

## 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 (10 Webinars)**

#### **Course Overview**

The world’s economy is increasingly becoming interconnected and MSMEs are looking at international trade for access and supply to foreign markets. The emergence of new business platforms and the openness of the economy has allowed MSMEs to become global companies. Thus, some of the sessions will focus on identifying opportunities pertaining to international trade for entrepreneurs and MSMEs, along with the regulatory challenges impeding their growth and sustainability, Practical solutions to enable a thriving environment for growth of MSME’s.

During the last decade of the 21<sup>st</sup> 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.

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

In this context, **BMOs/industry associations have a vital role to play by arranging platforms for consultations with Government and other stakeholders on the lines of major aspects described above and thus can facilitate the achievement of the country’s goals for its MSME sector. BMOs provide platform for their members to come together to analyze the constraints in the environment that must be addressed. BMOs/industry associations, that are democratic in their governance, transparent in their functioning and represent their industrial sector, or perhaps all industry, satisfactorily (that is, have large membership) can be invaluable partners of Government in the development and implementation of plans for growth of MSME sector.**

Keeping these imperatives in mind, **Indian Institute of Corporate Affairs** through its **Centre for MSME** in partnership with **Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH** is organizing its series # 3 Virtual (Online) Accelerate SMEs Advancement Program - “**Role of Business Membership Organizations: Supporting MSMEs in New Approaches & Strategies to enhance Global Competitiveness**” scheduled during **24 February, 2021 – 6 March, 2021 (10 Webinars)**.

The aforesaid capacity building program is being organised 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” and will witness engaged participation from industry leaders representing major BMOs/industry associations / chamber of commerce & Industry.

