



The National Small Industries Corporation Limited (NSIC) is all set to extending marketing support to the Rajkot-based micro, small and medium enterprises (MSME) by educating them besides organising exhibitions. This move will usher the growth potentials of small and medium enterprises in Rajkot, extensively.

Subhash Prusty, manager, NSIC technical services centre in Rajkot opined that marketing is the major challenge that MSMEs face today. He also added that NSIC will provide the MSMEs a platform to do marketing. "Marketing is the biggest need for the small industries based in Rajkot. They are not much aware about it. We will provide them a platform to do marketing."

NSIC recently organised an 'Industrial Expo' in Rajkot with a participation of more than 300 MSME units from across Saurashtra.

N K Subramani, deputy general manager of NSIC Rajkot, said, "These industries have good skills available with them, but they are not marketing their products properly. We are trying to give a platform for marketing. There is also a very good opportunity for exports marketing goes well with them. NSIC is also promoting exports."

Rajesh Agarwal, deputy accountant, NSIC said that the main aim of NSIC is to provide extensive support to small scale industries. "We are inviting industrial associations from different states to visit the expo. We also take Rajkot-based MSME units to participate in industrial exhibitions in other places for promotions of their products," he added.

Rajkot has more than 3000 small and medium units, most of which produce engineering items.

NSIC acts as a facilitator to promote small industries products and has devised a number of schemes to support small enterprises in their marketing efforts, both domestically and overseas.

Agencies