
BRIEF REPORT

“Accelerate SMEs Advancement Program for Revitalizing MSMEs - New Approaches & Strategies to enhance SMEs Growth & Competitiveness” (15-17 November, 2022 - Goa)

Indian Institute of Corporate Affairs through its **Centre for MSME** has organised Three-Day Capacity Building Conference - “Accelerate SMEs Advancement Program for Revitalizing MSMEs - New Approaches & Strategies to enhance SMEs Growth & Competitiveness” held during 15-17 November, 2022 at Goa.

The programme enabled MSMEs for better approaches & decisions, improved resources utilizations, reduce financial operational & strategic risks associated with products/services at the beginning of the process. The program was intended to promote Integration of growing manufacturing & service sector (including MSMEs integration) into Global Value Chains.

IICA’s Accelerate SMEs Advancement Program has focused 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 and Facilitation Office (MSME-DFO), Banks/ Fin-tech companies / NBFCs, Economic Development Corporations etc. for MSMEs.

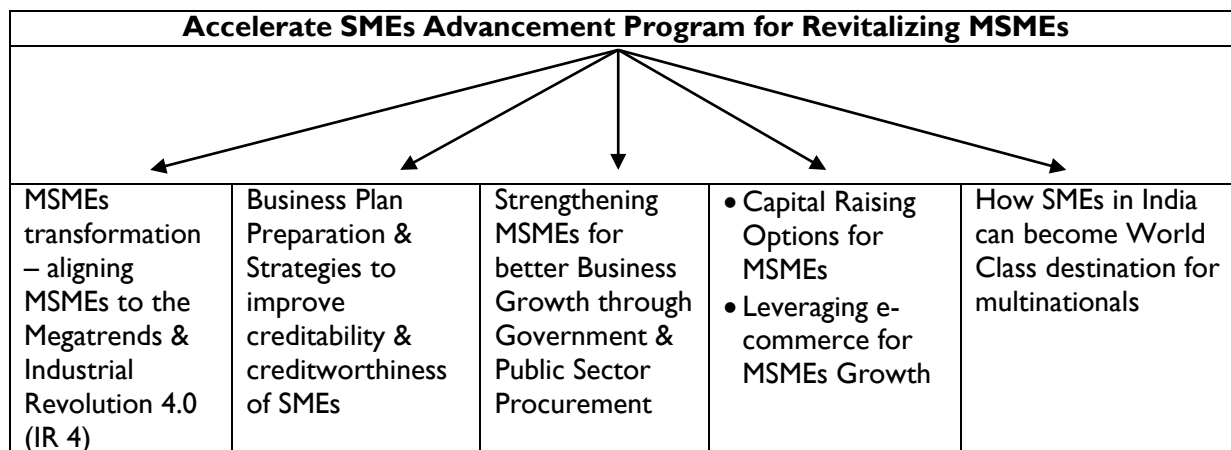
The participants attended the program were from:-

- IDBI Bank Limited (Associate Partner)
- Dun & Bradstreet Information Services India Pvt. Ltd. (Knowledge Partner)
- Goa Chamber of Commerce & Industry (GCCI)
- Brown Packaging System Pvt. Ltd.
- Manav Creations
- Reserve Bank of India (RBI)
- Axis Bank
- Small Industries Development Bank of India (SIDBI)
- MSME Development and Facilitation Office (MSME-DFO)
- Western Coalfields Limited
- Khadi & Village Industries Commission
- World Trade Center, Mumbai
- Alccotech Building Materials Pvt. Ltd.

The programme organized by IICA, witnessed engaged participation from Professionals (G.M., D.G.M., A.G.M., Chief Manager, Manager) & Entrepreneurs, MSME owners/promoters, MSME Development and Facilitation Office (MSME-DFO), MSME Committee Members of the leading Chamber & Commerce of Industries as well as Banks & Apex Financial Organizations.

A total of eight (8) sessions covered the pertinent areas under MSMEs transformation – aligning MSMEs to the Megatrends & Industrial Revolution 4.0 (IR 4), Business Plan Preparation & Strategies to improve creditability & creditworthiness of SMEs, Strengthening MSMEs for better Business Growth through Government & Public Sector Procurement, Capital Raising Options for MSMEs, Managing for smooth running of business with working capital at lower side, Leveraging e-commerce for MSMEs Growth, How SMEs in India can become World Class destination for multinationals.

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



Major Highlights

- Each day with sharing in-depth knowledge, debating spiritedly & directing razor-sharp questions at each other enabled the participants to discover more about each other and set a baseline for future cohesiveness and bonding as a group.
- The referral of case studies followed by power point presentation and study material used as a guide during program delivery provided a source book to develop and implement appropriate Processes and tools in the organisation. It provided practical assistance and valuable inputs on best practices and analysis of the critical issues of today & the future.

The programme was started with Opening Remarks & Introduction by Mr. Rajesh Batra, Head-Centre for MSME, IICA. It was followed by –

- Key Note Address followed by Presentation by our Chief Guest - Smt. Mercy Epao, Joint Secretary (JS-SME), Ministry of MSME, Govt. of India
- Address by - Shri Manguirish Pai Raiker, CMD-Brown Packaging System Pvt. Ltd.
- Presentation about 'Initiatives for MSMEs Growth' - Smt. Smita Chandramani Kumar, Regional Director, RBI, Goa
- Presentation by - Mr. Ravibhushan Patil, DGM (Credit Solution Centre, Kolhapur Hub), IDBI Bank Limited (Associate Partner)
- Technical session on 'Criticality of Building Credibility for MSME' by - Mr. Alok Kumbhat, Director – Data and Strategy, Dun & Bradstreet Information Services India Pvt. Ltd. (Knowledge Partner)
- Vote of Thanks by - Shri Ralph de Sousa, President- Goa Chamber of Commerce & Industry

Program Flow

In this programme, in-house as well as outsource Subject Matter Experts were engaged as Resource Persons. The Resource Persons for the programme were:-

- Mr. Rajesh Batra, Head-Centre for MSME, IICA
- Mr. Alok Kumbhat, Director – Data and Strategy, Dun & Bradstreet Information Services India Pvt. Ltd.
- CA Rajeev Bhargav, FCA, FCS, LLB, M.Com, Registered Valuer (Securities & Financial Assets)

The Three-Day Capacity Building Conference was concluded on 17th November, 2022 with Valedictory Address by Mr. Rajesh Batra, Head-Centre for MSME, IICA followed by distribution of Certificates to the participants.

The participants appreciated the programme content, Resource Persons and training sessions.