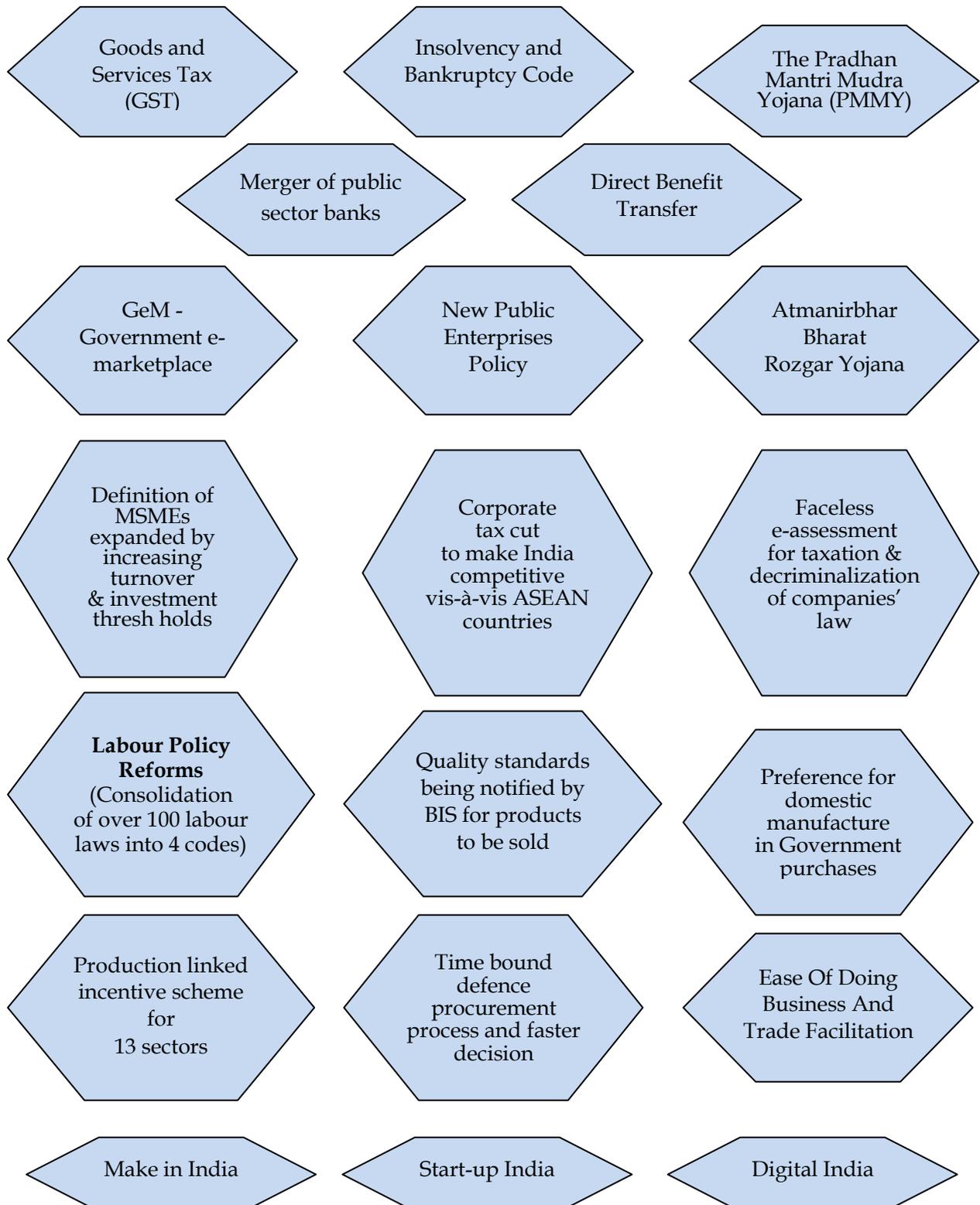
## Objectives

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The programme aims to provide participants/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.

## Economic Reforms will strengthen MSMEs competitiveness

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## What do we want to achieve?

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- Enhance MSME contribution to GDP from about 30% to 50% and in exports from 49% to 60%.
- Generate employment levels to the extent of 5 crore additional jobs in MSME sector in 5 years.
- Increasing share of MSME contribution across key public & private industry sectors
- Fulfilling increasing domestic demand, growth in exports, indigenization and import substitution

## What have we achieved?

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- Indian SME - 63.38 million enterprises
- Industrial output - 45%
- Exports - 48.5%
- Industrial units - 95%
- Employment - 110 million (4 times higher than large enterprise)
- Products - more than 8000
- Indian SME Market Value - \$ 5 billion

## What impedes the growth?

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### Policy & Regulation

- High regulatory compliance burden
- Lack of quality control standards
- Difficulties in exiting the market

### Information & Capabilities

- Lack of knowledge, marketing facilities and information about latest technologies
- Lack of innovation capabilities
- Lack of awareness about Government policies

### Inadequate Industrial Infrastructure (Land, Electricity & Transport)

- Cost of Credit & Finance
- Technology
- Very low share of high-tech exports
- Marketing & Procurement
- Labour (Skill Development)

## Approach

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- Indian Institute of Corporate Affairs has been designed with a vision of providing a platform for dialogue, interaction and partnership between governments, corporate, investors, civil society, professionals, academicians and other stake holders in the emerging 21st century environment.
- IICA endeavors to actively participate in processes and activities that seek to harmonize activities and resources of Government, helping and supporting the Enterprises at National & International level.
- The program initiative at IICA, as a multi-stakeholder approach, endeavors to trigger a strategy for a new wave of SMEs leveraging the benefits of the entrepreneurial conducive ecosystem for India's growth.
- This will complement the work that the Indian Government and Private Sector institutions are doing in assisting the industry.

## **Pedagogy & Training Methods**

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The program has been divided into 10 modules of 2.5 hours each spread over two weeks. This program can be conducted **Through - Intensive Webinar / Online Sessions.**

- Dedicated 10 online Webinars.
- A certificate of Participation will be awarded to the participants after the successful completion of the program by IICA.

