File No. – IND-HI2-COMMT-0003-2014 Letter No. 5005 /l., Dated 7/8/2020

From
Shailendra Narayan Nayak,
Deputy Secretary to Government.

To
The Addl. Secretary to Government
MSME Department.

Sub: Regarding initiation of MSME Global mart portal.

Sir,

In inviting reference on the subject cited above, I am directed to forward herewith a letter received from the Director (Planning & Marketing), National Small Industries Corp. LTD. for necessary action at your level.

Yours faithfully,

Deputy Secretary to Government

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Ref no:-NSIC/HO/BD/BD/DSF/03

14th July 2020

Dear Sir,

As you are aware NSIC has been working to promote, aid and foster the growth of Micro, Small & Medium Enterprises (MSMEs) in the country. NSIC facilitates MSMEs with a set of specially tailored schemes to enhance their competitiveness.

NSIC, realizing this need of MSMEs, have initiated MSME Global Mart (www.msmemart.com) a global business to business (B2B) portal facilitating business services to MSMEs through Digital interventions. MSMEmart is a one stop digital solution to all business needs of MSMEs and aims towards providing next generation services to MSMEs to make them competitive in a global market. Services of MSMEmart not only focus towards increasing the visibility of products globally but also focus on providing value added services and relevant information to support MSMEs throughout the business cycle.

Some of the salient features and benefits of MSMEmart portal are as follows:

- Create your own Company’s Webpage in minutes
- Connect with Buyers and Suppliers all over the world.
- Keywords based Unlimited Tender Alert.
- Trade Leads (Buy/Sell)
- Facilitates Joint Venture & Subcontracting etc
- Franchise,Sub-Contracting,Sales Agency & Distributorship Opportunities
- Display of products 24*7
- Information on Events & Exhibitions
- Available in Multiple Language

Services of MSMEmart can be availed through Annual Membership. Membership for SC-ST entrepreneurs are 100% Free for First year & 80% for subsequent years under National SC-ST Hub Scheme of the Ministry of MSME.

Membership of the MSMEmart portal can be subscribed online by visiting http://msmemart.com/membership or physically through the nearest NSIC office. MSME may also call nearest NSIC office or HO at 011-26382032, 26926275 for assistance.
Contact details of NSIC offices can be found on http://www.nsic.co.in/Corporate/SearchBranch.aspx.

In this regard, it is requested that a communication about MSMEmart portal may be sent to all DIC's for further promotion among MSMEs' and also link of the portal may be placed on your ministry's website/business/msme portal as Marketing support feature for benefit of the visitors of the portal.

We solicit your cooperation to take this initiative forward for wider reach.

Thanking You,

(P. Udayakumar)
Director (Planning & Marketing)

Shri Hemant Sharma, IAS
Principal Secretary, Dept of Industries
Idcol House, Unit-II, Ashok Nagar
Bhubaneswar-751009, Odisha