

Three Day Capacity Building Program (2nd Edition):

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

15-17 November, 2022 at Goa

Course Overview

India has continually demonstrated an ability to nurture its MSMEs into national & international corporations. A great deal of this success can be attributed to the entrepreneurial ability of Indians, which is continually being demonstrated by Indian nationals & NRIs around the world. India is therefore an important market for international MSMEs looking to win new business and for those countries looking to learn how they can support & develop their own MSMEs.

Many Global companies are now looking to Indian MSMEs for strategic partnerships of mutual benefit due to the innovative capabilities in niche manufacturing, competitive advantages of advanced engineering, low-cost manufacturing and overheads etc. that set these enterprises apart from other national and international players in the sector.

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 have allowed MSMEs to become global companies.

It is, therefore, 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.

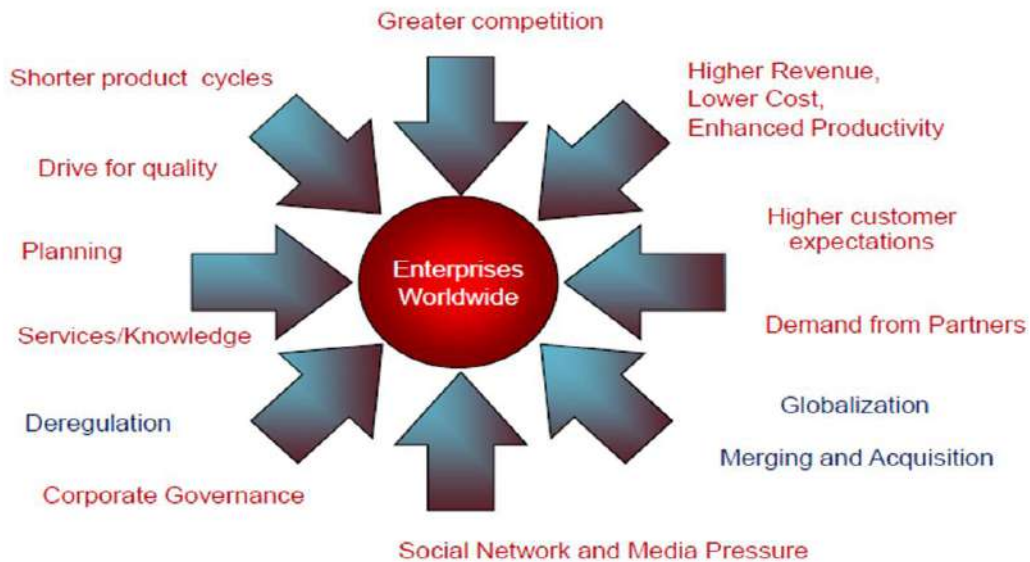
Over the years, MSMEs faced many challenges but stood the test of time. **In order to maintain its competitive edge in the constantly changing global scenario, it needs to gear up and continuously introduce changes in controls, systems and procedures, within itself. An intrinsically strong MSME is better equipped to withstand the challenges that it is constantly exposed to.**

As the world looks to emerge from the **Multi Year Global Pandemic**, Liquidity / cash flow and regain demand / customers are the key factors for small businesses to confront new issues / challenges in changed economic climate:

- Business continuity risks such as revenue shortfall, crashing supply chain, stressed cash-flow, depleted liquidity and severely challenged infrastructure and flight of manpower.
- Lack of operational cash flow.
- Drop in demand for Products and services
- Issues with changing business strategies to offer alternative products and services.
- Need for additional funding to meet operational liabilities built up, buy raw material and restart business.
- Consumer behaviour and demand already witness a sea-change in the near term before the new demand is set in the markets for the goods and services

