

# THREE DAY CAPACITY BUILDING PROGRAM ON “Strategic B2B Supply Chain Management (SCM) for Competitive Advantage”

**(Procurement, Sourcing, Logistics & Warehousing:  
new best-practice and strategies for optimizing performance)**

**ibis Chennai City Centre**

28-30 November, 2023



## PRIMARY OBJECTIVE

- 1) The primary objective of this unique capacity building program is to present and discuss key challenges and management approaches for successful supply chain in global environment. The focus is on key concepts, designs, strategies, techniques and technologies. This program will also deal with management of logistics and supply chain networks and efforts to ensure that an organization is not left behind. It will also look into the potential future of logistics and supply chains industries, so that an organization is one step ahead of its competitors
- 2) The program will enable Indian industry to evolve their logistics and supply chain operations by moving focus from cost cutting to value adding processes. The influence extends over all the major objectives of the organization- cost control, customer service, resource utilization etc. The economic pressure such as inflation and credit squeeze places exacting demands on the Enterprise Directors & Managers and overall awareness is of paramount importance.
- 3) This program is designed for Procurement & Supply Chain Managers, Professionals & Business Owners across industries and develop the 360 degree perspective of the PAN India B2B / Corporate Supply Chain Operations.
- 4) This program strives to widen the familiarity of the procurement & supply chain managers, professionals & business owners with the external environment and alternatives across the value chain.
- 5) Business owners & promoters will be able to understand relevant parts of their business and explore methodologies to help their business become sustainable and grow through advanced B2B / Supply Chain Operations Management

## PROGRAM OVERVIEW

Today, the World Class organizations talk about the dedicated suppliers and emphasize on need of an efficient, transparent and effective supply chain management. The SCM of today has developed a high degree of transparency for all players.

### **Supply Chain can lead to profitability, lower costs, greater Agility and Visibility**

Governments around the world purchase approximately \$10 trillion in goods and services to accomplish their missions, serve their citizens, and achieve public policy goals. Supply chain visibility is essential for successful procurement, as it enables businesses to proactively manage risks and optimize their supply chain. By having a clear view of their entire supply chain, businesses can identify potential issues and take steps to mitigate them. Any company that does not pay attention to its supply chain management may not survive.

In today's global business environment, supply chain disruptions are more common than ever before. Whether it's due to natural disasters, supplier bankruptcy, or transportation delays, disruptions can cause significant challenges for businesses.

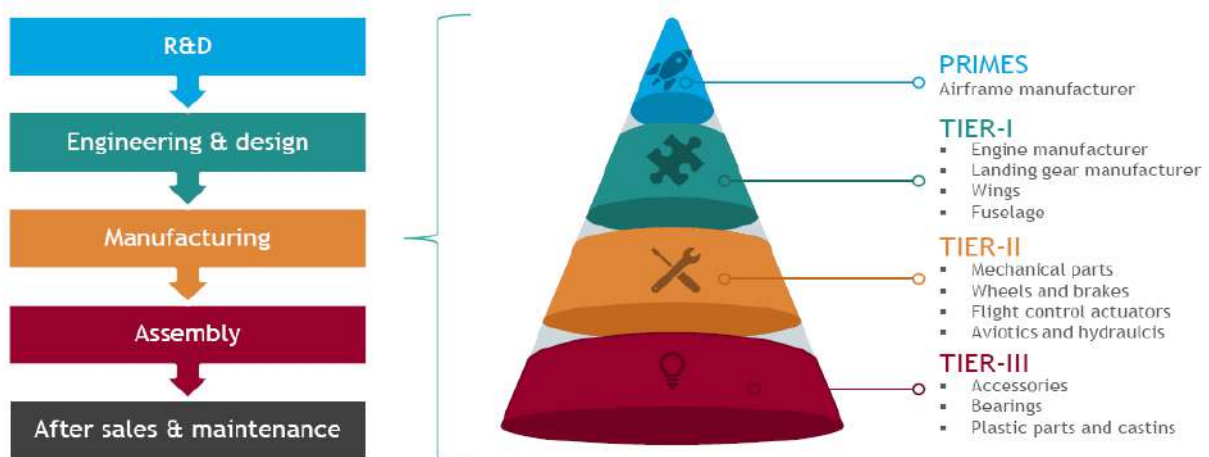
To address these challenges, businesses are increasingly turning to supply chain visibility solutions. These solutions enable businesses to track their inventory, monitor their suppliers, and identify potential disruptions before they occur. By having a clear view of their entire supply chain, businesses can proactively manage risks and minimize the impact of disruptions

It is mistake to view the supply chain as separate, companies need to integrate supply chain management into their operations.



