

National Conference on 'MSME - Gearing up to Global Competitiveness'
on 26th & 27th August 2010, Mumbai



Inauguration by Shri Rajendra Darda, Hon'ble Minister for Industry, Maharashtra State. From L to R : Mr. Arvind Vaidya, Chairman, IES, Mr. Vithal Kamat, President, MEDC, Mr. Arun Maira, Hon'ble Member, Planning Commission, Govt. of India, Dr. C.S. Deshpande, Executive Director & Ms. Meenal Mohadikar, Regional Director -MMR, MEDC, Mr. Ashwin Shroff, CMD, Excel Industries and Dr. Dinesh D. Harsolekar, Director, IES - MCRC.

The Maharashtra Economic Development Council (MEDC) and Indian Education Society's IES Management College organized a unique Two day National Conference on 'MSMEs – Gearing up to Global Competitiveness' with the active cooperation and support from Government of Maharashtra on 26th & 27th August 2010 at IES's Manik Sabhagraha, Opp. Lalavati Hospital, Bandra (W), Mumbai.

The Conference commenced by lighting of the lamp by Mr. Rajendra Darda, Hon'ble Minister for Industry, Maharashtra State, Mr. Arun Maira, Member Planning Commission, GoI, Mr Ashwin Shroff, CMD, Excel Industries; Mr. Vithal Kamat, President, MEDC; Mr. Nandkishor Kagliwal, immediate Past President, MEDC and Mrs. Meenal Mohadikar, Regional Director MMR, MEDC. Mr. Arvind Vaidya, Chairman, IES ; Mr. Amol Dhamdhare, Hon'ble Secretary, IES and Dr. Dinesh D. Harsolekar, Director, IES – MCRC were present at the inaugural session.

The welcome address was delivered by **Mr. Vithal Kamat**, President, MEDC. In his speech, he complimented the Hon'ble Minister for creating a separate department for MSME in GoM. He also raised certain key concerns related to SMEs.

In the inaugural address by **Hon'ble Mr. Rajendra Darda**, mentioned that the GoM proposes to focus on the MSME Sector in Maharashtra. As a significant step, the 30% of land of all the MIDC plots will now be exclusively reserved for this vital sector. He added - Overall in Maharashtra there are about 1 lac SME units

which provides employment to 12 lac people. These units have a collective investment of Rs. 39,000 crore. He also mentioned some of the challenges faced by MSME sector - such as cheap and timely availability of finance, technology upgradation, effective marketing and skill development. Formation of Cluster is also a major area to look into. He requested MSME units to utilize the schemes by GoM. They should adopt latest technology and access new markets.

Besides, the new industrial policy to be released next year would devote special section for MSMEs, added the industries Minister. He appealed to the banks and financial institutions to come forward for quick availability of credit for MSMEs. "The state govt is keen to promote MSMEs and decided to keep aside 30% plots in industrial estates promoted by MIDC. Besides, the government has recently amended the Package Scheme of Incentives, 2007. These amendments are related to interest and development subsidies given to such units" the minister said.

On the revival of sick units of the MSME sector, Hon'ble Mr. Darda said the government would make all efforts in this regards. "One way is through unlocking of the land possessed by the sick units where by they will be able to plough back proceeds for a restart. Nearly 181 cases are currently pending with the state labour department of clearance". he added.

Mr. Arun Maira, Member Planning Commission, GoI delivered the key note address. In his speech he said that there is a need to develop an industrial strategy for India to compete globally. Countries



Mr. Arun Maira, Hon'ble Member, Planning Commission, Govt. of India, delivering the Key Note address. Other from L to R : Dr. C.S. Deshpande, Executive Director, MEDC, Mr. K. R. Sharma, Director, MSME Development Institute, Mumbai, Gol, Mr. Amol Dhamdhare, Hon. Secretary, IES, Mr. Ashwin Shroff, CMD, Excel Industries, Mr. Vithal Kamat, President, MEDC, Mr. Rajendra Darda, Hon'ble Minister for Industry, Maharashtra, Mr. Arvind Vaidya, President, IES, Ms. Meenal Mohadikar, Regional Director - MMR, MEDC, Mr. Nandkishor Kagiwal, Immediate Past President, MEDC and Dr. Dinesh D. Harsolekar, Director - Director, IES -MCRC



