



Indian Institute of  
Corporate Affairs

*Partners in Knowledge. Governance. Transformation.*

**(Centre for Micro, Small & Medium Enterprises)**

## **Five Days Capacity Building Triple Specialization -**

# **International Business Leadership Program & Supply Chain Management for Global Competitiveness and Goods & Services Tax (GST) Law (Dealing with post GST impact & implementation issues)**

**10<sup>th</sup> – 14<sup>th</sup> October, 2017 – IICA Campus, IMT Manesar, Gurgaon**

### **ABOUT INDIAN INSTITUTE OF CORPORATE AFFAIRS**

**Indian Institute of Corporate Affairs** (Website: [www.iica.in](http://www.iica.in)) is a 21st century unique world class institution established by the **Ministry of Corporate Affairs, Government of India**. Its aim is to provide holistic treatment of all issues that impact corporate functioning to help today's business and shape tomorrow's. **The Hon'ble Minister of State for Finance & Corporate Affairs is the President of IICA. Secretary, Ministry of Corporate Affairs is the Chairperson of the Board of Governors**, which has many eminent personalities. The state-of-the-art campus of IICA is located at Manesar, Dist. Gurgaon, Haryana.

The Centre for MSME, an integral part of Indian Institute of Corporate Affairs (IICA), has been established to foster understanding of the regulatory framework, encourage innovative responses to business environments and focus on all other relevant issues affecting the MSMEs. It enables capacity building through training and interactions such as seminars and workshops, engages in documentation and research on MSMEs practices, encourages cluster development initiatives and uses its pivotal crosscutting position to create synergy among various facets of the MSME sector.

### **ABOUT THE PROGRAM**

#### **DAY 1 & 2 (10<sup>th</sup> – 11<sup>th</sup> Oct, 2017) : INTERNATIONAL BUSINESS LEADERSHIP PROGRAM**

Globalization and trade liberalization has made it crucial for most business enterprises, including growth oriented - SMEs and corporate, to become more internationally competitive even when operating wholly in the domestic market. Access to global market can offer a host of business opportunities, especially for growth - oriented SMEs and corporate such as:

- ❖ New niche markets
- ❖ Expansion of customer base
- ❖ Reduction of dependence on few major customers
- ❖ Additional growth opportunities for niche products, for which the local market is limited
- ❖ Establishment of network of contacts and partners.

A company that fails to go global is in danger of losing its domestic business to international competitors with lower costs, greater experience, better products and in a nutshell, more value for a consumer.

Intense competitions in the business world require that no matter what the size of the business, you need marketing for success. Constant change in the marketing dynamics as a result of technological revolution and marketing orientation in the wake of globalization is making profound impact on the

competitiveness and existence of the business enterprise today. **The major problems faced by corporate & SMEs relate to slackening of demand for their products / services leading to liquidity crunch.** In the turbulent business environment, even the large Corporate have to face slackening of demand for their products / services.

Growth oriented - SMEs and corporate are currently going through a transition phase and process of restructuring for competitiveness and growth in international markets. The ultimate transformation i.e. taking place today is within the business landscape, worldwide and increasingly so in India – where companies are beginning to leverage informal social networks to engage people, mollify customers, strengthen their brands and even hire people. There is a need to address the issues of Orthodox Marketing in certain areas like knowledge gap, low penetration of IT and inadequate exposure to global markets to unshackle the growth of SMEs and corporate houses.

### **KNOWLEDGE PARTNER FOR INTERNATIONAL BUSINESS LEADERSHIP PROGRAM**



- Moti Blau – b. 1966. MD of Proxy Marketing Solutions Ltd., an int. marketing training & consulting firm (est. 1997).
- Entrepreneur & international marketer, ~25 years of int. business experience, specializing in int. marketing & sales management of SMEs.
- Held top commercial positions, pioneered numerous int. entrepreneurial, business development, marketing & sales endeavours in over 70 countries.
- Executed thousands of lectures and training hours on business & technical subject matters, since 1987 (IAF).
- MBA (Dist.), BA Business (1<sup>st</sup> Class Honors), HND (Elect.), Certified Instructor, MCIM & Chartered Marketer (UK). Additional business, training & technical qualifications.

