

## Virtual (Online) Capacity Building Programme on

### **“Accelerate SMEs Advancement Program for Revitalizing MSMEs – New Approaches & Strategies to enhance SMEs Growth & Competitiveness”**

**6-17 September, 2021 (10 Webinars)**

#### Course Overview

During the last decade of the 21st century, a growing number of small & medium sized enterprises (SMEs) were established. It is a recognized major business trend that, SMEs will generate an even greater number of jobs than big industry. Furthermore, MSME sector has been consistently registering higher growth rate than overall growth of the industrial sector.

It is considered expedient to provide practical solutions to enable a thriving environment for growth of MSMEs for ensuring quicker, cost-effective and value maximizing outcomes for MSMEs, in a manner which is least disruptive to the continuity of their businesses.

The Accelerate SMEs Advancement Program focuses on four major aspects to be considered when setting objectives for enhancing SMEs Growth & 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



#### Mode of Training

Intensive online sessions/ webinar series

#### Date & Timings

6-17 September, 2021  
(10 Webinars) 2:30 pm – 5:00 pm

#### Program Fee

INR 29,500/- (INR 25,000/- + GST) per participant

- 5% discount for 2 to 4 attendees from one organization
- 10% discount for 5 or above attendees from one organization

#### For program details, please contact:

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