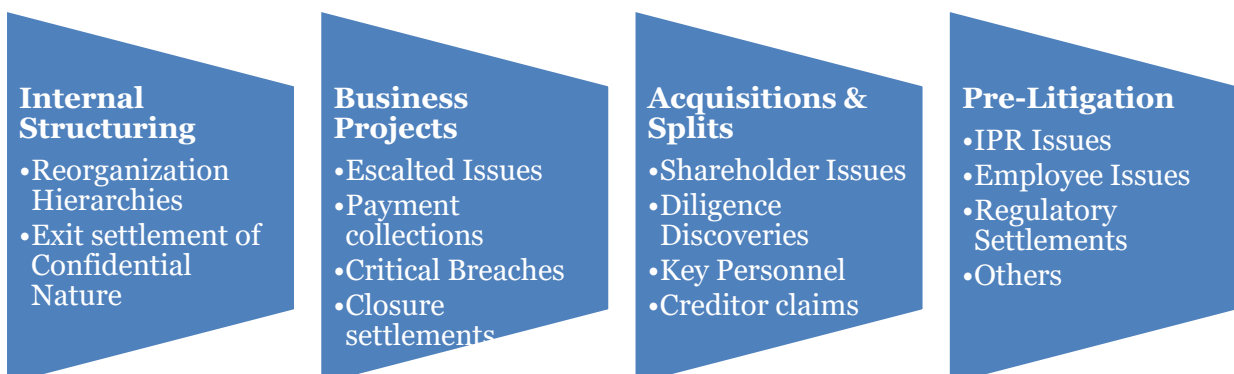
With the Global Economy now showing positive signs of revival and the economic growth trajectory moving upwards, **MSMEs owners / MSME Promoters need to keep their “Eyes and Ears” wide open. With fierce competition – both domestic and global – the only way ahead for MSMEs is to innovate. As such, innovation is the necessary core competence to remain competitive in the new landscape.**

Tough Challenges in Today’s “Flat World”



MSMEs should fine tune internal business operations especially working capital management, regulatory risk and rationalizing the business and financial structure.

Activities & Issues



MSMEs owners in India are considered to have vast potential. However, the MSMEs are not being able to tap their potential due to various problems which they face like credit, technological up-gradation, issue of collateral securities, Higher interest rates, Delayed payment issues and professional approach to the business activities, resource management, skill up-gradation, marketing, exports etc.

It is therefore, considered necessary to urgently address the specific requirements of micro, small and medium enterprises relating to identifying opportunities pertaining to Domestic and international trade for entrepreneurs and MSMEs, along-with the regulatory challenges impeding their growth and sustainability.

IICA's Accelerate SMEs Advancement Program focuses on five major aspects to be considered when setting objectives for enhancing SMEs Growth & Competitiveness:-

1. Promoting Competitiveness and productivity in the MSME space.
2. Enhancement of Core Business Capabilities of MSMEs to enable them to become self-driven.
3. Making the MSME sector to Innovate, Automate, Adopt ICT, Reskill & Up-skill.
4. Strong presence in exports.
5. Improved managerial processes in Commerce & Industry Departments / Industry Associations/Chamber of Commerce & Industry / Trade Bodies, State owned support agencies such as State Directorate of Industries, MSME – Development Institutes (DI) for MSMEs, Banks/ Fin-tech companies / NBFCs, Economic Development Corporations etc.

As an outcome of IICA's Accelerate SMEs Advancement Program, MSME owners will develop a set of long-term goals for where they want their businesses to end up and how they picture getting there. This strategic framework serves to provide structure to this type of long-term planning by focusing on key elements like vision, mission, time frame and objectives. The handholding shall be aligned to the MSME's long term vision

The program is intended to promote Integration of growing manufacturing & service sector (including MSMEs integration) into Global Value Chains as well as promote linkages of Least Developing Countries (LDCs) and Developing Countries (DCs) into India's Global Value Chains (GVCs).

Keeping these imperatives in mind, Indian Institute of Corporate Affairs through its Centre for MSME would like to offer Three Day Capacity Building Program: "Accelerate SMEs Advancement Program for Revitalizing MSMEs - New Approaches & Strategies to enhance SMEs Growth & Competitiveness".

Approach

- 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 endeavours 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, endeavours to trigger a strategy for a new wave of SMEs leveraging the benefits of the entrepreneurial conducive ecosystem for India's growth.
- To improve the MSME ecosystem, the said program aims to abreast participants representing MSME Promoters, National & International Organizations, Economic Development Corporations, Trade Promotion Organizations, Multilateral & Unilateral International Agencies, Department of Industries & Commerce, Investment Agencies, Chambers of Commerce & Industry, Banks & Financial Institutions to apply effective engagement techniques with MSMEs, existing & Prospective Entrepreneurs in areas like Perfecting the business plan and business verticals, preparedness and planning for improved control systems, Governance Overview, and opportunities in Regulatory issues like Companies Act, 2013, Goods and Services Tax (GST), Supply Chain, Enterprise Risk Management (including latest Reforms and policy changes), raising equity capital, maximizing value & wealth creation.
- This will complement the work that the Indian Government and Private Sector institutions are doing in assisting the industry.