It cannot be underestimated just how large the Global Supply Chain is. For example, large companies in Aerospace and Defence industry are turning to visibility into their Tier - 1 Suppliers & Tier - 2 Suppliers. Now they are looking to add Tier - 3 Visibility.

### Defence Aerospace manufacturing value chain and industry structure



SOURCE: (INDIAN AEROSPACE MANUFACTURING ECOSYSTEM – A Study Report)

The importance of supply chain agility and visibility cannot be overstated. Without it, procurement or Supply Chain departments risk inefficiency, reduced performance and increased costs, which can negatively impact overall business performance. The complexity of today's global supply chains requires procurement and supply chain professionals to have the skills and knowledge to manage these risks effectively.

**Discovering, qualifying and managing suppliers and supply chains has its own set of challenges.** A diverse supply chain is vital to maintaining competitive advantage.

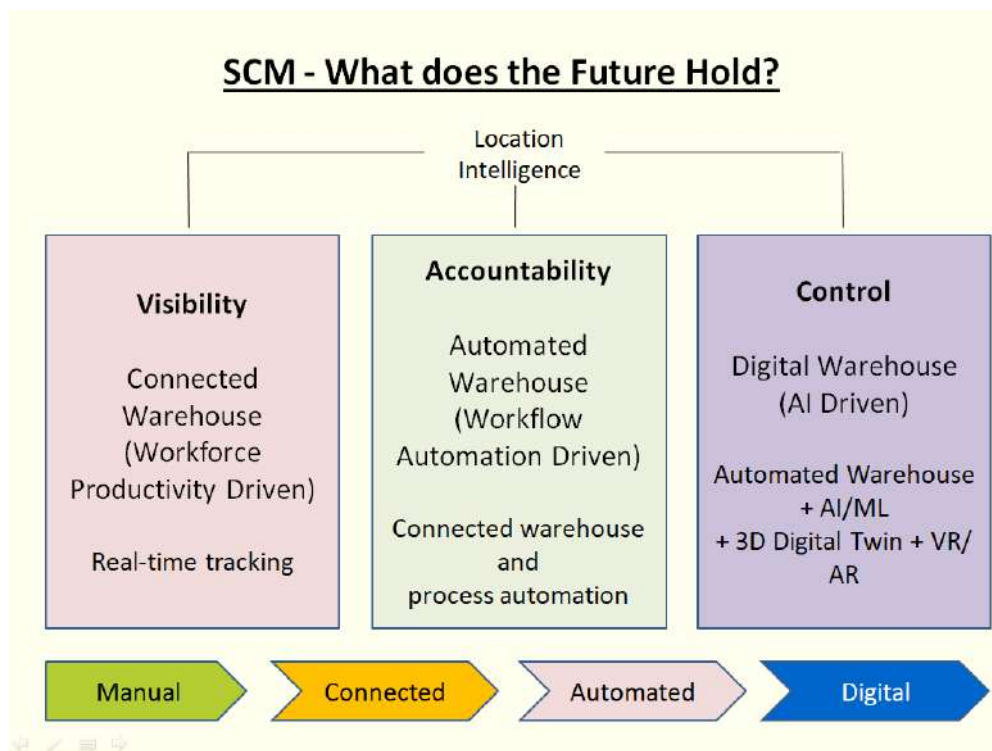
Supply chains are no longer relegated to a back-office function whose primary role is that of a cost driver. They're now recognized as a strategic business driver that can make or break a company's future success. Supply chain planning decisions need to factor in objectives besides cutting costs and boosting margins.

Organisations and individuals (procurement & supply chain managers, professionals and business owners) with an understanding of B2B / Supply Chain Operations Management are at a distinct competitive advantage, delivering products and services quicker and more aligned to the customer's value with the lowest development costs.

### Leverage technology

**Paper-based methods are consistently proving outdated and cumbersome when compared to modern digital checklists.** In today's world, where technology is rapidly advancing, organizations that fail to leverage technology in their procurement / supply chain processes may experience various negative consequences. Procurement technology can help organizations to streamline their procurement activities, reduce costs, improve compliance, and drive efficiency.

