

Awareness Programme on Lean Techniques and Schemes for MSMEs in Kumta, Karnataka



Knowledge sharing session on various schemes at the program

IMEDF's, the special purpose vehicle of DA Group, Pepper & Cardamom Spices Cluster took part in an Awareness Programme on Lean Techniques and MSME Schemes, aimed at enhancing the competitiveness and sustainability of micro, small, and medium enterprises (MSMEs). The event introduced lean techniques and various government schemes designed to foster growth and efficiency in the sector.

Partner Associations

The event saw active participation from various partner associations, including:

- Chamber of Commerce and Industry
- Food Processing Cluster
- Cashew Processing Cluster
- Coir Cluster
- Beekeeping/Honey Processing Cluster
- Pepper & Cardamom Spices Cluster

Key Sessions and Discussions

The programme featured insightful sessions on:

- Lean Techniques: Key principles, tools, techniques, and advantages for MSMEs
- Branding & Intellectual Property: Trademarks, trade secrets, designs, patents, Geographical Indications (GI), and idea hackathons
- Market Access & Procurement: Barcode registration, marketing strategies, trade fairs/exhibitions, and the Government e-Marketplace (GeM) Portal

IMEDF's Pepper & Cardamom Spices Cluster

The Pepper & Cardamom Spices Cluster in Sirsi Taluka consists of 1,000+ farmers (600 men and 400 women), who are institutionalised under Totakashi Producer Company Limited—the Special Purpose Vehicle (SPV) of the cluster, registered under the Companies Act, 2013.

Farmers in the cluster focus on value addition to premium-quality spices, including:

- Pepper
- Cardamom
- Star anise
- Nutmeg
- Mace

The harvested spices undergo processing at the Common Facility Centre (CFC), which is equipped with high-end machinery to ensure premium quality and enhanced market competitiveness.

The brochure is a promotional flyer for an awareness programme. At the top, it features logos for 'MSME COMPETITIVE (LEAN) SCHEME', 'MCLS', 'MSME', and 'dic'. Below these, it states 'Government of India', 'Ministry of Micro, Small and Medium Enterprises', and 'MSME - Development & Facilitation Office, Hubli'. It also mentions 'In association with District Industries Centre, Karwar, Dist. Uttara Kannada', 'Uttara Kanara Small Scale Industries Association, Sirsi', and 'Small Scale Industries Association, Industrial Estate, Kumta'. The main title is 'Organizes Awareness Programme on Lean Techniques & MSME Schemes' with the subtitle 'Upgrading Competitiveness & Sustainability of MSMEs'. The event details are 'On 28th Jan 2025 (Tues Day), Time 10:30 am onwards @ Mahalaxmi Comforts, Opp. LIC Office, NH-66, Kumta'. A 'Sessions on' section lists: 'Key LEAN principles, tools, techniques & its advantages', 'Branding/Trade Mark, Trade Secret, Design, Patent, GI, Idea Hackathon', and 'Barcode, Procurement & Marketing, Trade Fairs/Exhibitions, GeM Portal'. A 'Partner Associations' box lists: 'Small Scale Industries Association, Industrial Estate, Karwar, Yellapur, Haliyal; Uttara Kannada Dist. Chamber of Commerce, Industry & Agriculture, Sirsi; Chamber of Commerce & Industry, Karwar; Food Processing Cluster, Sirsi; Cashew Processing Cluster, Kumta; Coir (SFURTI) Cluster, Kumta; Pepper & Cardamom Spices (SFURTI) Cluster, Sirsi; Beekeeping/Honey Processing (SFURTI) Cluster, Honnavara and Ankola.' A QR code is labeled 'SCAN TO REGISTER' with the text 'No Fees for Participation !!!'. Contact information at the bottom includes 'Mohammed Arshad, Assistant Director, MSME - Development & Facilitation Office, Gokul Road, Hubli - 580030. Mob: 9445612854, Email: dc-di-hubli@dcmsme.gov.in'.

Brochure of the program

Impact of the Event

The programme served as a valuable platform for MSMEs and farmer-led enterprises to explore growth opportunities, improve sustainability, and enhance competitiveness through lean manufacturing techniques and government schemes. Participants gained practical insights into branding, market access strategies, and intellectual property rights, empowering them to expand their businesses effectively.

Conclusion

The Awareness Programme successfully facilitated knowledge sharing and collaboration among MSMEs, farmer-led enterprises, and industry experts. IMEDF's Pepper & Cardamom Spices Cluster, along with other participating associations, benefitted from discussions on lean techniques and MSME schemes, paving the way for greater efficiency and market reach.