### **DAY 3 (12<sup>th</sup> Oct, 2017) : DECODING GST LAW – IMPACT & IMPLEMENTATION ISSUES**

#### **ARE YOU READY FOR DEALING WITH IMPLEMENTATION CHALLENGES IN THE POST GST (GOODS & SERVICES TAX) ERA?**

With the advent of the GST taxation regime set to usher in business transformation across industries, the **Indian Institute of Corporate Affairs (Ministry of Corporate Affairs)** with **R Bhargav & Associates as Knowledge Partner** has come with a full day dedicated training program on GST packed with information and frontal lectures, guided debates and personal consultation to address the sectoral impact of the proposed GST implementation and analyze the ways in which organizations across the sectors should plan and reshape their offerings to consumers and benefit from the GST taxation implementation.

The sessions on GST such as Concept of Input Tax Credit under GST. Availment and utilization of credit under GST, Valuation Rules/Procedures under GST, GST impact areas – on supply chain, sales and operation planning (S&OP) and procurements. Impact on contracts with vendors and customers, product pricing and discount management, Accounting & Invoicing process, impact on financial process – Accounts Receivable, Accounts Payable & Cash Management

Goods & Services Tax (GST) is having a major impact on businesses. Gearing up for the GST implementation in the existing processes and being fully GST compliant is the need of the hour. **Though driven by regulatory change, this path breaking GST law offers a transformative opportunity for companies to reconfigure their business models, supply chains and logistics.** This program will provide insights from the ground level & assist the Government in effective implementation of GST Laws and furthering various IICA initiatives and to educate the industries at large about the diverse facts and facets of Goods & Services (GST).

### **DAY 4 & 5 (13<sup>th</sup>–14<sup>th</sup> Oct, 2017): SUPPLY CHAIN MANAGEMENT FOR GLOBAL COMPETITIVENESS**

Logistics and Supply Chain management support growth of global economy in general and nation in specific. There is a huge potential to make the country a global partner for manufacturing and services industries.

With the impetus from “Make in India” call by our Hon’ble Prime Minister, constant efforts are being made to develop new logistic hubs across the country with the help of private sector and Govt. of India. The Supply Chain Management and logistics are integral part of this development for the seamless network.

The primary objective of this capacity building program is to present and discuss key challenges and management approaches for successful supply chain in global environment. The focus is on key concepts, designs, strategies, techniques and technologies. This workshop will also deal with management of logistics and supply chain networks and efforts to ensure that an organization is not left behind. It will also look into the potential future of logistics and supply chains industries, so that an organization is one step ahead of its competitors.

The program will enable Indian SMEs and Corporate Houses to evolve their logistics and supply chain operations by moving focus from cost cutting to value adding processes. The influence extends over all the major objectives of the organization- cost control, customer service, resource utilization etc. The economic pressure such as inflation and credit squeeze places exacting demands on the Enterprise Directors & Managers and overall awareness is of paramount importance.

The programme on Supply Chain Management for global competitiveness is of two (2) day duration and will benefit all managers and business owners connected with the supply chain/material functions, logistics & distribution management as well as works managers from the private, public sector & government organizations.

### **KNOWLEDGE PARTNER FOR SUPPLY CHAIN MANAGEMENT FOR GLOBAL COMPETITIVENESS**

**naveen & naveen** - Corporate & People Strategy Consulting is a boutique-consulting firm that aspires to serve especially SME sector businesses improve competitiveness in both local and global markets and help create sustainable competitive advantage.

Delivering value through designing and implementing best practices drives our delivery commitment. While there may be co-opted experts on the team, to bring high impact value, we take complete responsibility for quality as well as confidentiality of work we do.

### **PROGRAM HIGHLIGHTS**

- Dedicated Five Days Capacity Building Triple Specialization – “**International Business Leadership Program & Supply Chain Management for Global Competitiveness and Goods & Services Tax (GST) Law - dealing with post GST impact & implementation**” packed with interactive sessions comprising slide shows, study material, experience sharing and personal consultation etc.
- The program also brings together experts from the industry to inspire changes & facilitate exchange of ideas with peer-to-peer networking.
- A certificate of Participation will be awarded to the participants after the successful completion of the program by IICA.

