

# International Conference on Infusing Technology in MSME Sector

January 9-10, 2024



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



Organised by  
**Entrepreneurship  
Development  
Institute of India**  
Ahmedabad

# International Conference on Infusing Technology in MSME Sector

The International Conference on Infusing Technology in MSME sector affirms the pursuit of excellence and contribution to entrepreneurship practice, education, and research. As India's premier institute that promotes entrepreneurship practice, education, research and institution building within India and internationally, Entrepreneurship Development Institute of India (EDII) invites industry-experts, researchers, educators, and practitioners in the field of entrepreneurship to participate in and contribute to the International Conference on Infusing Technology in Indian MSMEs to be held during January 9-10, 2024 at EDII, Ahmedabad, Gujarat, India.

Micro small and medium enterprises (MSMEs) have played a significant role in the development of the country while contributing greatly to the overall GDP, employment, exports and manufacturing. With initiatives like Make in India, Made in India, MUDRA Yojana, credit guarantee scheme and many other features, MSME sector is reaching new milestones every year. Innovation and technology are two primary requirement of every MSME to grow and this conference is being organized to create a suitable platform for the discussion and understanding of technology infusion in the MSME sector in India.

Keeping this context in mind, this international conference provides a forum to disseminate the research findings among stakeholders besides creating a network of industry-practitioners, researchers, policymakers, entrepreneurs.

**The Conference aims to bring all stakeholders in a same platform and create linkages for fostering growth and development in the MSME sector, and some indicative themes are:**

Digital transformation in MSMEs:  
Opportunities and Challenges

Leveraging Industry 4.0 for MSME Growth

E-Commerce and Digital Marketing  
Strategies for MSMEs

Technology Infusion and  
Grassroot Innovation

Sustainability and Green  
Technology for MSMEs

Skill Development and  
Technology Adoption in MSMEs

Sustainability and  
Environmental Responsibility

Policies and Regulations  
Framework for MSMEs

Infusing competitiveness in MSMEs

## Important Dates:

- Submission of the full paper by December 25, 2023. Full paper should not be more than 5000 words, typed double space, with APA style of referencing.
- Decision on Acceptance of full papers will be made by December 31, 2023.
- Last date of registration by January 4, 2024.



## Centre for Research in Entrepreneurship Education and Development (CREED):

CREED was set up at the institute in 1997 to provide an identifiable thrust to the entrepreneurship development movement and act as a central link between theory and practice in the field. The Centre networks among researchers and institutions by encouraging inquiries into the emergence and growth of entrepreneurship as a discipline. CREED promotes research activities, provides seed grants and academic support through short-term research fellowships, and organizes lecture series by inviting eminent scholars. The Journal of Entrepreneurship, published under the auspices of CREED, has established itself as a reputed refereed journal in the field. The Centre supports biennial conferences on entrepreneurship providing a platform for researchers, academics, planners, and policy-makers to share their work, ideas, and concerns for entrepreneurship development.

### Department of Policy Advocacy, Knowledge, and Research:

The Department of Policy Advocacy, Knowledge and Research (DPA) is a dedicated department for formulation and advocacy of 'Public Policies', creation of 'Knowledge Products', and publication of 'Research Studies'. The DPA conducts various government-supported and in house sponsored research studies as well. The DPA focuses on the creation of indigenous 'Knowledge Products' for institutions, entrepreneurs, students, and policymakers.

### Objectives:

The Department of Policy Advocacy, Knowledge and Research (DPA) works with the objective to strengthen applied research on entrepreneurship, to influence policy

makers and other stakeholders to envision and draft policies relevant to the ecosystem. The specific objectives include:

- Providing conceptual underpinnings to national and international policies.
- Assisting policy makers in their efforts of promoting entrepreneurship opportunities through demand-driven pertinent policies.
- Sensitising and impressing upon government bodies and private organisations to integrate entrepreneurship in their development policies.
- Creating a strong research and knowledge infrastructure.

### Registration Details

For Registration, Click the Link or Scan the Qr (Registration is Free)

[Application form for registration](#)

### Conference Coordinators

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## About Entrepreneurship Development Institute of India, Ahmedabad

Entrepreneurship Development Institute of India (EDII), an autonomous and not-for-profit institute set up in 1983, is an acknowledged National Resource Institute for Entrepreneurship Education, Research, Training & Institution Building. It is sponsored by apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd., and the State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDII campus. To pursue its mission, EDII has helped set up twelve state-level exclusive entrepreneurship development centres and institutes. In view of EDII's expertise in Entrepreneurship, the University Grants Commission had also assigned EDII the task of developing a curriculum on Entrepreneurship. The Gujarat Textbook Board also assigned EDII the task of developing textbooks on Entrepreneurship for 11th & 12th standards. In order to broaden the frontiers of Entrepreneurship Research, EDII has established a Centre for Research in Entrepreneurship Education and Development (CREED) to investigate a range of issues surrounding small and medium enterprise sector through its publication, "The Journal of Entrepreneurship." CREED also establishes a network of researchers and trainers by conducting a biennial seminar on entrepreneurship education and Research. In the international arena, efforts to develop entrepreneurship by way of sharing resources and organising training programmes, have helped EDII earn accolades and support from the World Bank, Commonwealth Secretariat, UNIDO, ILO, FNSt, British Council, Ford Foundation, European Union, ASEAN Secretariat, and several other renowned agencies. EDII has also set up Entrepreneurship Development Centre in Cambodia, Lao PDR, Myanmar and Vietnam, Uzbekistan, and Rwanda.

EDII has been recognised as a 'Centre of Excellence (CoE) by the Government of India in the field of skilling ecosystem in the country. As the CoE, EDII provides leadership, best practices, research and development support, training of trainers, and skill training for Entrepreneurship, Innovation, and Start-up with a specific focus on emerging technologies. The Institute has also been positioned in the band of 11-50 under Innovation Category by National Institutional Ranking Framework (NIRF), Ministry of Education, Govt. of India & been listed as the Institute of National Importance by Education Department, Govt. of Gujarat.



## Entrepreneurship Development Institute of India

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