Supply chain or procurement / acquisition professionals, must adopt new technologies and innovations faster than ever before. At the same time, **must manage risk whether selecting the right new, non-traditional partner or managing risk across current suppliers and supply chain.**



The state of the supply chain is changing. While we can't predict the future, keeping pace with top supply chain trends can help pave the way to ongoing competitive advantage and future success. Traditional supply chains are being transformed with the application of the IoT, the use of advanced robotics, and the application of advanced analytics and big data in supply chain management.

## Why Chennai for outbound training



Chennai formerly known as Madras is the capital city of the Indian state of Tamil Nadu and draws the attention of many visitors including tourists and natives. It is an enormous traditional, economic and educational hub of South India.

Chennai's economy has a broad industrial base in the automobile, technology, hardware manufacturing, and healthcare industries. The city is India's second largest exporter of software, information technology (IT) and IT-enabled services (ITeS). A major chunk of India's automobile manufacturing industry is based in and around the city. Chennai accounts for 60 percent of the country's automotive exports and is referred to as the Detroit of South Asia.

## PROGRAM COVERAGE

### Day - 1 (28 Nov, 2023 - Tuesday)

TIMINGS	SESSIONS
01:30 pm onwards	Check in (Residential Delegates) at the training venue
01:30 pm - 03:00 pm	Lunch at the assigned hall in the hotel
03:00 pm - 03:15 pm	Setting the Context & Introduction among the Participants
03:15 pm - 06:00 pm	<p><b>SCM - Vendor Management</b></p> <ul style="list-style-type: none"> <li>● Supply Chain Management-Concept and Introduction and its application in the context of manufacturing and services sectors</li> <li>● Vendor identification</li> <li>● Vendor Evaluation &amp; Selection</li> <li>● Vendor Performance Monitoring &amp; Rating</li> <li>● Vendor Matrix</li> <li>● Supplier Base Management</li> <li>● Vendor Relationship Management</li> <li>● Development of new sources</li> <li>● Vendor Development and Supplier Development</li> <li>● Developing the right vendor development framework</li> <li>● Outsourcing</li> <li>● Timely Delivery</li> <li>● Development of performance indicators for monitoring and sustaining the effectiveness of the Supply Chain Management</li> <li>● Legal aspects of SCM <ul style="list-style-type: none"> <li>✓ PO terms &amp; Condition</li> <li>✓ Law implication to Purchase Order</li> <li>✓ Executions</li> </ul> </li> </ul>

**Day – 2 (29 Nov, 2023 - Wednesday)**

TIMINGS	SESSIONS
10:00 am - 01:00 pm	<p><b>Digital Transformation : Real-time access to critical business / supply chain activities</b></p> <ul style="list-style-type: none"> <li>• Sales, Inventory &amp; Operations Planning automation</li> <li>• Accounts Receivable (AR) Automation</li> <li>• Accounts Payable (AP) Automation</li> <li>• Strategic role of Technology-Enterprise Resource Planning (ERP) for effective materials management</li> </ul>
	<p><b>Quality Management</b></p> <ul style="list-style-type: none"> <li>• Advance Product Quality Planning and Production Part Approval Process</li> <li>• Quality Engineering by Design-Taguchi’s Philosophy</li> <li>• Quality Function Deployment</li> <li>• Quality principles and tools</li> </ul> <p><b>Six Sigma</b></p> <ul style="list-style-type: none"> <li>• Six Sigma for optimum level materials management</li> <li>• D-M-A-I-C for Six Sigma</li> <li>• Statistical measure of Six Sigma</li> <li>• Process capability and performance measurement</li> </ul> <p><b>Just in Time</b></p> <ul style="list-style-type: none"> <li>• 5S, Kanban and Just in Time for Zero Inventory</li> <li>• Total Quality Management and Total Productive Maintenance for Just in Time</li> <li>• Kaizen for Maintenance of Just Time</li> </ul>
01:00 pm - 02:00 pm	<p align="center"><b>Lunch</b></p>
02:00 pm - 05:30 pm	<p><b>Logistics and Distribution Management Strategy</b></p> <ul style="list-style-type: none"> <li>• Warehousing management system-Issues, concepts, models and solution</li> <li>• Models for logistics management</li> <li>• Tracking and tracing through supply chain Logistics Management</li> <li>• In bound, in processes and out bound logistics</li> <li>• KPI - The Best KPI (Key Performance Indicator) for Supply Chain &amp; Logistics</li> </ul>
	<p><b>Supply Chain Finance (dealer financing and vendor financing)</b></p> <ul style="list-style-type: none"> <li>• Cash Flow – based Lending</li> <li>• Turnover ascertained by the bank based on GST data</li> <li>• Trip Financing for logistics companies (invoice based lending to truckers based on each trip)</li> <li>• Trade Receivables Discounting System (TReDS)</li> </ul>