Mr. Rajendra Darda, Hon'ble Minister for Industry, Maharashtra State delivering his Inagural address



Mr. Vithal Kamat, President of MEDC delivering his Welcome address



Mr. Ashwin Shroff, CMD, Excel Industries delivering his address



Release of Special Compendium on 'MSME - Gearing up to Global Competativeness'

like China, Japan, USA, Taiwan, Korea has separate industrial strategies whereas India lack it. He stressed on the importance of Finance and Credit in Business which he compared to Food and Oxygen which is very much needed for the survival. According to him, Innovation, Growth of Enterprises and Collaboration between Government and Industry Association are the three vital tracks which are necessary for formulating the Industrial Strategy.

Mr. Ashwin Shroff, CMD – Excel Industries, in his special address highlighted the importance of innovation and also emphasized on the responsibility of the Industry to the society at large.

On the very day, a special publication on MSMEs was released at the hands of the Hon'ble Minister. The publication includes MEDC backgrounder, articles by eminent writers, list of clusters in India and various schemes for MSMEs by Government.

Mrs Meenal Mohadikar, Regional Director – MMR, MEDC in her vote of thanks in the inaugural session, specially mentioned that such Conferences will be organized in different regions of Maharashtra in this financial year.

The MSME Conference comprised six Business Sessions – *Central Government Schemes for MSMEs, MSMEs: Financing and Funding, MSMEs: in Maharashtra, MSMEs: Marketing and Brand Building; MSMEs – Technology, Innovation & Global Opportunities ; & Success Stories of Entrepreneurs.*

In the Valedictory Session addressed by Shri Sunji Tatkare, Hon'ble Minister for Finance, Maharashtra Mr. U. Venkataraman, Executive Director, MCX Stock Exchange was the Guest of Honour in the Valedictory session.

The Conference was with the Summing up and Vote of Thanks by Dr. Dinesh D. Harsolekar, Director, IES – MCRC

More than 550 participations from Government Officials, Entrepreneurs, Industrialists, Bankers, policy-makers, Press & Media and B School Students, were attended this unique Conference.

Complied by
Mr. Suresh A. Ghorpade,
DGM, MEDC
suresh@medcindia.org



Audience at the Conference

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Business Session : I
Central Govt. Schemes for MSMEs

Dr. K. Shivaji, CEO, MIDC addressing the Conference. Other from L to R : Dr. Dinesh Harsolekar, Director, IES, Mr. K. R. Sharma, Director, MSME Develop. Insti., GoI, Mr. Radhakrishanana, Director, CGFT for MSMEs and Dr. C.V. Saraf, Dy. Director, MSME Development Institute, Mumbai. GoI,

Business Session : II
MSME : Financing & Funding

Mr. Rajan Vaidya, Director - Finance, Diebold Systems addressing the Conference. Other from L to R : Mr. V.T. Pai, Director - Finance, MEDC, Mr. Bhadrash Pathak, VP & Head (SME), Axis Bank, Mr. Vinod Gupta, GM, Bank of Maharashtra, Mr. SVG Nandgopal, CGM, SIDBI, Ms. G. Rita, DGM - SME - I, State Bank of India and Mrs. Urvashi Dharadhar, GM (SME), Saraswat Bank.



Business Session : III
MSME in Maharashtra

Mr. Sanjay Sethi, IAS, Secretary - MSMEs, & Develop. Commissioner, (Inds), GoM addressing the Conference. Other from L to R : Dr. C.S. Deshpande, ED, MEDC, Mr. Arun Chandrachud, Director, Mr. M.R. Khambete, President, TSSIA, Mr. Mukund Bhogale, MD, Nirlep, Mr. Raviv Byron, Chairman, Israel-India & Nepal Chamber, and Mr. Sanjay Kher, National Sales Manager, SMERA.