Objectives

- The programme would enable MSMEs for better approaches & decisions, improved resources utilizations, reduce financial operational & strategic risks associated with products/services at the beginning of the process.
- Understanding of innovative methodologies for business aspect from Finance, Operation, Marketing through interactive sessions with subject experts.
- This Program would enable MSMEs fine tune internal business operations especially working capital management, regulatory risk and rationalizing the business and financial structure.
- Business & Industry leaders from participating organizations will get the detailed picture of business environment and policy supports and become more aware of the challenges and be better prepared to face them.
- Promote adaptation of Quality tools/systems and Energy Efficient manufacturing.
- Enable MSMEs for manufacturing of quality products.
- Encourage MSMEs to constantly upgrade their quality standards in products and processes.
- MSME owners / MSME Promoters will be able to ensure **Compliances to all Internal, Regulatory and Statutory norms**
- **MSME owners will develop a set of long-term goals for where they want their businesses to end up and how they picture getting there. This strategic framework serves to provide structure to this type of long-term planning by focusing on key elements like vision, mission, time frame and objectives. The handholding shall be aligned to the MSME's long term vision.**
- Gap analysis & Handholding for improving rating of MSMEs
- Innovative ideas of Accessing Finance
- Networking opportunities with stakeholders
- To know more about innovative business tactics & products
- Exposure to latest developments in MSMEs banking and within markets regionally and nationally
- Comprehensive information about the Govt. Policies, Ease of Doing Business initiatives, loans, grants, waivers and more.
- Enable participants to plan **proactive strategies to identify & mitigate the potential risks** to the business

Besides, the programme also aims to provide participants coming from Commerce & Industry Departments / Industry Associations/Chamber of Commerce & Industry / Trade Bodies, Indian and Overseas Economic Development Corporations, MSME Cluster bodies, State owned support agencies such as State Directorate of Industries, MSME – Development Institutes (DI) for MSMEs, Banks/ Fin-tech companies / NBFCs 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.

What do we want to achieve?

- 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?

- 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?

Dynamic MSMEs are widely acknowledged as a key driver of sustainable and inclusive economic growth. However, the presence of dynamic future aligned MSMEs particularly women owned and led, is neither automatic nor assured and requires an enabling business environment, conducive policies and systematic capacity building efforts.

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)

Today, businesses (big and small) across the globe are about seamless information exchange. The speed, content and integration are essential for any business to survive. Moreover, commerce is becoming borderless by the day and hence ICT applications catering to all areas of an enterprise are becoming increasingly indispensable, irrespective of the size of the enterprise.

The world has become an entrepreneur –friendly place like never before. There is no Government in the world today that says we do not want entrepreneurs. Funding is becoming global and, more importantly, resources are following ideas. There is a surfeit of angel funding, private equity and institutional venture capital funds today that are willing to provide risk capital to people with vision, ideas and commitment to build something new through sheer hard work.

The “Accelerate SMEs Advancement Program for Revitalizing MSME” is about creating high – performance entrepreneurs. High-performance entrepreneurship differs in the level of its aspiration. Therefore, as the title - “Accelerate SMEs Advancement Program for Revitalizing MSME” suggests - this program is about how to establish and steer a company that has the potential to become a high performance organization.