### **10 REASONS TO DO IICA'S INTERNATIONAL BUSINESS LEADERSHIP PROGRAM**

- Better leadership approaches & decisions
- Better marketing transformation in your organization
- Deepen your understanding of your customer & market insights to lead your organization to growth
- Win customers over competitors
- Improve international market orientation
- Identify & leverage on int. opportunities
- Reduce marketing & sales risks
- Improved marketing & sales resources utilization
- Lead your organization in implementing digital business models
- Learn from expert international marketer / faculty from Israel having 25 years of int. business experience

## **WHO SHOULD ATTEND - IICA'S INTERNATIONAL BUSINESS LEADERSHIP PROGRAM**

- Owners, CEO's, Managing Directors, Directors & Managers in various leadership, executive or commercial roles, in international functions such as general, marketing, sales, business development, service & support etc.
- Must attend for people with varying level of experience i.e. Senior Management, Middle, General Managers and Program Managers working in DICs (under Directorate of Industries), NSIC, NSDC, DGT, SIDBI, MSME-DI, Office of DC- MSME, Office of DC-Handicraft and DC-Handloom, State Industrial Development Corporations, States Financial Corporations, EXIM Bank, BRICS Development Bank, IFC, German, US, European & UN development agencies) and other development sector professionals.
- Beneficial to Academia, Corporate professionals, Established & Budding women entrepreneur, Existing & Prospective Entrepreneurs across various verticals viz. manufacturing products as well as IT & IT – Enabled services, Imports & Exports logistics & transportation, shipping lines etc.

## **10 REASONS TO DO IICA'S SUPPLY CHAIN MANAGEMENT FOR GLOBAL COMPETITIVENESS**

- System Improvement for continuous cost reduction and timely delivery of specific quality of product
- Improved business relationship with customer for continuous growth and profitability
- Gain in market confidence by greater reliability and increased control
- Tangible benefits of flow from commercial commitment to contract execution
- Application of ERP for better communication
- Improved speed, accuracy, visibility and cost-efficiency as a result of optimized information
- Better payment administration
- Proper tracking of consignment location throughout the supply chain for inbound and out bound material flow
- Align understanding of supply chain management for consistent flow of information, products and funds
- Assist the participants to utilize the techniques and concepts in attaining control over cost, improving customer services and utilizing resources effectively

## **WHO SHOULD ATTEND - IICA'S SUPPLY CHAIN MANAGEMENT FOR GLOBAL COMPETITIVENESS**

- For Directors & Managers of Supply Chain Management, Store & Purchase Department like Controller of Stores/Purchase, Materials Manager/Inventory Control Officers/Parts Executives, Spare Parts Manager/Inventory Control Officers, Logistics & Distribution Managers, Contract Managers, Procurement Managers, Operation Managers, Project Managers, Commercial Managers, Auditors & Supplies Controllers, Vendors, Suppliers to various Government & PSUs, Building Services Directors/Engineers, Procurement Consultants/Advisors, Heads of Service Delivery, Catering & Provisions Managers, Lawyers advising purchasers, Works Managers from the private sector/large corporate, State & UTs Public Sector Undertakings and other Central & State Government Departments, SMEs and Corporate houses from manufacturing as well as service sector like logistics, shipping lines, CHAs (Importers, Exporters, their clearing and forwarding agents), organized transport companies etc.
- Must attend for people with varying level of experience i.e. Senior Management, Middle, General Managers and Program Managers working in DICs (under Directorate of Industries), NSIC, NSDC, DGT, SIDBI, MSME-DI, Office of DC- MSME, Office of DC-Handicraft and DC-Handloom, State Industrial Development Corporations, States Financial Corporations, EXIM Bank, BRICS Development Bank, IFC, German, US, European & UN development agencies) and other development sector professionals.
- Beneficial to Academia, Corporate professionals, Established & Budding women entrepreneur, Existing & Prospective Entrepreneurs across various verticals viz. manufacturing products as well as IT & IT – Enabled services, Imports & Exports logistics & transportation, shipping lines etc.