## **Target & Expected Participation**

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- Business Membership Organization (BMO)/reputed Chamber of Commerce & Industry Association

## **Content / Coverage**

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### **Masterclass (1) -24 February, 2021 (Wednesday)**

<p><b>2:30 pm - 5:00 pm</b> (10 minutes break during the webinar)</p>	<p><b><u>Approaches &amp; Strategies for BMOs/Industry Associations in guiding &amp; supporting MSME to improve profitability through participation in Global Trade</u></b></p> <p><b>How to develop a strategy to participate in Global Trade</b></p> <ul style="list-style-type: none"><li>• The World is open for good business</li><li>• Why think of Imports or Exports</li><li>• Basics of International Trade<ul style="list-style-type: none"><li>○ Risks and its Management</li><li>○ Payment mechanisms</li><li>○ Classification of products and services</li></ul></li><li>• Tariff and Non - Tariff Barriers in Trade</li><li>• International Trade Agreements</li><li>• Warding off Dumping and other trade threats from foreign companies</li><li>• Sourcing and Marketing strategies</li><li>• Questions and Answers</li></ul> <p><b>Improving profitability in Global Trade</b></p> <ul style="list-style-type: none"><li>• Costing Strategy for your Imports &amp; Exports</li><li>• Understanding Government Policies for International Trade</li><li>• Utilising International Trade Agreements for your business</li><li>• Indirect Taxation system on Imports and Exports in India</li><li>• Foreign Trade Policy of India<ul style="list-style-type: none"><li>○ Duty Exemption Schemes</li><li>○ EPCG Scheme</li><li>○ Other Incentive Schemes</li></ul></li><li>• Schemes and Duty Concessions for Imports</li><li>• Questions and Answers</li></ul>
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### Masterclass (2) -25 February, 2021 (Thursday)

<b>2:30 pm - 5:00 pm</b> (10 minutes break during the webinar)	<b>BMO's Roles in Developing SME's Post COVID business strategies</b> <ul style="list-style-type: none"><li>• SMEs business strategy development - process &amp; constrains.</li><li>• SMEs Post Covid strategic challenges &amp; opportunities.</li><li>• The need of SMEs to re-strategies and the BMO's leadership.</li><li>• SMEs strategic analysis - tools and BMO's interventions.</li><li>• SMEs strategic direction development - model and BMO's roles</li></ul>
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### Masterclass (3) -26 February, 2021 (Friday)

<b>2:30 pm - 5:00 pm</b> (10 minutes break during the webinar)	<b>Role of BMOs/Industry Associations, being Guiding Force of the industry to take forward industry grievances and proposals to the relevant government authorities.</b>  <b>Approaches for BMOs to protect and promote common interests of their members.</b>  <b>Case study discussion</b>
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### Masterclass (4) -27 February, 2021 (Saturday)

<b>2:30 pm - 3:45 pm</b>	<b>Role of BMOs in extending exhibitions enabled business opportunities to their MSME members and create business friendly environment for their members</b>
<b>3:45 pm - 5:00 pm</b>	<b>How BMOs should Re-engineer to remain relevant</b>

### Masterclass (5) - 1 March, 2021 (Monday)

<b>2:30 pm - 3:45 pm</b>	<b>Optimizing the Digital Innovation Eco-system for MSMEs</b> <ul style="list-style-type: none"><li>• Data &amp; Cyber security for SMEs</li></ul>
<b>3:45 pm - 5:00 pm</b>	<b>Digitalization action plan for BMOs that can help their member SMEs with better outreach to their target audience, reputation and revenues</b>

### Masterclass (6) -2 March, 2021 (Tuesday)

<b>2:30 pm - 5:00 pm</b> (10 minutes break during the webinar)	<b>How SMEs in India can become World Class destination for multinationals</b> <ul style="list-style-type: none"><li>• Integration of growing manufacturing sector (including MSMEs integration) into Global Value Chain</li><li>• Linkages of Least Developing Countries (LDCs) and Developing Countries (DCs) into India's Global Value Chain (GVCs)</li><li>• Supply Chain Management for Global competitiveness</li></ul>
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### Masterclass (7) -3 March, 2021 (Wednesday)

