

**Centre for MSME, IICA organized Two –Day Residential Workshop on  
“Supply Chain Management System for Global Competitiveness” for MSMEs**

**Centre for MSME**, an integral part of Indian Institute of Corporate Affairs (IICA) has organized a Two-Day Workshop on “Supply Chain Management for Global Competitiveness” for Micro, small & Medium Enterprises [MSMEs] from Feb 08<sup>th</sup> to Feb 09<sup>th</sup>, 2016 at the IICA Campus, Manesar.

The workshop was attended by delegates like Seniors Corporate affairs Managers, General Managers, Directors coming from M/S Heavy Engineering Corporation Ltd (HEC Ltd.), Yamuna Cable Accessories Pvt. Ltd., Royal Enfield (A Unit of Eicher Motors Ltd.), Goodie International Pvt. Ltd., MSME-DI, DGS&D, State Bank of Hyderabad, Bookmyooh.com and Bovion Health Care Pvt. Ltd.

The inaugural proceedings of the workshop commenced on Monday Feb 08, 2016 after the arrival of participants and Chief Guest Mr. Santosh Goenka , Executive Director of Business India Group & Guest of Honors Ms. Anu Chadha, Founder and CEO, 3A Clothing Company and Ms. Rema Menon, Vice President- Retail and Commercial Development at Parsvnath Developers Limited.

It was appreciated by every participant that autonomous institution like IICA recognizes that lot of challenges such as strategies, techniques, and information flow and system compatibility, what SMEs need to tackle by keeping tight controls on Production overheads to become sharper to ensure that productivity and capital efficiency is maintained.

During inaugural address, it was pointed out that IICA has been stimulating and sensitizing the MSMEs by identification of co-operation areas for capacity building in MSME sector to enable this sector to build competitive advantage - was presented by Mr. Rajesh Batra, Head, Centre for MSME in his welcome address.

This workshop focused on cross disciplinary knowledge and skills to succeed in today’s high-tech global economy, offered valuable tips for creating and managing opportunities for reducing costs, driving growth and building maintainable competitive advantages.

Eminent speakers who took sessions at the programme were 1) Mr. Sanjay Dwivedi, Chief Executive Consultant, 3E Management Consultant, 2) Mr. P. Udaykumar, Director (Planning & Marketing, NSIC), 3)Mr. Kailash Pareek, IT Professional and 4) Ms. Shubhi Srivastava, Corporate Trainer.

The programme ended with the Distribution of Certificates to Delegates after valedictory address & Vote of thanks on 09<sup>th</sup> Feb, 2016 at 3.30 p.m. In his vote of thanks address, Mr. Rajesh Batra expressed his gratitude towards Guest of honors, distinguished faculty and all the participants - who have contributed in one way or the other to make the workshop a success. He further asserted that, there is need to enable creation of an Enterprise Enable Framework which these SMEs can utilize as a guide on these aspects mainly- i) Organizational Governance, ii) Labour Practiices, iii) Environment, iv) Fair Operating Practices, v) Consumer Orientation, vi) Community Development and vii) Supply Chain Management for Brand Building and Positive image of SMEs on Domestic and Global front.

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