



SEMINAR ON MSME PROSPERITY
12 June, The Park, Kolkata
Tentative Programme

09:30 am – 10:00 am	Registration
10:00 am - 11:00 am	<p>Inaugural Session</p> <p>Welcome Address by:</p> <p>Mr. R. Narayan, Co-Chairman, FICCI MSME Committee</p> <p>Addresses By Presidents of Supporting MSME Organizations</p> <ul style="list-style-type: none">- Mr. Bishwanath Bhattacharya, President, FOSMI- Mr. Dibyendu Basu, President, BNCCI- Mr. H. K Guha, President, FACSI <p>Address by:</p> <p>Mr. N. N. Debnath, Director, MSME - Development Institute</p> <p>Keynote Address:</p> <p>Dr. Rajiva Sinha (IAS), Principal Secretary, Dept. of MSSE & Textiles, Govt. of West Bengal (not yet confirmed)</p> <p>Inaugural Address by Chief Guest:</p> <p>Shri Swapan Debnath, MOS, Micro and Small Scale Enterprises & Textiles, Govt. of West Bengal</p> <p>Concluding Remarks:</p> <p>Ms. Nayantara Palchoudhury, FICCI Executive Committee Member</p>
11:00 am – 11:15 am	Tea Coffee Break

11:15 am – 01:15 pm :	Technical Sessions
<p>Session I - “Cost Reduction through modern technology and internet”</p> <p>It is significant for MSMEs to cut production costs and build efficiencies in their business processes. Thus, the session deliberations will make an attempt to help the MSMEs to understand how they can use modern technology and internet as the medium to reduce their procurement costs and thus reduce their overall cost of goods sold (COGS) to improve profitability.</p> <p>Speaker - Mr. R Narayan, Vice-President, FICCI CMSME and Founder & CEO, Power2 SME</p>	
<p>Session II - “Importance of internet domain and online presence”</p> <p>It is important for MSMEs to protect their online reputation and use a .com domain to increase brand value and revenue/leads. This would help MSMEs to build their own brand and create OWN identity via a .com website.</p> <p>Speaker: Mr. Nitin Wali, Head- Business Development- Asia Pacific, VeriSign</p>	
<p>Session III - “How to Bridge Finance and Access Gap?”</p> <p>Mainstream banks and other financial institutions have typically viewed MSMEs as high-risk investments and have shied away from serving these businesses. More MSMEs are suffering from this noticeably widening gap, which is called the MSME financing gap. The need of the hour is for both the lender and the business to get together and arrive at a mutually beneficial stance. “What institutional modifications have to be undertaken by the businesses is needed to be explored. Thus, the session will debate on:</p> <ul style="list-style-type: none"> • What are the product offering of the financial institutions for MSMEs for meeting the long and short term financial requirement? • What are the parameters MSMEs should keep in mind while approaching financial institutions <p>Speaker: Mr. Prashanth P K, Zonal Business Head, Religare SME Loans</p>	
<p>Session IV -“Cost-effective & Useful MSME Insurance”</p> <p>Insurance is an extremely important component of the MSME’s business. Currently MSMEs do not get quality insurance advice because they are small and find it hard to speak to knowledgeable subject matter experts. There are three broad areas and risks where insurance is extremely meaningful for MSMEs, these are employee benefits, asset and liability protection.</p> <p>Speaker: Mr. Abhishek Bondia, Principal Officer & Director, SecureNow Insurance Broker Pvt. Ltd.</p>	
01:15 pm onwards	Networking Lunch