Target & Expected Participation

MSME Promoters	Banks	NBFCs	MSME-DIs
Exporters/ Importers	FinTech Firms	MSME Associations	International Organizations
State Investment Agencies	Regulatory Authorities	Women led Enterprises	Financial Services Organizations
State Industrial Corporations	State Directorate of Industries	Trade & Commerce Deptt.	Trade Promotion Organizations
MSME Cluster Bodies/SPVs	Corporate houses & SMEs	Academic Institutions	National Level Federations
Public & Private Sector Organizations	Economic Development Corporations	Multilateral Agencies	Unilateral Agencies
Founders & Promoters of Funds/Investing Entities	Central & State Govt. Organizations/ PSUs	Family Business Owners and Entrepreneurs	Emerging & Diverse Entrepreneurs / Suppliers

Embassies, World Bank, UNDP, Asian Development Bank (ADB), New Development Bank (NDB), OECD, SAARAC DEVELOPMENT FUND, NDDDB, NABARD, RBI, NSIC, SIDBI, DC-MSME, DC-Handlooms, DC-Handicrafts, National Bank for Financing Infrastructure and Development (NaBFID), NABARD, ZDH/SEQUA, GIZ, UNIDO, IFCI, IMF, European Bank for Reconstruction & Development (EBRD), WTO, Export Promotion Councils, Shanghai Cooperation Organisation (SCO) etc.

Why Goa for outbound training



Goa is one of the fastest growing states in the country. Goa's economic growth is driven by the strong performance of industrial sectors such as mining, tourism & pharmaceuticals. Besides, Goa is blessed with beautiful beaches and hills, a rich heritage, architecture and culture. Goa is a prime destination for national & international conferences and landmark exhibitions. Goa has its own airport and accounts for domestic & international flights. All the prime airlines have direct flights from various metro cities of India.

Content / Coverage

With a strong focus on “how-to” sessions and masterclass sessions, the “Accelerate SMEs Advancement Program for Revitalizing MSMEs” intend to discuss solutions and strategies to propel MSMEs towards growth path.

Day 1 (15 November, 2022 - Tuesday)

TIMINGS	SESSIONS
01:00 pm onwards	Check in (Residential Delegates) at the training venue
02:00 pm - 3:00 pm	Lunch at the assigned hall in the hotel
3:00 pm - 3:15 pm	Setting the Context & Welcome Remarks Introduction among the participants
3:15 pm - 6:00 pm	<p>Time to change: MSMEs transformation – aligning MSMEs to the Megatrends & Industrial Revolution 4.0 (IR 4)</p> <ul style="list-style-type: none"> • Assessment of MSME Landscape & Make in India • Key Concerns & Challenges for MSMEs • Enabling Environment including EoDB for Growth of MSMEs • Recent Announcements for MSME Eco-system • Enabling Infrastructure, Liquidity & Risk Management for MSMEs • Market turbulence & the way out for MSMEs - choosing the right business • Modern Insolvency & Bankruptcy code for SMEs in India • Key funding and technology barriers for MSMEs • Digital Revolution – Driving force for SME Growth • Industry 4.0 –Impact and advantages for Industries and SMEs • Optimizing the Digital Innovation Eco-system for MSMEs • Enhancing SMEs digital competitiveness – the key to win the future • Trade financing for growth of MSMEs • Creating a digital friendly culture • How to prepare a cost-effective implementation plan for digitalisation. • Empowering Women Entrepreneurs for business growth – Emerging business opportunities for women led business. • Seed Capital and affordable financing for enabling women entrepreneurs. • Roadmap for the Future & Trends to watch in MSME Eco-system <p>Business Plan Preparation & Strategies to improve creditability & creditworthiness of SMEs</p> <ul style="list-style-type: none"> • Essentials of Business Plan • The process of business planning • Types of business plans • In-depth analysis for business planning • Business plan structure and content • Business plans delivery & presentation • Current Traction – What have you achieved so far – Product, Customers, Revenues etc. • Marketing plan – concept, techniques for development. • Producing an effective marketing plan and business model • Cost Structures & Revenue Model • Understanding your Business matrix • The importance of break-even • Business Operations – knowledge of operational costs and profitability, initial investment, financial planning, sales techniques and forecast for the company income.

