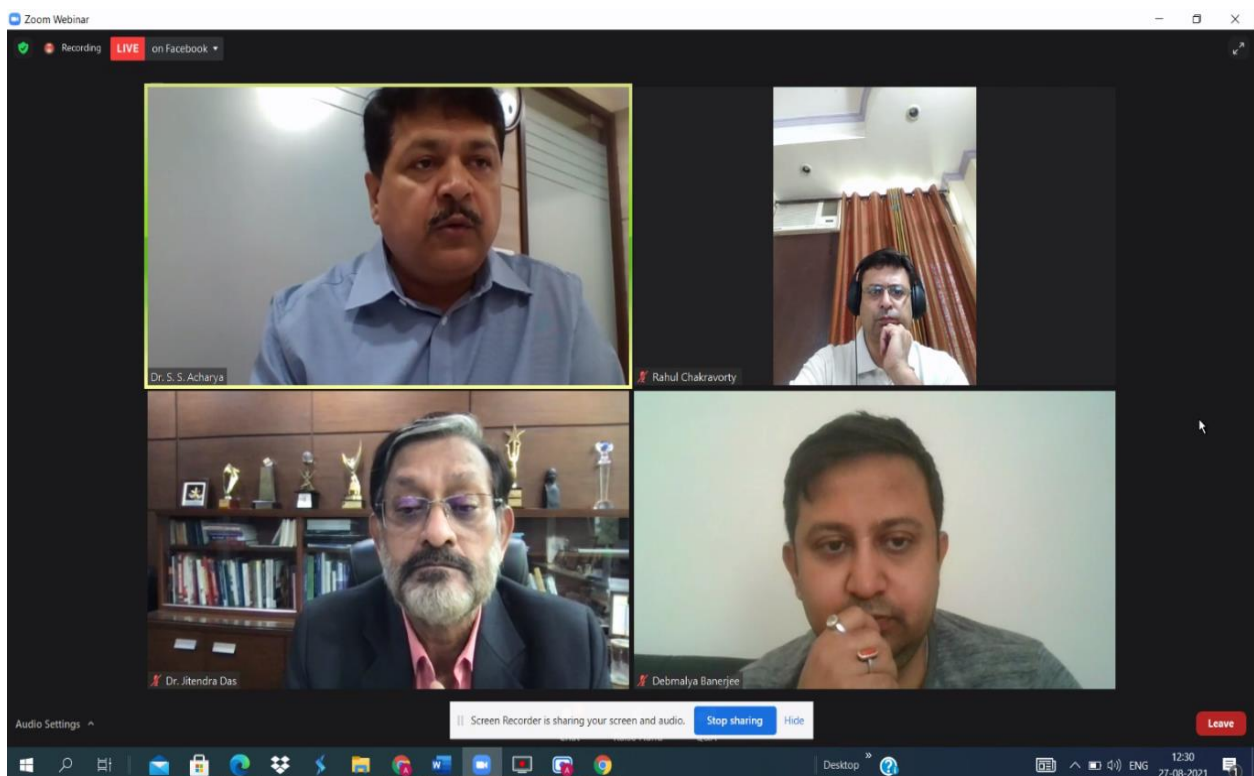


Webinar on Manufacturing Excellence by Indian Chamber of Commerce: Ultimate bottleneck for MSMEs is consumer reach out

Friday, August 27, 2021

Dr. Jitendra K. Das, Director, FORE School of Management, New Delhi who was earlier associated with IIM Ahmedabad, Lucknow, Kozhikode and was the founder Dean, Noida Campus of IIM Lucknow was a Session Moderator in the Session II titled “Guiding and Funding MSMEs” from 14:10 Hrs to 15:00 Hrs and addressed the august audience present during the session. The programme was attended by more than 200 participants.

Dr. Das cited examples from his experience with initiatives by Govt. India to promote MSMEs, referred to the inadequate brand reach initiatives of MSMEs apart from quality improvement and production in the face of competition. “All the MSME related conferences and activities I am involved in or I get to attend, I hardly see any effort addressing the issues, on the marketing aspect”, he said. Incidentally, MSMEs are one of the largest contributors to export and GDP of India.



Dr. Jitendra Das addressed the esteemed dignitaries during ICC webinar.

Validating Dr. Das’s insight on the gap in marketing efforts, he said that funding and production issues shall remain, but the ultimate challenge is ‘marketing of the product’. “If you are sale the products then all your efforts like implementation, production, everything you know is of no use”, he said.

Apart from Dr. Subhransu Acharya, General Manager, Small Industries Development Bank of India; **Dr Jitendra K. Das** was accompanied by the following prominent panelists during the session:

- **Dr. S Venkataramanaiah**, Professor, Operations Management, IIM Lucknow;
- **Rajeev Vihh**, Immediate Past Director- UNIDO-DPIIT, International Centre for Inclusive and Sustainable Industrial Development and Founder Director, Kriyanvit Consulting (OPC) Pvt. Ltd;
- **Dr. Sanjiv Layek**, Executive Secretary, World Association for Small and Medium Enterprises

After the Questions and Answers from audience, Dr. Das has summarised and concluded the session.