



IICA/MSME//2022/1

20 September, 2022

Sir / Madam,

**Subject: Invitation to Entrepreneurs who want to scale-up their enterprise to the next level of high performance organization**

**Ref: IICA's Mega Industry Platform on MSME Sector is back with its 2<sup>nd</sup> Edition: "Accelerate SMEs Advancement Program for Revitalizing MSMEs - New Approaches & Strategies to enhance SMEs Growth & Competitiveness" scheduled during 15-17 November, 2022 at Goa**

**Indian Institute of Corporate Affairs (IICA)** has a focused **Centre for Micro, Small & Medium Enterprises**, established to foster understanding of the Regulatory Framework, encourage innovative responses to business environment and focus on issues affecting MSMEs. The Hon'ble Minister of State for Finance & Corporate Affairs is the President of IICA. Secretary, Ministry of Corporate Affairs is the Chairperson of the Board of Governors, which has many eminent personalities. IICA has been mandated to offer capacity building and advisory solutions to the Government, statutory authorities and the public sector & corporate sector etc.

The Centre for MSME has already trained entrepreneurs and professionals covering both public & private corporations comprising managing directors, leadership of MSMEs, renowned captains of chambers of commerce & industry, exporters, bankers, senior officers of central and state PSUs & government support agencies for MSMEs.

COVID-19 pandemic has impacted businesses, financial markets and economies all over the world, including India, and has impacted the business operations of micro, small and medium-sized enterprises and exposed many of them to financial distress.

**Though it is early to comment, the growing move by western companies towards diversifying supply chains out of China may see some production moving to India. However, the new developments after Covid may give India the chance to strengthen its manufacturing prowess. The Government too has come up with production-linked incentive schemes to boost production in many sectors. The Indian Public Sector has always been playing a very critical and constructive role.**

**The Indian Government is working towards integrating traditionally offline markets, like vegetable markets, into digital e-commerce platforms. The Government has also launched flagship initiatives like Digital India, Make in India, Start-up India and Skill India, which are responsible for the growth of the MSME sector.**

The world's economy is increasingly becoming inter-connected 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. Micro, Small and Medium enterprises are critical for India's economy as they contribute significantly to its gross domestic product and provide employment to a sizeable population.

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.

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

It is 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.

The economic meltdown has actually initiated many debates about the way business and operations were handled by PSUs, under the circumstances where globally many of corporate have gone bankrupt, many survived critically and stimulus bailed out quite a few of them.

With the advent of globalization, the public sector also faces new challenges, especially when the Indian economy is expected to clock high growth rates over the next few years, creating strong domestic demand and providing an opportunity for aspiring entrepreneurs.

Against this background, Indian Institute of Corporate Affairs (setup by Ministry of Corporate Affairs, Govt. of India) is organising “Accelerate SMEs Advancement Program for Revitalizing MSMEs - New Approaches & Strategies to enhance SMEs Growth & Competitiveness” scheduled during 15-17 November, 2022 at Goa.

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 (DIs) for MSMEs, Banks/ Fin-tech companies / NBFCs, Economic Development Corporations as well as promote local industry and improve MSMEs access to public procurement 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 “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.

In view of the importance of the subject, may we seek your support for this capacity building program by nominating delegates from different offices under your Ministry/Department/Esteemed organization by sending the nominations along with Program Fee as below:-

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

Participants will experience interactive learning led by subject-matter experts to give you in-depth knowledge & insight to maintain competitive edge in the constantly changing global scenario.

**Further, we would like to ensure the maximum participation from private sector players as well. Therefore we would be thankful to you if you kindly send us the details (name, address, contact no., email ID) of the various vendors with whom your organization is engaged in dealing with any kind of product / service so that they may also participate in the aforesaid "Accelerate SMEs Advancement Program for Revitalizing MSMEs - New Approaches & Strategies to enhance SMEs Growth & Competitiveness" scheduled during 15-17 November, 2022 at Goa.**

I am sure your active participation and support will go a long way in making this unique initiative a grand success.

Looking forward to receiving your kind support and confirmation.

With warm regards,

Yours Sincerely,



Rajesh Batra

Head-Centre for MSME

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Encl.:

- Detailed Programme Outline
- Registration Form