**Day - 3 (30 Nov, 2023 - Thursday)**

TIMINGS	SESSIONS
10:00 am - 01:00 pm	<p><b>Materials Management, Value Analysis, Inventory Control Models, MRP</b></p> <ul style="list-style-type: none"> <li>• Materials management for business life cycle</li> <li>• Contribution of materials management towards quality, cost, delivery and responsiveness</li> <li>• Development of material management process through material resource planning, manufacturing resource planning and dynamic material resource planning for competitiveness</li> <li>• Success with sales &amp; operations planning (S&amp;OP)</li> <li>• Five step process of sales &amp; operations planning</li> </ul> <p><b>Lean Supply Chain, Sourcing and Procurement</b></p> <ul style="list-style-type: none"> <li>• Inventory management</li> <li>• Push &amp; pull management for market dynamics</li> <li>• Lean manufacturing</li> </ul> <hr/> <p><b>Managing Supply-Chain integration, complexity and uncertainty : Strategic Choices and Options</b></p> <ul style="list-style-type: none"> <li>• Procurement &amp; Cost Avoidance</li> <li>• Procurement &amp; Total Cost of Ownership (TCO)</li> <li>• Procurement &amp; Suppliers Competition – RFP</li> <li>• Procurement &amp; Transaction Management</li> <li>• Procurement &amp; Demand Management</li> <li>• IT enabled Intelligent Supply Chains : Assessing the role of Blockchain Technology</li> </ul>
01:00 pm - 02:00 pm	<p align="center"><b>Lunch</b></p>
02:00 pm - 05:30 pm	<p><b>Supply Chain Management (SCM) &amp; Global Value Chain (GVC)</b></p> <ul style="list-style-type: none"> <li>• How Indian Companies can penetrate the global defence market through Offset Policy and multiplier provisions, which is dominated by majors from countries like the United States, Russia, the United Kingdom, France, Israel and China</li> <li>• How SMEs in India can become World Class destinations for multinationals</li> </ul> <hr/> <p><b>Supply Chain Risk Assessment and Mitigation Plan</b></p> <ul style="list-style-type: none"> <li>• Assessing Risk and devising Loss Control Measures</li> <li>• 3 step process of Risk Mitigation – Identify, Prioritize, Mitigate</li> <li>• Failure mode and Effect analysis</li> <li>• Building enduring partnerships through outsourcing</li> </ul> <hr/> <p><b>International Best Practices : Case Studies</b></p> <ul style="list-style-type: none"> <li>• Case studies from Electronics, Electronics Security, Engineering and Automobile verticals in manufacturing Industries as well as from logistics industry</li> </ul>
	<p><b>Participants' Feed Back</b>  <b>Valedictory followed by Distribution of Certificates</b></p>

## LEARNING OBJECTIVES

- 1) This programme of three (3) day duration is designed with a combination of actionable business and supply chain insights and strategies from industry leading experts who address critical issues and educate the business world on business and supply chain topics impacting and shaping the industry, who share best practice strategies to transform your business and supply chain, build resilience, drive performance and business growth, and achieve your critical priorities. Upon completing this course, you will be able to:
- 2) Apply the critical requirements for starting a supply chain quality improvement program
- 3) Understand how quality improvement programs like Lean, Six Sigma, and Lean Six Sigma can be used in your supply chain.
- 4) Calculate the cost of poor quality and use it in your sourcing decisions
- 5) Measure supply chain quality performance, including benchmarks for leading-edge quality
- 6) Understand the standards that apply to financial reporting
- 7) Apply accounting concepts related to inventory, including the goals sought by senior management and how a procurement & supply chain department can contribute
- 8) Understand how negotiated discounts and freight charges are accounted for
- 9) Understand how the various duties, taxes, and fees affect total cost of ownership
- 10) Understand the difference between direct and indirect expenses
- 11) Understand how buying or selling on credit terms impact financial statements
- 12) Understand the financial implications of buying and maintaining capital assets
- 13) Expertly manage working capital and improve cash flow through smart supply chain management
- 14) Select appropriate payment terms, taking various cash cycles into consideration
- 15) Measure a procurement or supply chain department's contribution to the organization's financial performance, including calculating cost savings and reconciling them with changes in expenses as reported on financial statements
- 16) Apply advanced cost savings reporting concepts, including reporting savings for mid-year deals and contracts where the volume and composition of the agreement changes
- 17) Acquire proper knowledge and mind-set around capacity and inventory to make up for an error, damage or unseen situation
- 18) Uncover new sources of value through supply chain excellence.
- 19) Adopt latest supply chain and logistic and to use them to streamline processes
- 20) Learn and adopt e-commerce penetration, digitalization and use of modern technology in supply chain and logistics
- 21) Align understanding of supply chain management for consistent flow of information, products and funds
- 22) Provide thorough knowledge of the important techniques for managing suppliers
- 23) Utilise the techniques and concepts in attaining control over cost, improving customer services and utilizing resources effectively
- 24) Apply a landed cost model and integrate risk analysis techniques into your sourcing strategy



