

**IICA – GIZ GmbH**  
**National Capacity Building Program**  
**for**  
**“BMO Managers on Innovation Promotion in MSMEs”**  
**17-19 December, 2019 at IICA Campus**

The **Centre for MSME, IICA** in **partnership** with **GIZ GmbH** has successfully conducted the first series of the three day **National Capacity Building Program for “BMO Managers on Innovation Promotion in MSMEs”** during **17-19 December, 2019 at IICA Campus, IMT Manesar, Gurugram.**

The aforesaid capacity building program is being organised under the German Bilateral Development Cooperation Project on “Programme for Modernisation and Innovation Promotion in Micro, Small, and Medium-sized Enterprises in India (MSME INNO)” witnessed engaged participation from 35 industry leaders representing major industry associations / chambers.

This capacity building initiative was organized with the objective to improve the MSME innovation ecosystem. The objective is to build the capacity at grass root level and equip BMO Managers to effectively take up operational roles towards sustainable growth of BMOs (industry associations / chambers) and also managing various activities like events, information dissemination, government advocacy etc. for promoting interest of MSME members.

The GIZ “Programme for Modernisation and Innovation in Indian MSMEs” (MSME INNO), on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), is supporting the Ministry of Micro, Small and Medium Enterprises (MoMSME) in strengthening the MSME ecosystem through promoting collaboration between the stakeholders.

Business Membership Organisations (BMOs) i.e. Industry Associations and Chambers serve as a critical link between entrepreneurs, government and other stakeholders and service providers. However, the universe of BMOs in India is huge, and they

**Major Industry associations / Chambers:-**

- Federation of Industrial & Commercial Organization (FICO)
- Chamber of Industrial & Commercial Undertakings (CICU)
- Mohali Industry Association
- Industrial Estate Association
- Associations of Women Entrepreneurs of Karnataka (AWAKE)
- Consortium of Electronic Industries of Karnataka (CLIK)
- All India Steel Re-Rollers Association
- Mahratta Chamber of Commerce & Industries (MCCIA)
- Marathwada Accelerator for Growth and Incubation Council (MAGIC)
- Chamber of Marathwada Industries & Agriculture (CMIA)
- Consortium of Women Entrepreneurs of India (CWEI)
- Chamber of Small Industry Associations (COSIA)
- eGrowth - The Leverage Platform
- Mohali Hightech Metal Cluster
- Rubber Association Punjab
- Rubber Association Punjab, Jalandhar
- Electronics Association, Nagpur
- VED, Nagpur
- Electronics Association, Nagpur
- MSME Chamber of Commerce, Sonapat Chapter
- MSME Chamber of Commerce, Delhi Chapter
- MSME DI – Karnal
- BCCI, Bahadurgarh
- Shanti Ispat Ltd., - IND Industries Association, GGN
- Kirpa Enterprises
- Cute Craft

vary a lot in terms of their competency and outreach. Hence, the BMOs should be abreast with effective engagement techniques with MSMEs. They play a crucial role in terms of serving as a critical link between various stakeholders, defining the problems and implementation of solutions in MSMEs.

Recognizing the need to strengthen the secretariat operational capacity of BMOs, Indian Institute of Corporate Affairs (IICA) in partnership with GIZ and Ministry of MSME organized Three days Residential "National Capacity Building Programme for BMO Managers on Innovation Promotion in MSMEs" during 17,18,19 December 2019 at IICA Campus, IMT, Manesar, Gurugram, Haryana.

**Key topics covered are as follows:**

- Setting the Context - *Mr. Rajesh Batra, Head-Centre for MSME, IICA*
- Need of Strengthening BMOs - *Mr. Sarabjot Singh Saini, Technical Expert, GIZ*
- Experience from field and Ideas on unlocking BMO potential - *Dr. Tamal Sarkar, FMC*
- Unleashing potential of BMO for economic development: Case of IAMSME - *Mr. Rajiv Chawla, Iam SME*
- BMO management- salient features, Role and importance of Secretariat staff and overcoming challenges faced by secretariat and Developing services portfolio of BMOs- Income generating services I Developing services portfolio of BMOs - Income generating services - *Mr. Chittaranjan Pattanayak*
- Initiative to strengthen MSMEs: MSE CDP - *Mr. O.P Singh, Dy. Director, DC MSME*
- Other Programs of Support - *Mr. CSS Rao, Dy. Director, DC MSME*
- Overview on Laws for MSMEs and Changes in Company's Act - *Mr. Rajiv Bhargav, CA, CS & LLB*
- Overview on BMO survey and Information Service Management - *Mr. Sagnik Lahiri, FMC*
- Information and Knowledge Network - *Ms. Swati dayal, KNN*
- Marketing tools - *Zoho; Ms. Rithika Mahbubani*
- Financial Perspective - *Mr. Harsh Rakesh, YES Bank*
- News and Linkage - *Economic Times Mr. Rohan Bharadwaj, Mr. Suraj Kumar*
- Technology Innovation (Energy Efficiency) - *Dr. Bhaskar Natarajan*
- Handholding BMOs to Promote Innovation: Concept of IFC - *Mr. Sarabjot Singh Saini GIZ*
- Case Study from MCCIA - *MCCIA Participant*
- Case Study from AWAKE/CLIK - *AWAKE/CLIK Participant*
- Activity Based Learning: Use of information and resources - *Mr. Gaurav Sharma GIZ*
- Overview of Task and Interest area identification, Formation of groups based on interest, Group working on developing action plan for next 6 months for addressing MSME interest areas, Presenting the action and aligning with project support - *Facilitated by GIZ*
- Need to Organize event Planning and recording guideline - *Ms. Victoria Hohenhausen*
- Summing Up and Key Take Away, Feedback session and Vote of Thanks - *Mr. Rajesh Batra, Head-Centre for MSME, IICA*

The pedagogy of the program was based on Interactive knowledge sessions on basics of BMO operation areas coupled with showcase of success stories and group activities on practical activities planning. Balanced learning module program was designed using the following tools:

1. Instructor led training
2. Case studies
3. Team activities

**Program Flow:** The Course Deliverables spread over 3 days comprising of:-

- Information and Frontal lectures
- Guided debates/Case studies
- BMO Case Studies from India: (demand aggregation, Employment cell, Industry academia, intra cluster exposure impacts, disruptive low-cost technology deployment etc).

The three-day capacity building programme was started with welcome address & opening remarks by **Mr. Rajesh Batra, Head Centre for MSME/ IP&CC, IICA** and from **GIZ Mr. Chaman Lal Dhanda, Project Director - Programme for Modernisation and Innovation Promotion in Micro, Small and Medium-sized Enterprises in India (MSME INNO)**. The programme was concluded with closing session & remarks presided by Mr. Rajesh Batra, Head Centre for MSME/ IP&CC, IICA.

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