

SOUVENIR

INTERNATIONAL CONFERENCE (Virtual)

on

“Infusing Competitiveness in Indian MSMEs”

DECEMBER 04 - 05, 2021



सत्यमेव जयते

MSME

MICRO, SMALL & MEDIUM ENTERPRISES

सूक्ष्म, लघु एवं मध्यम उद्यम

Sponsored by :
**Ministry of
Micro, Small and Medium Enterprises**
(IC Section)

Government of India

**Entrepreneurship
Development
Institute of India**
Ahmedabad, Gujarat, India



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INFUSING COMPETITIVENESS IN INDIAN MSMEs

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Programme Schedule





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December 4th, 2021 (Day 1)	
Technical Session I	: 10.00 am – 11.30 a.m.
About the Conference	: Dr. Amit K Dwivedi, Associate Professor, EDII
Welcome Note	: Dr. Sunil Shukla, Director General, EDII
Theme: Emerging Opportunities for MSMEs	
Speaker	: Prof. Ramakrishna Velamuri, Dean, School of Management, Mahindra University, Hyderabad, India
Topic	: How SMEs can break through the growth ceiling to achieve sustained long-term growth
Moderator : Dr. Baishali Mitra, Faculty, EDII	
Paper Presenters	
Authors	Title
Amit M Bhattacharya	MSME Start-ups Can Be Game Changer for Tech-based Agriculture
Jawahar Philimis	Emerging opportunities for MSMEs
Ramesh Kumar Chaturvedi	Micro-entrepreneurship opportunities during and after covid-19: role of exodus sentiments

Technical Session II : 11.45 a.m. – 1.15 p.m.	
Theme : MSME Ecosystem, Policies and Strategies	
Speaker	: Dr. Sanjeev Chaturvedi, Advisor at India Uzbekistan Entrepreneurship Development Centre, Tashkent, Uzbekistan
Topic	: Policies, Strategies, and Opportunities Emerging for MSMEs in Uzbekistan
Moderator : Dr. Rajeev Sharma, Faculty, EDII	
Paper Presenters	
Authors	Title
Swathy Krishna, Shacheendran V.	Impact of Goods and Services Tax on MSME in India
Suryakumar N Khanai, S. R. Bharamanaikar, Vinayak S. Hosamani	Quality Management Standards and Performance of MSMEs: An Empirical Study
Rashmi Sarda, Devi Baruah Devi Baruah, Nang Chanika Longphoi,	Credit disbursement to MSMEs: Through the lens of a pandemic Building Resilient MSMEs: The Interplay of Entrepreneurial Eco-system in the Pandemic
Rashmi Sharda, Anita Behera Dinisha. C.M,K. Sankara Moorthy	Start-up Ecosystem in the Electrical Vehicle Marketplace

Lunch Break 1:15p.m. – 2:15 p.m.

Technical Session III : 2.15 p.m. – 3.45 p.m.

Theme	: Family Business and MSME Entrepreneurship
Speaker	: Dr. Hitesh Shukla, Professor , Smt R. D. Gardi Department of Business Management, Saurashtra University, Rajkot
Moderator	: Ms. Akansha Gupta, EDII

Paper Presenters

Authors	Title
Akansha Gupta	Barriers in Family Business Growth at the family level
Amisha Mehta, Ajit Kumar Khare	Strategic Workforce Planning for Indian Fashion Industry in the Era of Gig Economy
Shristi Purwar	Challenges, Opportunities and Policy Implications of MSME's Sector in UP During COVID – 19 (A Case Study)
Suman Sharma	Cluster Based Development of Indian Leather Industry: The Case Study of Leather Industry Cluster in Kolkata
Abhishake Nandan	Low-cost handmade water filter arrangement for road side vendors

4.00 p.m. – 5.30 p.m.

**Inauguration by Honourable Union Minister,
Micro, Small and Medium Enterprises, Shri Narayan Rane Ji**

Invited Talk

5.30 p.m. – 7:15p.m.

Speaker	: Dr. Param Shah, Director, Federation of Indian Chambers of Commerce and Industry FICCI, Faculty of Management Studies, Pacific University London, England, United Kingdom
Topic	: MSME Ecosystem & MSME Best Practices
Speaker	: Prof. Dev Dutta, Associate Professor of Strategic Management and Entrepreneurship at the Peter T Paul College of Business and Economics, University of New Hampshire USA
Topic	: MSMEs and Ecosystems
Moderator	: Dr. Baishali Mitra, Faculty, EDII





December 5th, 2021 (Day 2)

Technical Session IV : 9:30 a.m. – 11.45 a.m.