## METHODOLOGY

The methodology of the training program would be participative in nature. The sessions would be based on Frontal lectures, conceptual deliberations, case studies, and group exercises/discussions.

## WHO CAN BENEFIT FROM PARTICIPATION

<ul style="list-style-type: none"> <li>PSUs (Public Sector Undertakings)</li> </ul>	<ul style="list-style-type: none"> <li><b>Fortune 500 Companies</b></li> </ul>	<ul style="list-style-type: none"> <li>DPSUs (Defence Public Sector Undertakings)</li> </ul>
<ul style="list-style-type: none"> <li>Global Defence Companies</li> </ul>	<ul style="list-style-type: none"> <li>Private Sector Firms</li> <li>(MSMEs &amp; B2B Firms)</li> </ul>	<ul style="list-style-type: none"> <li>Government &amp; Prime Contractors</li> </ul>
<ul style="list-style-type: none"> <li>Ports &amp; Shipping companies</li> </ul>	<ul style="list-style-type: none"> <li>Logistics &amp; Supply Chain Services organizations</li> </ul>	<ul style="list-style-type: none"> <li>Original Equipment Manufacturers (OEMs) &amp; its Suppliers / vendors</li> </ul>
<ul style="list-style-type: none"> <li>Financial Services Organizations</li> </ul>	<ul style="list-style-type: none"> <li>Venture Capital &amp; Accelerators</li> </ul>	<ul style="list-style-type: none"> <li>Technology Solution Providers</li> </ul>
<ul style="list-style-type: none"> <li>Emerging &amp; Diverse Suppliers</li> </ul>	<ul style="list-style-type: none"> <li>Retailers &amp; Manufacturers</li> </ul>	<ul style="list-style-type: none"> <li>Banks / NBFCs / FinTech Firms</li> </ul>
<ul style="list-style-type: none"> <li><b>Exporters &amp; Importers</b></li> </ul>	<ul style="list-style-type: none"> <li>Supply Chain or Procurement/Acquisition Professional</li> </ul>	<ul style="list-style-type: none"> <li>Transportation Services organizations</li> </ul>
<ul style="list-style-type: none"> <li>Freight Forwarding companies &amp; Licensed Customs Brokers</li> </ul>	<ul style="list-style-type: none"> <li>Freight Carriers</li> </ul>	<ul style="list-style-type: none"> <li>Consultants &amp; Contractors</li> </ul>
<ul style="list-style-type: none"> <li>Reserve Bank of India</li> <li>World Bank</li> <li>Asian Development Bank (ADB)</li> </ul>	<ul style="list-style-type: none"> <li>All Central &amp; State MSME Support Agencies including <b>FaMe – TN (Facilitating MSMEs of Tamil Nadu)</b></li> </ul>	<ul style="list-style-type: none"> <li>MSME- Development and Facilitation Office</li> </ul>
<p>Head of Procurement, Purchasing &amp; Supply Chain Leaders &amp; Professionals such as Managers/DGM/GM/Directors/Associated Directors, Finance &amp; Accounts Managers, Contract Managers, Procurement Managers, Category Managers, Business Development Managers, Operation Managers, Project Managers, Commercial Managers, Head of Sourcing, Auditors &amp; Supply Controllers, Administrative Officers, Managers involved in Purchasing Operations in PSUs, Defence, Railways, CPWD, Health, Aviation, Telecom, Construction, Smart City Development Corporations and other Central &amp; State Govt. Departments.</p>		
<p>Procurement Analyst, Divisional Head of Finance, Stores &amp; Purchase / Logistics from Municipalities, Hospitals, School Boards &amp; Academic Institutions, Deputy Registrar to Registrar from Self Financing Technical Institutes (SFTIs) / Universities etc.</p>		

State Financial Corporations (SFCs), Embassies, World Bank, UNDP, Asian Development Bank (ADB), New Development Bank (NDB), OECD, SAARC Development Fund, NDDB, 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), National, Regional & Local Government Officials, Commissioners of various Regulatory bodies etc.