Day 2 (16 November, 2022 - Wednesday)

TIMINGS	SESSIONS
10:00am - 01:00 pm	<p>Strengthening MSMEs for better Business Growth through Government & Public Sector Procurement (Many innovative solutions & Products / services created by emerging and diverse companies are available to address government needs).</p> <ul style="list-style-type: none">• How to enhance participation in government procurement• How to address significant barriers to MSMEs entry / participation in Government tenders / procurement.• How MSMEs can build robust and sustainable supply chains for Government/Public Sector Procurement entity.• Making winning presentation / proposal that set You (MSME Owners / MSME Promoter) apart from the competition and allow government officials to truly understand your capabilities as supplier. <p>Managing Compliances to all Internal, Regulatory and Statutory norms</p> <ul style="list-style-type: none">• Transforming SMEs as emerging corporates• Understanding Direct Tax Code & GST• Taxation of Partnership Firms & LLPs
02:00pm - 05:30 pm	<p>Capital Raising Options for MSMEs</p> <ul style="list-style-type: none">• Finance and Investment for the growth of SMEs• Capital Market Access to SMEs – Advantages and Opportunities.• Conventional methods like Bank/Financial institutions Loan etc.• Non-conventional methods like Private Equity, Venture Capital, Angel Investor, BSE SME platform / NSE Emerge etc• Fundraising & Investment due diligence – Do's & Don't for SMEs• Attracting & Accelerating business partners and investment partners, angel investors, venture capital firms• Supply Chain Finance for MSMEs – opportunities & challenges

Day 3 (17 November, 2022 - Thursday)

TIMINGS	SESSIONS
10:00 am - 01:00 pm	<p>Managing for smooth running of business with working capital at lower side</p> <ul style="list-style-type: none">• Fundamentals of Financial Management.• A Practical approach of Working Capital Management with techniques for control and management of Working Capital, Cash Management & Treasury Management.• Managing Working Capital Crisis• Managing Excess Working Capital• Techniques for evaluation of Financial Health and performance from Entrepreneur perspective.• Techniques to evaluate the performance as per the norms of Bank/Financial Institutions.

02:00 pm -
05:30 pm

How SMEs in India can become World Class destination for multinationals

- Integration of growing manufacturing sector (including MSMEs integration) into Global Value Chain
- Linkages of Least Developing Countries (LDCs) and Developing Countries (DCs) into India's Global Value Chain (GVCs)
- Expanding from National to International
- Supply Chain Management for Global competitiveness
- Global supply chain disruptions and key learnings from the pandemic
- India's supply chain and its role in achieving the \$5 trillion economy dream

Digital Marketing & Strategic response to e-commerce marketplace platforms

Online platforms (both country to country and global) to facilitate global connectivity and trading amongst SMEs; provide scalable access to markets by linking SMEs to GVCs (Global Value Chains); provide information and targeted capacity building; facilitate access to finance.

- Factors influencing consumers' choice of marketplace
- Key priorities to leverage on digital platforms
- Digital Marketing Strategies for lead generation
- What does it take to succeed using Digital?
- Key pillars of a successful Digital strategy
- The minimum digital assets well received and accesses
- Development of a modern and responsive website & active presence through:-
 - ✓ Social media handles (Instagram, twitter, Facebook and LinkedIn)
 - ✓ Email newsletters
- Building a strong brand for your business
- Emerging markets – branding & promotion opportunities for SMEs
- Smart business solutions – value addition for enhancement of capacity & capabilities

Registration & Program Charges

Training Venue	Hotel Grande Delmon, Caetano de Albuquerque Road, Panjim, Goa 403001
Training Date	15-17 November, 2022
Residential Program Fee	INR 41,890/- (INR 35,500 + 18% GST) per participant <i>US \$ 600 per participant (Foreign participant)</i>
Non-Residential Program Fee	INR 30,090/- (INR 25,500 + 18% GST) per participant <i>US \$ 500 per participant (Foreign participant)</i>
<ul style="list-style-type: none"> ▪ For Individual Nomination - No Discount is applicable ▪ For Standard Group of 2 - 3 nominations from one organization - We will be offering a discount of 5% on Program Fee ▪ For Prime Group of minimum 4 & above nominations from one organization - We will be offering a discount of 10% for the additional participants.(Example: in case of 6 nominations from one organization, out of 6, 3 nominations will be eligible for 10% discount) 	

- **IICA Residential Program Fee includes** 3nights accommodation, 3 Breakfast/3 Lunch/3 Dinner on Buffet set up, study material in soft copy and does not include transfer to the hotel/venue and airport, local travel and air-travel.
- **IICA Non-Residential Program Fee includes** Lunch and two time tea with cookies, study material in soft copy and does not include transfer to the hotel/venue and airport, local travel and air-travel.
- The training program is limited to only 35 to 40 delegates on a first-come first-serve basis.
- Each organization may nominate a group of 5 - 7 executives from its leadership team who will work in a collaborative setting with subject matter experts to identify & prevent common risks & inherent risks allocated between seller & Buyer.