Speaker : Dr. Baishali Mitra, Faculty, EDII

Moderator : Ms Shuchi Maitraya, EDII

Paper Presenters

Authors

Title

Saranya. J, A. Anbu, G. Kumar	Challenges faced by Women Entrepreneur in MSMEs
Sheetal	Women Entrepreneurship: Necessity or Opportunity-Pandemic Effect in India
Ashutosh Rai, Jainendra Kumar Verma	Review of Performance of Women Owned MSMEs of India during Covid-19 Pandemic
Sachin Rathore, K.L.A.Khan, Ratnesh Kr Raj Singh	Design a Smart Work Station: Chikankari industry (Lucknow Region)
T. Velmurugan, G. Kumar	A Study on Problems to Access Finance for Small and Medium Enterprises (MSME) in India
Simran Sodhi, Amit K Dwivedi	Ease of Doing Business State Ranking: Analysing the Impact of Business Reform Action Plan on MSMEs among Top and Emerging States
Krishna Dixit, Satya Ranjan Acharya, Tonisha Dixit	Policy Perspective for MSME in Gujarat

Technical Session V : 12.00 noon – 1.30 p.m.

Theme : **Challenges in Technology Transfer for MSMEs**

Speaker : Prof. Ehud Menipaz, Professor Emeritus,
Department of Industrial Engineering and Management,
Ben-Gurion University of the Negev, Israel

Moderator : Mr Koustav Das, CEO, Cradle

Paper Presenters

Authors

Title

Raparla Venkata Krishnaveni, Nisha Pandhey, Satish Modh	A sustainable triple helix model for integrating industry 4.0 technologies in SMEs
Ajay K Singh	A Qualitative Observation on Technology Transfer and Commercialization of Public Funded Research Institutions and Manufacturing Sector in India
Santwana Pandey	Role of State in Challenges in Technology Transfer for Micro Small and Medium Enterprises in Chhattisgarh State of India
P. Bhanumathi	Artificial Intelligence Implementation Challenges for MSMEs

Lunch Break 1:30p.m. – 2:30 p.m.

**Invited Talk
2.30 p.m. – 3.15 p.m.**

Speaker : Prof. Piyush Sinha, Advisory, Rwanda- India, Entrepreneurship Development centre

Moderator : Ms Shuchi Maitraya, EDII

Technical Session VI : 3.30p.m. – 5.00 p.m.

Theme : Role of Incubators and Accelerators to Support MSMEs

Speaker : Prof. Dharendra Shukla, President & Chair at Gray Wolf Analytics Inc., Lean Launch Pad Educators Program, Columbia University, Fredericton, New Brunswick, Canada

Topic : Role of Incubators and Accelerators to Support MSMEs

Moderator : Dr Hari Baabu V, Faculty, EDII

Paper Presenters

Authors

Title

Hirak Roy

MSME Incubation for Acceleration of India

K. Sankaramoorthy,
R. Krishnaraj

Growth Drivers of Technology based Start-up Organisations

Sanket L. Charkha

Growth, Performance and Projections - Micro, Small, and Medium Enterprises (MSME's) in India: A Discourse Analysis

Suman Sharma

Cluster Based Development of Indian Leather Industry: The Case Study of Leather Industry Cluster in Kolkata

J Jeffrey Jim Salvius,
S. Arun Kumar

Emerging opportunities in MSME through e- learning platforms

Closing : 5.15 p.m. – 5.30 p.m.





Message from Director General, EDII



It gives me great pleasure to present this Souvenir at the Virtual International Conference on MSME Competitiveness, supported by the Ministry of MSME. The MSME sector is dynamic and vibrant, and makes a significant contribution to sustainable economic growth.

It is, therefore, important to ensure that the sector relies on a strong knowledge infrastructure to plan a scalable growth strategy. MSME entrepreneurs regularly need to nurture their skills and ways to capture newer markets, diversify and innovate. The Post COVID world necessitates this more than ever.