Staff of bilateral and multilateral international organizations, international financial institutions, unilateral agencies, Embassies' etc.

C-Suite (including CEO, CFO, General Manager, Head of Innovation, Head of Payment, Head of Credit, Head of Strategy, Head of Technology, Head of E-Commerce) from Emerging & diverse companies engaged in manufacturing & services across multiple sectors such as construction, consumer products, energy, engineering, food & beverage, LED, Energy, health products, automotive & auto-components, textile & garments, food processing, electronics industry, Defence Industry as well as services such as business services, communications, consumer services, e-commerce, financial services, logistics, shipping lines, CHAs (Importers, Exporters, their clearing and forwarding agents), organized transport companies, IT management, IT system development, logistics & transportation, retail, security, software development, facility management etc.

## OUR APPROACH

- By focusing on capacity building, market access, policy advocacy, quality enhancement, and collaboration, the program aims to uplift vendors and enhance their competitiveness in both domestic and global markets as well as make them Suppliers to Govt., Central & State Undertaking and supply to Large Corporations & MNCs.
- Gains in terms of Quality (greater end customer satisfaction), Reduced Cost (increased profit), Delivery and responsiveness will be drivers for Capacity building.

### Segments to be covered for Vendors Participation -

• Automobile Industry (sector of depth & value addition)	• Engineering Machine (sector of strategic importance)
• Light Engineering (sector of strategic importance)	• Consumer Durables (sector of depth & value addition)
• White Goods (sector of depth and value addition)	• Textile & Textile Industry equipments
• Green Sectors like electric mobility, green hydrogen and solar power	• Engineering goods (including motor pump sets, wet grinders, Spares etc.)
• IT sector (including IT hardware, software and electronics)	• Real Estate sector and Construction Engineering (including engineering services for construction works)
• Power Sector ( Solar, Wind, Tidal, Hydro, Thermal and Nuclear)	• Chemical Engineering Industries
• Foundry & Fabrication works	• Infrastructure, Road Building and Transport (Logistic) Sector ( Road, Air and Navigation)
<p>Indian Enterprises engaged in <b>Aerospace and Defence industry</b> or any of the following areas :</p> <ul style="list-style-type: none"> <li>• Aerospace : sub systems and accessories, ground equipment and tooling</li> <li>• Naval systems, subsystems and accessories</li> <li>• Land systems, subsystems and accessories</li> <li>• Capital goods</li> <li>• IT hardware, software and electronics</li> <li>• Casting, forging and metal works</li> <li>• R&amp;D</li> </ul>	

## PROGRAMME FEE & VENUE

<b>Training Venue</b>	ibis Chennai City Centre 690, Near US Consulate, Anna Salai, Thousand Lights, Chennai - 600006
<b>Training Date</b>	28-30 November, 2023
<b>Residential Program Fee</b>	INR 41,890/- (INR 35,500 + 18% GST) per participant
<b>Non-Residential Program Fee</b>	INR 24,190/- (INR 20,500 + 18% GST) per participant
<ul style="list-style-type: none"> <li>▪ <b>For Individual Nomination</b> - No Discount is applicable</li> <li>▪ <b>For Standard Group of min. 2 nominations from one organization</b> - We will be offering a discount of 5% on Program Fee</li> <li>▪ <b>For Prime Group of minimum 3 &amp; above nominations from one organization</b> - We will be offering a discount of 10% for the <b>additional</b> participants. (Example: in case of 4 nominations from one organization, out of 4, 2 nominations will be eligible for 10% discount)</li> </ul>	

- **IICA Residential Program Fee includes** 3 nights' 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** Buffet Lunch, AM & PM Tea/Coffee with cookies, study material in soft copy and does not include transfer to the hotel/venue and airport, local travel and air-travel.
- Seats are limited & on a first-come first-serve basis.

