li> <li>• Handicrafts</li> <li>• Tea, Coffee&amp; herbal drinks</li> <li>• Medicinal &amp; Aromatic plants (MAPs)</li> <li>• Spices.</li> <li>• Government’s schemes for promotion of market linkages (domestic &amp; exports) and</li> <li>• Various Gol schemes for financial assistance.</li> <li>• Success stories (both NE and non-NE entrepreneurs).</li> </ul> <p>The panel will address various verticals which will enable entrepreneurs to build their businesses.</p>
1300 - 1400 hr	<b>Lunch</b>
1400 - 1530 hrs	<b>Session on Promotion and Nurturing of Women Entrepreneurship:</b> Entrepreneurship can empower women not only in financial aspect but transform society, bring about equality and contribute to economic growth of the country by way of creating employment opportunities.

	<p>The panel will discuss, motivate women entrepreneurs on opportunities in Handlooms &amp; Handicrafts, Hospitality industry and Agri&amp; allied sectors to create awareness of the untapped opportunities.</p> <ul style="list-style-type: none"> <li>• Success stories from NE women entrepreneurs</li> <li>• Success stories of women entrepreneurs from outside of NER</li> </ul>
<b>1400 - 1530 hrs</b>	<p><b>Parallel Workshop on Bamboo &amp; Cane:</b></p> <p>Bamboo, a versatile grass is an integral part of NE people which is used from 'cradle to grave'. The NE people uses Bamboo for food which has high nutritional value, for variety of utilities, construction of houses, furniture. It serves as a major livelihood for rural economy. As the world gets more green conscious, Bamboo can be a game changer replacing plastic and other non-degradable materials.</p> <p>The workshop will create awareness of the potential of Bamboo;</p> <ul style="list-style-type: none"> <li>• Utilities - building materials, handicrafts, paper, food, incense sticks etc. Technology intervention</li> <li>• Skilling for market eco system (domestic &amp; export).</li> <li>• GoI schemes for Bamboo development and to promote entrepreneurship.</li> </ul>
<b>1530- 1700 hrs</b>	<b>Vendor Development Session with PSUs</b>
<b>1715-1800 hrs</b>	<b>Fashion Show</b>
<b>1830- 2000 hrs</b>	<b>Networking Dinner</b>

<b>Day 2- Saturday, 23<sup>rd</sup> November 2019</b>	
<b>1000 - 1130 hrs</b>	<p><b>Boosting Export from the North East:</b></p> <p>The NER has abundant natural resources in terms of high-end fruits, herbs, spices, cut flowers &amp; orchids, Medicinal &amp; aromatic plants, cereals and tea which are organic (by default). These inherent strengths are yet to be harnessed to its potential capacity.</p> <p>The panel will discuss and deliberate on these advantages with focus to market linkages (domestic &amp; exports).</p> <ul style="list-style-type: none"> <li>• What needs to be done for export eco-system.</li> <li>• Probable market opportunities.</li> <li>• Export incentives.</li> </ul>
<b>1130 – 1200 hrs</b>	<b>Tea/Coffee Break</b>
<b>1200 - 1330 hrs</b>	<b>Panel Discussion on Financial Linkages:</b>

	<p>Accessing to Finance is one of the major bottlenecks for the NE entrepreneurs due to lack of awareness, rigorous paper works, collaterals and stringent lending norms. As financial linkage is crucial for sustainability, growth and expansion of business, this session will highlight windows of financing available;</p> <ul style="list-style-type: none"> <li>• Gol schemes /incentives designed for MSMEs (special focus on the NE)</li> <li>• Role of NBFCs and how to leverage to meet financial needs</li> <li>• Discuss crowdfunding and alternate source of lending.</li> </ul>
<b>1330 - 1430 hr</b>	<b>Lunch</b>
<b>1430 - 1600 hrs</b>	<p><b>Parallel workshop on Development of Tourism industry:</b></p> <p>Entrepreneurship is vital for economic growth and development of a nation as it leads to creation of livelihood opportunities and employment generation. The NE is naturally endowed with beautiful landscape and pristine environment rich with biodiversity and culture.</p> <p>Development of Tourism industry can bring about transformational change in the NE - <i>Homestay, adventure, trekking, wildlife, river cruise, spelunking, Angling, traditional medicine, culture (popular festivals &amp; cuisines), historical (WW-II sites/routes) &amp; religious (Buddhism from far &amp; ASEAN)</i>, can be the USP for development of entrepreneurs. Along these tourist routes, trade &amp; commerce can take place (haat for Handloom &amp; handicrafts etc) not only within India but with the ASEAN neighbours.</p> <p>The session will address:</p> <ul style="list-style-type: none"> <li>• Skilling for the hospitality sector.</li> <li>• Potential opportunities in the Tourism sector</li> <li>• Exploring Adventure and culture tourism</li> </ul>
<b>1430 - 1600 hrs</b>	<p><b>Parallel Workshop on Piggery value chain:</b></p> <p>Pig rearing is an integral part of NE culture and it is the main income for many rural households. However, despite high consumption, the Piggery sector is still under developed where demands are mostly met from outside of the NE. Given the huge potential, piggery value chain is an untapped opportunity (local &amp; export).</p> <p>Workshop will present this sector as one of the sunrise sectors for entrepreneurs:</p> <ul style="list-style-type: none"> <li>• understand and address the challenges &amp; gaps</li> <li>• Success stories by entrepreneurs in the piggery sector.</li> </ul>
<b>1000 – 1600 hrs</b>	<b>Buyer Seller Business Meetings with PSUs (Parallel B2B area)</b>