The Ministry of MSME has always taken pro-active measures to ensure that MSMEs get exposed to rewarding growth opportunities. The Ministry has also been rendering its able support to institutions that are working in the domain of escalating the entrepreneurial excellence of MSMEs.

In conjunction with the Ministry of MSME, EDII has been working towards strengthening the MSME base in the country, by undertaking skill and entrepreneurship training, policy advocacy and need based mentoring and counselling. The initiatives of EDII are guided by regular research and brainstorming into the existing approaches, skill base and policies directed at MSMEs.

This Conference is a significant step in the direction of empowering MSMEs for which I heartily extend my gratitude to the Ministry of MSME for all-time support and direction. I am sure all the learned delegates will make this conference extremely informative and worthwhile. The findings and the recommendations will certainly help us all come together in ensuring MSME growth and competitiveness.

My Best wishes!!!

Dr. Sunil Shukla
Director General - EDII

Profile of the Speakers



Professor Dev Dutta

Associate Professor of Strategic Management and Entrepreneurship, Peter T Paul College, Business and Economics, University of New Hampshire USA

Professor Dev Dutta is an Associate Professor of Strategic Management and Entrepreneurship at the Peter T Paul College of Business and Economics. He is also a design thinking coach and expert (with certifications from both MIT and Stanford), a United States Association for Small Business & Entrepreneurship (USASBE) Teaching & Learning Scholar, and a Global Mentor at Ideagist, the world's largest virtual incubator/accelerator. Between 2015-2017, he was also Faculty Director of the University Minor on Entrepreneurship and Faculty Fellow at the Peter T Paul University Entrepreneurship Center.

Prior to joining the academia, Dev worked for fifteen years in corporate entrepreneurship and strategic management practice at leading multinationals from India. In his academic work, Dev teaches and researches at the intersection of innovation and entrepreneurship, and by applying the strategy lens. Working with colleagues from around the world (the United States, Canada, United Kingdom, Italy, Hong Kong, and India), his research projects have examined the deep connections between context and entrepreneurship, notably within the broader innovation ecosystem. His research on entrepreneurial learning, knowledge partnerships, entrepreneurial resilience, and ecosystems has been published in the topmost journals in his field. He regularly presents at major national and international conferences and many of his papers have won best paper awards.

Professor Hitesh Shukla



*Professor,
Smt R. D. Gardi Department of Business Management,
Saurashtra University, Rajkot*

Professor Hitesh Shukla is an academic and shaper of the family business field. For decades, his insights, advice, lectures, and writing have helped to develop leaders, professionalize businesses, strengthen families, and pass sustainable enterprises from one generation to the next.

Professor Shukla advises families on topics such as long-term success; ownership, and family governance; developing next-generation; succession transitions; conflict resolution and family harmony; ownership and business strategy; professionalizing the family business and life and career planning; selling the family business, and many other issues important to family enterprises.



Professor Dharendra Shukla



President & Chair at Gray Wolf Analytics Inc, Lean Launch Pad Educators program, Columbia University, Fredericton, New Brunswick, Canada.

Professor Dharendra Shukla strives to build a culture of innovation and entrepreneurship. To achieve this aim, he has founded The Summer Institute in 2013, an intensive guidance program helping participants to turn their ideas into reality, and Energia Ventures, which invests in seed and pre-seed startups. He is currently the President & Chair at Gray Wolf Analytics Inc, New Brunswick, Canada. He is also a professor and Dr. J. Herbert Smith Chair for Technology Management and Entrepreneurship at the University of New Brunswick, Canada.

His teaching interest are Entrepreneurial Finance, Business Planning and Strategy in an Entrepreneurial Environment, Global Design Engineering, Managing in the Creative Economy, Experiential Learning in Technology Management and Entrepreneurship as well as Product Design and Development.