## IICA RESIDENTIAL PROGRAMME SCHEDULE

28 Nov, 2023 Day 1	29 Nov, 2023 Day 2	30 Nov, 2023 Day 3	01 Dec, 2023
<b>Arrival day- Check in from 01:30 pm onwards</b>	<b>Breakfast</b> Forenoon sessions	<b>Breakfast</b> Forenoon sessions	<b>Breakfast</b>  <b>Departure day- check out by 11:00 am</b>
<b>Lunch (01:30pm-03:00pm)</b> 1/2 day post lunch sessions	<b>Lunch (01:00pm-2:00pm)</b> Post Lunch sessions	<b>Lunch (01:00pm-02:00pm)</b> Post Lunch sessions	
<b>Dinner</b>	<b>Dinner</b>	<b>Dinner</b>	

## PAYMENT 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  
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 7<sup>th</sup> February, 2020

## DISTINGUISHED FACULTY



**Shri P. Udayakumar,**  
Former CMD, NSIC Ltd

Shri P. Udayakumar, EX-CMD, NSIC Ltd is a Postgraduate of the Indian Institute of Management - Bangalore and holds a degree in B.E. (Mech.). He has about 35 years of experience in various areas of Marketing and Policy formation related to the MSME Sector, Petroleum, and Fertilizer Sectors and has contributed significantly to the formulation of innovative strategies while working in different sectors.

### **Achievements as Board Member of NSIC:**

He joined as the Full Time Functional Director (Planning and Marketing) in the year 2010 and finally retired as CMD on 31-07-2022 after serving the Board for about 12 Years with unblemished records. He has been a key member of various task force teams and Strategic initiatives in different organizations he served.

The National Small Industries Corporation has started a separate business vertical for the distribution of Petrochemical products under his guidance. He is instrumental in developing contours for futuristic verticals in Defence Procurement, Machine Selling, Insurance, Waste to Energy, Software Selling, and e-Commerce, for the MSME sector in NSIC.

He is instrumental in launching NSIC Loyalty Card for the first time in NSIC and played a key role in designing the Corporate Logo with the consensus of all stakeholders.

### **Training, Skilling and Incubation in India and Abroad:**

He is instrumental in launching several Incubation and Entrepreneurship oriented programs in NSICs Technical Centres spread across India and commissioned 8 Livelihood Business Incubators in India with unique financial support system for the latest LBI at Rourkela. He has tied up with most of the leading Technology leaders for industry ready Skilling programs for all centres including a Centre of Excellence with LG Electronics Ltd in Okhla campus.

He finalised the MEA funded Training cum Incubation centres in several African Countries with one of the latest one in Mozambique which is acclaimed as one of the best in it's class .He has tied up with several African countries for conducting Business opportunity studies.

### **Other achievements:**

He has been participating as Chief Guest, Guest of Honor and Key Speaker at various prestigious events like Raw-Mat India 2019, Intec 2019, Vibrant Goa 2019, Bank's outreach programme of Bank of India, 8<sup>th</sup> DLF BUSINESS SUMMIT 2019, and EXIM Bank Regional Conclave on India-West Asia and North Africa in Cairo, Egypt etc. He has been a regular speaker in panel discussions in IIM Rohtak, IICA, Manesar and other Management institutions.

He was a member of the Technology Award Committee of GITA, a CII initiative. He contributed inputs to the One-Man Committee formed for revamping the MSME Sector under the Chairmanship of Dr.Prabhat Kumar, Ex-Cabinet Secretary. He also led delegations to various countries and addressed Round Table Conference on the Topic “Impact of SME Section on the Global Economy” in Guangzhou, China in October 2016.

He fast-tracked the project of setting up of Vocational Training Centre in Mozambique by following up with the Government of Mozambique.

He has been instrumental in signing MoU with various National and International Organizations like the State Government of Sikkim, TANSIDCO, CSC, ARAMCO Asia, Coir Board, IEEMA, ITI Ltd and Mitutoyo for expanding NSIC’s business and training areas. Materialized an MoU with the LG for a Centre of Excellence. Also with Arcelor Mittal, and Nippon Steels for Steel distribution and many more MoUs with Raw material producers and NEHDC.

#### **In Private Equity Investment area thro Fund of Funds:**

He was a member of the Investment Committee of SRI Fund and same has created a record in onboarding 25 PE funds in a short span of 7 months resulting in investments in portfolio companies. He also chaired the Board Meetings of NSIC and NVCFL and approved the Accounts with one of the best performances in revenue and dividends in the recent past. He is much sought after by various domestic and international circuits for his lectures and views in MSME and PE areas.

He was instrumental in the launch of new schemes like the First Time Exporters scheme, Micro Subsidy scheme for MSMEart.com

#### **Awards:**

He has been conferred with RASHTRIYA ICON AWARD in recognition of his contribution towards the growth of the MSME sector and LEADERSHIP AWARD for use of ICT in MSME by CMAI.

