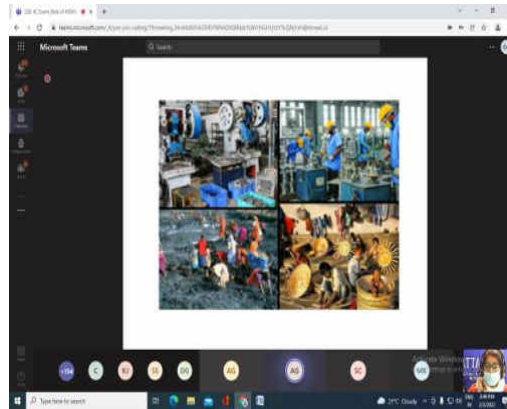


WEBINAR: ROLE OF MSMES

2nd FEBRUARY, 2022

Institute Innovation & Entrepreneurship Cell (IIC) and IQAC of Gitarattan International Business School organized online webinar entitled “Role of MSME’s” for BBA first semester students on 2 February, 2022. The guest speaker for the webinar was Prof. Anup Ghosh, Innovation Ambassador, GIBS.



The aim of the webinar was to help students comprehend the importance of MSME’s in Indian Economy. MSME sector is the backbone of the Indian economic structure. It plays a crucial role in safeguarding the Indian economy from global economic crises and adversities. MSMEs contribute to employment creation, wealth creation, poverty alleviation and income generation. The sector has a vast network of about 6.3 crore units producing more than 8000 products. It holds a share of around 30% in nominal GDP. MSME forms an integral part of the economy. Hence, it is imperative for the students to be aware of MSME.

The speaker started the session by discussing the importance of MSME’s in developed and developing countries. He defined in details the Micro, Small and Medium Enterprises (MSME). To put the above mentioned information in perspective he listed the sectors and activities which constitute MSME. After that he named various agencies which provide support to MSMEs. The webinar also explored the growth opportunities in these sectors along with funds allocation for MSMEs in budget 2022 for MSMEs. The insightful webinar concluded on a optimistic note wherein the growth of Indian market in the field of manufacturing, food processing, service sectors etc were highlighted.

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