Professor Ehud Menipaz



Professor Emeritus, Department of Industrial Engineering and Management, Ben-Gurion University of the Negev, Israel

Prof. Ehud Menipaz, is the Chairman of the Board, the National Association of Engineers, Architects and Academics in the Technological Sciences in Israel (AEAI) and the Chairman of the Ira Foundation. He is a Professor Emeritus at Ben Gurion University, where he served as the founding chairman of the Ira Center for Business, Technology & Society and the Abe and Sol Krok Chaired Professor of Entrepreneurship. Over the course of his academic career, he served as a professor of aeronautical engineering, mechanical engineering and industrial engineering and management, and as a professor of business administration, specializing in stochastic processes applications, global business strategy and technological innovation. His books were published by Prentice Hall, Sage Publications and L'Harmattan. Prof. Menipaz is a Founding Director of Young Entrepreneurs Israel, of the World Organization for Science Literacy, the Founding Dean of the School of IE&M, Shenkar, the Chairman of the Advisory and International Boards of the Israeli Directors Union, the Chairman of Ira Foundation for Business, Technology and Society and the Founding Chairman of the Israeli National Hackathon of IE&M. He is the recipient of the Hebrew Technion Institute (HTI) Award, the WEF's Leaders of the Decade in Academia Award, The Lifetime Achievements Award by Academia, and Industry in IE&M in 2021 and a Special Recognition Award of YEI as well as the Israel Directors' Union, among many others.

Dr. Param Shah



Director, Federation of Indian Chambers of Commerce and Industry FICCI, Faculty of Management Studies, Pacific University London, England, United Kingdom

Dr. Param Shah has been the Director of Federation of Indian Chambers of Commerce & Industry (FICC) in the United Kingdom since 2017. Before this he was the Director of FICCI in Gujarat, India since 2009. Param enjoys the distinction of steering trade bodies representing India's major business and industry entities at local, national, and international levels, at a very young age. A PhD in International Marketing for SME and a Master's in Business Administration (MBA), Param has also studied law, commerce, and intellectual property rights.

He specialises in International Marketing & Corporate Laws. He has over 20 years of experience ranging from academics to trade bodies and associations. He is an alumnus of the prestigious International Visitor Leadership Programme (IVLP) of the U.S. Department of State. He was also associated with various Universities in India, as a faculty and academic advisor. He is on the mentorship board of Village Capital, a US headquartered, world's largest organisation supporting impact-driven, seed-stage Startups. He is also a regular columnist for India Global Business published by India Inc., a London based media house.

Professor Piyush Kumar Sinha



Advisor, Rwanda-India Entrepreneurship Development Centre, Kigali, Rwanda

Prof. Piyush Kumar Sinha has 37 years of Advisory, Research and Training as well as Managerial experience in marketing, sales, retailing, service and business strategy. He has worked with Indian Institute of Management Ahmedabad (IIMA), IIM Bangalore, XIMB, MICA and Rasna. He has published articles in international journals. He has been a member on editorial boards. He has published several books. He has been a mentor to several start-ups, especially in the area of social entrepreneurship. He serves on the boards of companies such as Gujarat Gas, Infibeam, Ujaas Energy and Jade Blue. He is a member of the CII National Retail Committee.



Professor Ramakrishna Velamuri



*Dean - School of Management
Mahindra University, Hyderabad, India*

Prof.S. Ramakrishna Velamuri is Professor and Dean of the School of Management, Mahindra University. He was previously Chengwei Ventures Professor of Entrepreneurship at the China Europe International Business School (CEIBS), on whose faculty he served for nearly 14 years (2007-2021). He has also been on the faculty of IESE Business School in Spain for four years (2003-2007) and has been a Visiting Professor at the Indian School of Business, the Frankfurt School of Finance and Management, Bocconi University, and the International Anti-Corruption Academy Austria.

Dr. Velamuri has two main areas of research focus: i) the impact of entrepreneurs' ethical behaviors on their ability to mobilize stakeholder support, and ii) the impact of innovations, in particular business model innovations, on firm growth.

Professor Sanjeev Chaturvedi



*Advisor at India Uzbekistan Entrepreneurship Development Centre,
Tashkent, Uzbekistan*

Prof (Dr) Sanjeev Chaturvedi Is currently the Advisor at India Uzbekistan Entrepreneurship Development Centre, Tashkent, Uzbekistan. He has many papers to his credit in the field of International Economic Environment & WTO which has been published in Harvard University, Cambridge University & IIM-A Conferences to name a few. He was the only Asian selected for CDG, Germany fully paid scholarship for higher studies in the field of International Marketing. He has written 3 books in the Area of Marketing and Entrepreneurship. His 4th Book was just released in August 2021 on “Rahim Ke 50 Dohe-50 Lessons for Entrepreneurs”- connecting Rahim with today's business scenario. His area of interest is Entrepreneurship and International Business.