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Business Session : IV

MSMEs : Marketing & Brand Building

Mr. Nitin Podar, Corporate Lawyer, addressing the Conference. Other from L to R : Dr. Minu Mehta, Prof. IES, Mr. Pradeep Dixit, Director, Urja Technic India, Mr. S.S. Bhandare, Economic Consultant and Mr. S.D. Bhave, Director, TriStar Training Academy.

Business Session : V
MSME : Technology, Innovation & Global Opportunities

Cdr. Anil Save, MD, Atra Pharma, addressing the Conference. Other from L to R : Mr. Anil Deshpande, CEO, MEDC, Mr. Bhushan Kelkar, Country Manager, IBM India UR, Mr. Daljeet Singh Kohil, Head of Research, India Nivesh, Mr. Crowley Mathew, MD, Definitionlabs Business Support System, Mr. Prahalathan Iyer, GM, Exim Bank and Mr. S.K. Saraf, Chairman (WR), FIEO.



Business Session : VI
Success Stories of MSMEs

Mrs. Meenal Mohadikar, MEDC Regional Director - MMR addressing the Conference. Others from L to R : Mr. Ashok Khade, Director, Das Offshore Engineering, Ms. Prabha Kulkarni, President, Trimurti Engineering & Tools, Ms. Kajal Anand, MD, Debon Harbals and Mr. Ajay Pitre, MD, Sushrut Surgicals.



National Conference on 'MSME - Gearing up to Global Competitiveness' Valedictory Session



Shri Sunil Tatkare, Hon'ble Minister for Finance & Planning, Maharashtra State, delivering the Valedictory address. From L to R : Dr. C.S. Deshpande, ED, MEDC, Mrs. Meenal Mohadikar, Regional Director - MMR, MEDC, Mr. Vithal Kamat, President, MEDC, Mr. Arvind Vaidya, Chairman, IES, Mr. U. Venkataraman, Executive Director, MCX Stock Exchange, Dr. Dinesh D. Harsolekar, Director, IES - MCRC and Mr. Amol Dhamdhare, Hon. Secretary, IES.



Guest of Honour, Mr. U. Venkataraman, Executive Director, MCX Stock Exchange, addressing the Conference



Mr. Vithal Kamat, President, welcoming Hon'ble Mr. Sunil Tatkare by offering a Memento.

Competition on "MSME Marketing and Branding Strategies"

As a part of the MSME Conference, a competition on "MSME Marketing and Branding Strategies" was held on 27th August 2010 at IES Management College and Research Centre. The competition was mainly aimed at the Management students of various B-Schools. The event received an overwhelming response with more than 30 teams participating in the competition. After the initial screening by qualified judges, five teams were selected to make presentation in front of the audience and the judges on the day of the event. The jury comprised of Mr. S. S. Bhandare - Economic Consultant, Mr. S. D. Bhawe – Director, Try Star Training Academy, and Mr. Pradeep Dixit – Director, Urja Technic India Pvt Ltd. They observed that the students had made very sincere efforts and had come up with practical and profitable solutions in the MSME sector. The team from N.L Dalmiya Institute of Management Studies and Research which made a presentation on Reshmi Paithani Sarees, was declared the first prize winner, followed by K. J. Somaiya team with their presentation on Mobicold, while S.P. Jain Institute team won the third prize with the presentation on Eva Coolers. The teams from Rizvi Institute of Management Studies and Research and SIES College of Management Studies received the Consolation prizes in the competition.



1st Prize : N.L Dalmiya Institute of Management Studies and Research Team for presentation on 'Reshmi Paithani Sarees'



2nd Prize : K. J. Somaiya Team for presentation on 'Mobicold'



3rd Prize : S.P. Jain Institute Team for presentation on 'Eva Coolers.'



Consolation Prize: SIES College of Management Studies



Consolation Prize: Rizvi Institute of Management Studies and Research