



Virtual (Online) Capacity Building Program – “Role of Business Membership Organizations: Supporting MSMEs in New Approaches & Strategies to enhance Global Competitiveness”

24 February, 2021 – 6 March, 2021

The **Centre for MSME, IICA** in partnership with **Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH** has successfully conducted the Series # 3 Virtual (Online) Capacity Building Program – “**Role of Business Membership Organizations: Supporting MSMEs in New Approaches & Strategies to enhance Global Competitiveness**” held from 24 February, 2021 – 6 March, 2021 under the German Bilateral Development Cooperation Project on “Programme for Modernisation and Innovation Promotion in MSMEs in India (MSME INNO), implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH” witnessed engaged participation from 25 industry leaders representing major industry associations / chambers.

On behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH has partnered with the Ministry of Micro, Small and Medium Enterprises (MoMSME), Government of India for the implementation of the Programme for Modernisation and Innovation Promotion in MSMEs in India.

The Accelerate SMEs Advancement Program – “Role of Business Membership Organizations : Supporting MSMEs in New Approaches & Strategies to enhance Global Competitiveness” program focuses on four major aspects to be considered when setting objectives for enhancing SMEs Global Competitiveness

1. Promoting Competitiveness and productivity in the MSME space
2. Making the MSME sector innovative, improving technology and depth
3. Strong presence in exports
4. Improved managerial processes in BMOs/Industry Associations/Chamber of Commerce & Industry

The programme objective is to equip BMO Managers / Senior Office Bearers from BMOs with strategic thinking skills and administrative techniques for stimulating local entrepreneurs to invest in and manage new businesses and industries that will efficiently compete in national and international markets and thereby enabling the BMO Managers to effectively take up operational roles towards managing various activities like events, information dissemination, Government advocacy etc. for promoting interest of MSME members.

Since the Covid-19 pandemic has led to numerous challenges for MSMEs already constrained by high fixed costs and **revenue shortfall and the most pertinent business continuity risks that have emerged as a result of COVID-19 are crashing supply chain, stressed cash-flow, depleted liquidity and severely challenged flight of manpower**, it becomes important for SMEs to fine tune internal business operations especially working capital management, regulatory risk and rationalizing the business and financial structure.

To improve the MSME ecosystem, the said program (spread over 10 online sessions/webinars) aimed to abreast BMOs / industry associations / chambers of commerce with effective engagement techniques with MSMEs in areas like **Perfecting the Digitalization action plan for BMOs that can help their member SMEs with better outreach to their target audience, reputation and revenues, Developing Business Eco System in their cluster to facilitate MSME for smooth running of business with working capital on lower side as well as new Approaches for BMOs to protect and promote common interests of their members and Optimizing the Digital Innovation Eco-system for MSMEs, Preparedness and planning for improved control systems, and targeting Prospective Investors by Listing on stock exchange - a new source of raising equity capital, maximizing value & wealth creation**, so that BMOs that is Industry Associations / Chambers of commerce and industry can play a crucial role in terms of serving as a critical link between various stakeholders, defining the problems and implementation of solutions in MSMEs.

Major Highlights

- Each ½ day Webinar with sharing in-depth knowledge, debating spiritedly & directing razor-sharp questions at each other enabled the participants to discover more about each other and set a baseline for future cohesiveness and bonding as a group.
- The discussion on national & international case study kept the participants engaged through a fascinating & enjoyable journey into the intricacies in overall operations of MSMEs

Basic Training Module (10 online sessions - each ½ day)				
Specific Training on “Role of Business Membership Organizations : Supporting MSMEs in New Approaches & Strategies to enhance Global Competitiveness”				
Guiding & supporting MSME to improve profitability through participation in Global Trade <ul style="list-style-type: none"> • How to develop a strategy to participate in Global Trade • Improving profitability in Global Trade 	Developing SME's Post COVID business strategies <ul style="list-style-type: none"> • SMEs business strategy development – process & constrains. • Post Covid strategic challenges & opportunities 	Optimizing the Digital Innovation Eco-system for MSMEs <ul style="list-style-type: none"> • Digitalization action plan for BMOs that can help their member SMEs with better outreach to their target audience, reputation and revenues 	Developing Business Eco System in their cluster to facilitate MSME for smooth running of business with working capital on lower side <ul style="list-style-type: none"> • Develop business models and more 	Corporatization for MSMEs (Latest changes) <ul style="list-style-type: none"> • How to create effective organization structure for BMO (Industry Association) • Creating systems and procedures for BMO (Industry Association) • Professional & life skills to build robust businesses

Resource Persons / Speakers

In this programme, in-house faculty as well as outsource faculty were engaged as reproduced below:-

- **Mr. Sanjay Beswal** - Director, Andees Consulting
- **Mr. Moti Blau** - Managing Director, Proxy Marketing Solutions Ltd
- **Shri Pankaj Gupta** - President, Industries Association of Uttarakhand, Dehradun
- **Mr. Deepak Joshi** - DGM-Finance, NSIC
- **Ms. Shweta Varma** - CEO, Nobility BPM Pvt Ltd
- **Mr. Rakshit Tandon** - Consultant – IAMAI (Internet & Mobile Association of India)
- **Ms. Sunita Biddu** - Web Strategist & Social Media Coach
- **Shri Sanjay Dwivedi** - Chief Executive Consultant, 3E Management Consultants
- **Mr. Sanjeev Arya** –CA
- **Mr. Rajesh Gupta** – CA
- **Mr. Paritosh Pathak** - Strategic Networking Coach
- **Ms. Anubha Singh** - Assistant Manager, AGNI Mission, Invest India
- **CA Rajan Bhatia** - Managing Partner, Global CFO / Rajan Bhatia & Company
- **Mr. Naveen Coomar** - Managing Partner, naveen&naveen

Training Program - Sessions Moderators

The online capacity building programme was started with welcome address & opening remarks by Mr. Rajesh Batra - Head Centre for MSME/ IP&CC, IICA and Shri Sarabjot Singh Saini - Technical Expert (Innovation Promotion in MSMEs), GIZ GmbH.

The programme was concluded on 6th March, 2021 with closing session & remarks presided by Mr. Rajesh Batra, Head Centre for MSME/ IP&CC, IICA.

The participants appreciated the programme content, faculty and training sessions.
