

IIC- MSMEs

On

3rd April, 2023

Gitarattan International Business School under Institute Innovation and Entrepreneurship Cell and Internal Quality Assurance Cell (IQAC) organized lecture on 3rd April 2023 for the students of MBA and MBA-IB 2nd and 4th semester. The theme of the workshop was “MSMEs”. The aim of the event was to help students comprehend the importance of MSMEs in Indian Economy. The invited resource person for the event was Dr. Sheetal Chaddha- *Innovation Ambassador, gibs.*



Dr. Sheetal Chaddha initiated the session by discussing the importance of MSMEs in developing country like India. She defined in the details of Micro, Small and Medium Enterprises. (MSMEs).The speaker highlighted some important features of MSMEs to students that the Indian MSME sector is the backbone of the national economic structure and has unremittingly acted as the bulwark for the Indian economy, providing it resilience to ward off global economic shocks and adversities. With around 63.4 million units throughout the geographical expanse of the country, MSMEs contribute around 6.11% of the manufacturing GDP and 24.63% of the GDP from service activities as well as 33.4% of India's manufacturing output. After that she provided her inputs on the importance of MSMEs and in which sectors they are listed.

The speaker also focused on the growth opportunities in these sectors and funds raising schemes by government of India. Further she discussed about Pradhan Mantri MudraYojna, MSME Loan in 59 Minutes – Launched by SIDBI, Prime Minister Employment Generation Programme (PMEGP), Development of MSME clusters. After that she discussed the highlights of budget 2021-22 for MSMEs. The insightful lecture concluded on an optimistic note where in the growth of MSMEs in different sectors was discussed.

FLYER OF THE EVENT



INSTITUTE INNOVATION &
ENTREPRENEURSHIP CELL
(IIC-GIBS)



Role of MSMEs

- MBA
- MBA (International Business)
Semester 2nd & 4th

📅 3 April, Monday
🕒 12.00PM to 01.00PM

Dr. Sheetal Chadha
*Innovation Ambassador
Gibs, New Delhi*

TYPE OF EVENT	IIC-21
VENUE	Seminar Hall (Ground Floor)
TIME & DURATION	12:00 PM- 1:00PM
CONDUCTED BY (eg. CLS-GIBS, IIC, Club, IIPC etc.)	IIC-GIBS
ORGANISED FOR (Course Name &Semester)	MBA & MBA-IB (2 nd and 4 th Semester)
NAME OF THE COORDINATOR	Ms. Veena Panjwani
ATTENDANCE (Mention no. of studentsattended the event)	43 Students

RESOURCE PERSON	Dr. Sheetal Chadha Innovation Ambassador, GIBS
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. To understand the meaning of MSMEs 2. To understand the limitations of start-ups and entrepreneurial marketing 3. To understand the significance of MSMEs in Indian context 4. To aware knowledge of different funds raising programs for MSMEs start-ups.
LEARNING OUTCOME	Students were able to understand in depth the nature, scope and significance of MSMEs and what type of support they can get from the Indian government under various schemes regarding funds raising to open up their start-ups. Contribution of MSMEs in different sectors was also acknowledged.

Prepared by: Ms. Veena Panjwani, Assistant Professor, giBS