

Raising and Accelerating MSME Performance (RAMP)

Success Stories – Khordha



Micro, Small & Medium Enterprise Department
Government of Odisha

Benefits received under RAMP programme



Power
sector

Alfa Transformers Limited, Bhubaneswar

Enabling Bill Discounting through TReDs (Workshop with Invoicemart)

Company Brief

Alfa Transformers Limited (ATL), established in 1987 and incorporated in 1982, is a BSE-listed, ISO 9001-certified manufacturer of power and distribution transformers based in Odisha. Starting as a small-to-medium range transformer unit, ATL built strong brand equity across India and began exporting to Nepal, UAE, and Bangladesh by 1994. Recognized by the Government of India with the "One Star Export House" award in 2004

Challenges



Working Capital Stress - Limited access to affordable credit despite executing bulk orders



Extended Payment Cycles - 45-day standard credit periods from large utility buyers like Tata Power



Payment Delays - Procedural approval delays extending beyond stipulated timelines



Strained Cash Flows - Persistent liquidity constraints affecting operational efficiency



Benefits & Impact



Reduced Payment Cycles – Faster and affordable access to credit through bill discounting on TReDS platforms



Improved Working Capital - Enhanced liquidity through Invoice Mart and M1 Exchange onboarding



Strengthened Cash Flow Management - Better predictability and control over receivables



Expanded access to buyer and lender base – Access to a wider network of buyers and financing institutions.



Benefits received under RAMP programme



Milan Stone Carving, Baghamarai, Khordha

Stone and wood carving

Company Brief

Milan Stone Carving, founded in 2005, preserves Baghamarai's stone carving heritage by nurturing **artisans' skills and providing sustainable jobs**. It supports community culture while expanding into new markets for social and economic growth.

Support for GI Tagging

Challenges

-  **Limited market recognition** restricting customer growth
-  **Artisan isolation** hindering collaboration and morale
-  **Lack of official protection** risking craftsmanship authenticity
-  **Restricted access** to formal marketing and trade channels

Benefits & Impact

-  **Renewed pride and ownership** amongst the producers
-  **Enhanced market identity** through GI certification
-  **Increased market demand** due to improved credibility
-  **Production expansion** creating more growth opportunities



Benefits received under RAMP programme



Bivabari Fashions Pvt. Ltd, Bhubaneswar

Textile

Entrepreneurship Development Programme

Company Brief

Bivabari Fashions Pvt works with local weavers and artisans to produce handloom Ikkat fabrics, garments, and accessories. The company focuses on preserving traditional craftsmanship while offering quality products that combine heritage with modern style. Bivabari supports artisans and markets their creations across India and abroad through its sustainable collections.

Challenges



Lack of exposure to opportunities for expanding into new markets.



Inadequate knowledge of product presentation and packaging standards.



Minimal participation in platforms that connect enterprises with buyers and peers.



Limited awareness of key business processes and regulatory aspects



Dearth of decision-making ability



Benefits & Impact



Improved **product presentation** and **export readiness**



Participation in **state and national** trade fairs



Strengthened **Brand Identity** and market positioning



Expanded **market reach** through digital platforms



Improved **planning** capabilities, enhance **decision-making** and **problem-solving skills**



Benefits received under RAMP programme

Impact Story : Boosting the local economy in Textiles Sector through VDP

Vendor Development Programme

Textiles & Apparel – Packaging opportunities for MSMEs



Key players: Aditya Birla Fashion, Page Industries, Wild Lotus Fashion



Plants are **vertically integrated** with fixed supplier base for raw materials and input materials



Packaging of these apparel is a major opportunity for regional MSMEs



Native MSMEs loosing opportunity to regions such as **Delhi-NCR, West Bengal, Tamil Nadu, Karnataka**



MSMEs can supply these packing materials to the large players

Impact Story :1

Opportunity: ~72 crores/ annum packaging opportunities in Textiles Sector

ABFRL manufactures **3.6 MN shirts** in Bhubaneswar: Each shirt requires **30** packaging items, at present being procured from other States

1st round of VDP organized in **Cuttack**: ABFRL + **35** Packaging units: **Demand, quality requirement** and **vendor engagement** procedures shared by ABFRL

Requirements shared with **GM-DICs** and **DIPA** to identify quality players at district level. Details of identified units to be shared with ABFRL

2nd round of VDP organized between ABFRL and shortlisted units organized in July 2025. This initiative is part of an ongoing effort to **mobilize quality vendors** and link them with major anchor industries, enhancing the state's economic impact and fostering MSME growth

Multiple **Bhubaneswar and Cuttack** packaging units connected with ABFRL's Bengaluru Procurement Hub; some onboarded as vendors



ADITYA BIRLA GROUP