IICA RESIDENTIAL PROGRAMME SCHEDULE

15 November,2022 Day 1	16 November,2022 Day 2	17 November,2022 Day 3	18 November,2022
Arrival day- Check in from 01:00 pm onwards	Breakfast Forenoon sessions	Breakfast Forenoon sessions	Departure day- check out by 10:30 am
Lunch (02:00pm-03:00pm) 1/2 day post lunch sessions	Lunch (01:00pm-2:00pm) Post Lunch sessions	Lunch (01:00pm-02:00pm) Post Lunch sessions	
Dinner	Dinner	Dinner	

Payment Mechanisms:

NEFT Details:-

S. No.	Particulars	Details
1.	Name of the Beneficiary	Indian Institute of Corporate Affairs
2.	Account Number	604810210000007
3.	Type of Account	Saving Account
4.	Bank Name &Branch	Bank of India, Manesar Branch, Haryana
5.	NEFT IFSC Code	BKID0006705

Program Director & Facilitator



Mr. Rajesh Batra
Head-Centre for MSME and IP&CC
Indian Institute of Corporate Affairs
(Ministry of Corporate Affairs)

Rajesh Batra is currently responsible for several development activities through Capacity Building measures by taking serious initiatives in Entrepreneurship Education, Information, Research and Consultancy, Collaboration for Policy Facilitation, professional endeavours for institutional strengthening, Sector guidelines and advocacy to develop best practices for SMEs.

Over the last 29 years, he has worked in different verticals / domains including 15 years of operational experience in public sector financial organization i.e. The National Small Industries Corporation Limited (NSIC) & Indian Institute of Corporate affairs (IICA), established by Ministry of Finance & Corporate Affairs, extensively in the Policy development work, Business Strategy, Project Management, Imports, Programme management, Procurement / Supply Chain Management (SCM) and Business development. His work required focused attention to the credit analysis, fixing of credit limits for clients, disciplined approach to the collections and recovery, wherever practicable particularly combining critical competencies to fine tune internal operations especially working capital management, regulatory risk and rationalizing the business and financial structure as well as in areas such as promotion, development and financing of Micro, Small and Medium Enterprises as well as Agriculture Rural Industries segments, SME competitiveness enhancement and institutional strengthening.

He was appointed Sole Arbitrator under the Arbitration & Conciliation Act 1996 by the Chairman-cum- Managing Director of NSIC Limited for adjudication of disputes and differences between NSIC Ltd. and Private Business units. Besides, as a member of core team, he worked closely to lead / oversee the matters related with large scale implementation of Activity Plan / Programmes including govt. grant monitoring and administration under the Centrally Sponsored large Schemes of Govt. of India.

Rajesh has done his masters in commerce and postgraduate management courses in the areas of Foreign Trade and Marketing. Currently, Rajesh is with Indian Institute of Corporate Affairs (IICA) as Head, Centre for MSME since 25th April 2014. He is working very closely with the industry and with different GOI offices at the Ministry level, State bodies, industry associations/chambers of commerce, entrepreneurship development institutes, SMEs, national and international supporting partners and banks/financial institutions to ensure capacity building at both ends: at the government level as well as at the industries. He gets invited to speak and chair sessions by organizations such as Ministry of MSME and its constituent institutions, Industry Associations and other leading Institutions as well as for select interaction meeting.

Before joining IICA – an autonomous institution under the Administrative Control of Ministry of Corporate Affairs, Government of India, he was working as Dy. General Manager with India's apex SME development organization – The National Small Industries Corporation Ltd. (NSIC) – The Premier Mini – Ratna Government of India Enterprise under Ministry of Micro, Small & Medium Enterprises.



Rajesh Batra is conferred with “National Award for Excellence in the field of Public Services – MSMEs taking into Global Arena” by H.E. Governor of Mizoram on 7th February, 2020