2:30 pm - 3:45 pm	Approaches for BMOs/industry associations in developing Business Eco System in their cluster to facilitate MSME for smooth running of business with working capital on lower side
3:45 pm - 5:00 pm	Corporatization for MSMEs (Latest changes)

### Masterclass (8) -4 March, 2021 (Thursday)

2:30 pm - 5:00 pm (10 minutes break during the webinar)	<b>Approaches &amp; Strategies for BMOs / Industry Associations in providing key support networks for MSMEs in the industrial sector they represent.</b> <ul style="list-style-type: none"> <li>• The Number 1 thing that members are looking for in Associations</li> <li>• What Associations get wrong, even though they don't mean to</li> <li>• How to drive up memberships through member</li> <li>• The must needed element for the success of Members</li> </ul>
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### Masterclass (9) -5 March, 2021 (Friday)

2:30 pm - 5:00 pm (10 minutes break during the webinar)	<b>Role of BMOs in Capital Raising Options for MSMEs</b> <ul style="list-style-type: none"> <li>• Conventional methods like Bank/Financial institutions Loan etc.</li> <li>• Non-conventional methods like Private Equity, Venture Capital, Angel Investor, BSE SME platform / NSE Emerge etc</li> <li>• Fundraising &amp; Investment due diligence - Do's &amp; Don't for Start-ups &amp; SMEs</li> <li>• Attracting &amp; Accelerating business partners and investment partners, angel investors, venture capital firms</li> </ul>
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### Masterclass (10) - 6 March, 2021 (Saturday)

2:30 pm - 5:00 pm (10 minutes break during the webinar)	<b>Contemporary Issues</b> <ul style="list-style-type: none"> <li>• How to create effective organization structure for BMO (Industry Association)</li> <li>• Creating systems and procedures for BMO (Industry Association)</li> <li>• Professional &amp; life skills to build robust businesses               <ul style="list-style-type: none"> <li>✓ Drive &amp; communication skills</li> <li>✓ Negotiation &amp; Creative decision making</li> </ul> </li> <li>• How BMOs can promote Innovation &amp; Entrepreneurship in the industrial clusters they represent.</li> </ul>
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#### Schedule of Webinar/Online Sessions

Webinar	Date	Timings
Masterclass 1	24 February, 2021	02:30 pm - 5:00 pm (10 minutes break during the webinar)
Masterclass 2	25 February, 2021	02:30 pm - 5:00 pm (10 minutes break during the webinar)
Masterclass 3	26 February, 2021	02:30 pm - 5:00 pm (10 minutes break during the webinar)
Masterclass 4	27 February, 2021	02:30 pm - 5:00 pm (10 minutes break during the webinar)
Masterclass 5	1 March, 2021	02:30 pm - 5:00 pm (10 minutes break during the webinar)
Masterclass 6	2 March, 2021	02:30 pm - 5:00 pm (10 minutes break during the webinar)
Masterclass 7	3 March, 2021	02:30 pm - 5:00 pm (10 minutes break during the webinar)
Masterclass 8	4 March, 2021	02:30 pm - 5:00 pm (10 minutes break during the webinar)
Masterclass 9	5 March, 2021	02:30 pm - 5:00 pm (10 minutes break during the webinar)
Masterclass 10	6 March, 2021	02:30 pm - 5:00 pm (10 minutes break during the webinar)

## Registration

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<b>Mode of Training</b>	Intensive Online Sessions / Webinar series
<b>Date &amp; Timings</b>	24 February, 2021 - 6 March, 2021 (10 Webinars) 02:30 pm - 05:00 pm
<b>Number of Seats</b>	25-30 Senior Level Office Bearer from Business Membership Organization (BMO)/reputed Chamber of Commerce & Industry Association

### For Program Details & Queries regarding in Company Program

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