

Report on Vendor Development Programme organized by MSME and Toy Association of India in Maharaja Surajmal Institute of technology

A Two-Day Vendor Development Programme (VDP) was successfully organized by the Ministry of Micro, Small and Medium Enterprises (MSME), Government of India, through the MSME–Development and Facilitation Office (DFO), Okhla, New Delhi, in association with The Toy Association of India, Indian Oil Corporation Ltd. (IOCL), and Maharaja Surajmal Institute of Technology (MSIT). The programme was held on 11–12 March 2026 at Maharaja Surajmal Institute of Technology (MSIT), C-4, Janakpuri, New Delhi. The event was organized under the guidance and support of Prof. Neeru Rathee (Dean Human Resource Development and Alumni Affairs, MSIT and convenor, eCell) and Dr. Manoj Malik, (Dean Associate, National and International Collaboration, MSIT). The programme aimed to strengthen the MSME ecosystem and provide toy manufacturers with opportunities to interact with government procurement agencies and major public sector organizations.



The programme witnessed enthusiastic participation from **around 60 toy manufacturers**, along with representatives from government departments, public sector undertakings, financial institutions, and industry associations. An exhibition was organized alongside the programme where participating toy manufacturers displayed a wide range of innovative and indigenous toys. This exhibition provided an excellent platform for networking, collaboration, and showcasing the potential of India's toy manufacturing sector.

The programme commenced with the **registration of participants and networking tea**, followed by the **inauguration of the exhibition and ceremonial lighting of the lamp by the Chief Guest and other dignitaries**. The inaugural session included a **welcome address by Sh. Sunil Kumar, IEDS, Deputy Director, MSME-DFO, Okhla**, who highlighted the importance of vendor development initiatives in

strengthening MSMEs and promoting indigenous manufacturing. This was followed by an address by **Er. Kaptan Singh, President, Surajmal Memorial Education Society**, who emphasized the role of academic institutions in supporting industry and entrepreneurship. He discussed the following points:

- Providing **internship opportunities for students of MSI and MSIT** in the toy industry.
- Creating **placement opportunities for MSIT students** in the toy manufacturing sector.
- Establishing a **Centre of Excellence or Innovation Lab for Toy Development at MSIT** to promote research, design, and innovation.



The **Chairman of the Toy Association of India** agreed in principle to support these initiatives.

Dr. R. K. Bharti, IEDS, Director, MSME-DFO, Okhla, presented the aims and objectives of the programme and encouraged MSMEs to actively participate in government procurement systems. Special addresses were delivered by **Sh. Rajeev Chhabra, Deputy Commissioner of Industries, Government of NCT of Delhi**, and **Sh. Ajay Agarwal, President, Toy Association of India**, who spoke about the growth opportunities for the toy manufacturing sector in India.

The programme also featured addresses by distinguished guests including **Sh. Jagdeep Kumar Rana, Executive Director, Indian Oil Corporation Ltd.**, and **Ms. Ashwini Lal, IES, Additional Development Commissioner, MSME**. The Chief Guest, **Dr. Rajneesh, IAS, Additional Secretary and Development Commissioner (MSME), Ministry of MSME**, delivered the inaugural address, emphasizing the Government of India's commitment to strengthening MSMEs and encouraging domestic manufacturing under the "Make in India" initiative. The event was graced by **Smt. Esha Jharkhar (Vice-President, Surajmal Memorial Education Society)** and **Sh. Rajpal Solanki (Treasurer, Surajmal Memorial Education Society)**.



The event included several **technical sessions and presentations by representatives of major organizations and procurement agencies**. These sessions provided detailed insights into vendor registration procedures, procurement policies, and eligibility criteria for becoming suppliers to organizations such as **Indian Oil Corporation Ltd., Indian Railways (Ircn International Ltd.), NTPC Ltd., CBSE, and Power Grid Corporation of India Ltd.** Participants were also given an opportunity to interact directly with officials from CPSUs and MSME departments to clarify their queries and understand



procurement processes more effectively.

On the second day, technical sessions focused on **government schemes and financial support for MSMEs**. Presentations were delivered on **NSIC schemes for MSMEs**, vendor registration procedures for **NCERT and Border Security Force (BSF)**, and the process for **buyer and seller registration on the Government e-Marketplace (GeM) portal**. Additional sessions covered vendor registration with the **Canteen Stores Department (CSD)** and financial assistance schemes offered by **Union Bank of India and SIDBI**. Officials from MSME-DFO also explained various government schemes aimed at supporting MSMEs and promoting entrepreneurship.

The programme concluded with a **valedictory function and distribution of certificates of participation**, followed by high tea. Overall, the Vendor Development Programme proved to be highly beneficial for participating toy manufacturers by providing them with valuable information about procurement opportunities, vendor registration procedures, and financial support mechanisms. The event also strengthened collaboration between government agencies, industry associations, and MSMEs, thereby contributing to the growth and development of the Indian toy manufacturing sector.