## DISTINGUISHED FACULTY



**Rakesh Ashtana**

Senior Techno Commercial Professional

- BHU-IT (1980), IIM Calcutta (1983) with 30+ years of Business Management experience in Manufacturing based industry with Indian Corporates as well as MNCs.
- Presently associated with MSMEs as Advisor with focus on developing Blue Print for Profitable Growth, Internal Management Systems for Planning, Througput Enhancement, Waste Reduction and Enhancing Cost Efficiencies.
- Completed an assignment with International Rubber Company, Dubai. Mandate was to assist Chairman in Business Turn around and Growth. Helped develop an upcoming start up AgNext in designing and prototyping a new Test Equipment, Associated with firms helping foreign companies in India Sourcing.
- Last assignment with JBM Group as Vice President. - Top and Bottom Line responsibility for two plants having a turn over Rs 400 Crores; Complete commercials (Business Development, New Product Development and Purchase) of 4 plants in Uttarakhand having a turnover of Rs.1200 Crores+.
- Served for 10 years as Managing Director, India for Trelleborg AB, Sweden, global leaders in Automotive and Industrial Rubber applications. Had the privilege of leading the company from a greenfield plant to No.2 position in the Indian market.
- Functions handled – Supply Chain Management, Purchase, Planning, Projects, Operations, APQP, New Product Development, Business Development.
- Management Style – fair, responsive and decisive. Grasp of technical aspects and ability to inspire, challenge and guide specialists

Additional Engagements – Visiting faculty BITS Dubai – Supply Chain Management

## DISTINGUISHED FACULTY



**Shri Sanjay Dwivedi**

Chief Executive Consultant  
3E Management Consultants

**Mr. Sanjay Dwivedi**, has more than thirty five years of professional experience comprising a unique blend of technological and quality assurance assignments. He has vast and varied experience in Software, Chemicals, Engineering, Electrical & Electronics, Automobile, Machine Manufacturing and Service sectors. He has significantly contributed to re-engineering of quality systems and improvement in quality of operations and services through SGA (small group activities) by applying Six Sigma, Kaizen and Analytical, Diagnostic & Improvement Tools.

His areas of expertise include System Development and Certification, System Development for Continuous Improvement, Development and Implementation of Human Resource Development, Training & Development and Enterprise Resource Planning (ERP).

His client list includes Automobile, Manufacturing, Food and Agriculture, Packaging and IT organizations like Bharat Heavy Electrical Ltd., Ordnance Equipment Factory, Small Arms Factory, Field Gun Factory, Bayer Material Science, LS Cables, Hindustan National Glass Ltd., Bunge India Ltd. (Indian operation of Bunge International, USA), Pragati Power Corporation Ltd (Delhi Govt. Undertaking), Panalytical (Formally Philips) –operation in India and Japan, Sumi-Motherson Group of Companies (Now Samvardhana Group of Companies), Motherson Tools Ltd. Sharjah, Hero Group of Companies, General Energy Management System Ltd. (Petroleum Product Distribution Systems), Modi Group of Companies (Pharma Division), Hindustan Insecticides Ltd. (Govt. of India Undertaking), Capital Business Systems Ltd. (Working for Govt. of India's Project on AadharCard with HP) etc.

He has also extended his services to German Technical Cooperation (GTZ) as Business Development Service Provider, ELCINA as Trainer, British Standard Institution (BSI) as Assessor for paper industries.

He did his graduation in Electrical Engineering and pursued management education from Bombay University. He is a STQC trained Six Sigma and SEI-CMM Professional.



## GENERAL INSTRUCTIONS

- Due to a limited number of seats, it is recommended to send the nominations at the earliest, for ensuring availability.
- Acceptance of the nominations is subject to the seat availability and receipt of the programme fee latest by the last date for nominations.
- The program fee once deposited is non-refundable, however, substitutions are allowed.
- IICA shall not bear any charges towards participants to & fro travel from their residence / place of stay and the training venue. All participants shall make their own arrangement to reach the training venue on time as per the program schedule.
- IICA will not provide boarding and lodging before and after the dates of the programme. Participants planning to stay longer than the scheduled duration should arrange the same at their own cost.
- The participants shall be awarded a Certificate of Participation on successful completion of the programme.
- Participants are requested to assure their health and safety during the training period and IICA will not be liable for medical expenses incurred by the participants during the program
- The program is subject to alterations/cancellations/changes etc. at the sole discretion of Indian Institute of Corporate Affairs.



Indian Institute of  
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