## REASONS TO DO IICA'S DECODING GOODS & SERVICES TAX (GST) LAW (DEALING WITH POST GST IMPACT & IMPLEMENTATION ISSUES)

- What impact & implementation challenges GST brings on business models.
- Complete hands on training on key issues such as of Input Tax Credit under GST. Availment and utilization of credit under GST, Valuation Rules/Procedures under GST, GST impact areas – on supply chain, sales and operation planning (S&OP) and procurements. Impact on contracts with vendors and customers, product pricing and discount management, Accounting & Invoicing process, impact on financial process – Accounts Receivable, Accounts Payable & Cash Management
- Gain insight to assess & realign business models across the value chain to leverage profitability, gain a competitive edge and drive efficiencies across the business ecosystem.

## WHO SHOULD ATTEND - IICA'S DECODING GOODS & SERVICES TAX (GST) LAW (DEALING WITH POST GST IMPACT & IMPLEMENTATION ISSUES)

- CFOs, Directors, Chief Managers, General Managers, Corporate Tax Managers, Consultants, Tax Advisors, Company Secretaries, Accounts Head, Accountants, Key Management Personnel's , Governance, Regulatory & Compliance (GRC) officers of Banks, Financial Services sector and NBFCs, Senior Professionals in various executive or commercial roles such as finance, accounts, taxation, legal, Governance, Regulatory & Compliance etc.
- Directors, Chief Managers, General Managers, Corporate Tax Managers, Consultants, Tax Advisors, Company Secretaries, Accounts Head, Accountants, Key Management Personnel's, Governance, Regulatory & Compliance (GRC) officers of Banks, Financial Services sector and NBFCs.
- Beneficial to Academia, Corporate professionals, Established & Budding women entrepreneur, Existing & Prospective Entrepreneurs across various verticals viz. manufacturing products as well as IT & IT – Enabled services, Imports & Exports logistics & transportation, shipping lines etc.

## PROGRAM LEARNING CONTENT / COVERAGE

**DAY- 1 (10<sup>th</sup> October, 2017)**

### INTERNATIONAL BUSINESS LEADERSHIP PROGRAM

<b>SESSION 1</b>	<b>Opening &amp; Introduction</b> <ul style="list-style-type: none"> <li>▪ Team introduction</li> <li>▪ Workshop objective &amp; agenda</li> <li>▪ Setting the context-topic opening</li> </ul>
<b>SESSION 2</b>	<b>Current Trends &amp; Challenges of business leaders engaged in International marketing &amp; Sales</b> <ul style="list-style-type: none"> <li>▪ International marketing &amp; sales (M&amp;S) overview</li> <li>▪ international business environment trends</li> <li>▪ Key international M&amp;S leadership challenges</li> <li>▪ International M&amp;S Leadership approaches</li> </ul>
<b>SESSION 3</b>	<b>Leadership role in understanding international markets &amp; identifying real opportunities</b> <ul style="list-style-type: none"> <li>▪ International market intelligence</li> <li>▪ Understanding markets &amp; industries</li> <li>▪ Identifying &amp; qualifying market opportunities</li> <li>▪ Leadership's roles &amp; functions</li> <li>▪ Practical considerations</li> </ul>
<b>SESSION 4</b>	<b>Strategic marketing leadership approach leading to International Competitive Advantage (ICA)</b> <ul style="list-style-type: none"> <li>▪ Competitive advantage overview</li> <li>▪ Marketing as a key for competitive advantage</li> <li>▪ Key international marketing strategy decisions</li> <li>▪ Strategic marketing leadership approaches</li> <li>▪ Debate-leadership role in strategic marketing</li> </ul>

**DAY- 2 (11<sup>th</sup> October, 2017)**  
**INTERNATIONAL BUSINESS LEADERSHIP PROGRAM**

<b>SESSION 5</b>	<b>International Digital Marketing</b> <ul style="list-style-type: none"> <li>▪ How to develop a digital marketing strategy for expanding globally</li> <li>▪ Website design for a global market <ul style="list-style-type: none"> <li>✓ Messaging and Translation</li> <li>✓ Cultural considerations</li> <li>✓ International Web Design Consideration</li> <li>✓ The visuals</li> <li>✓ The layout</li> <li>✓ International SEO</li> <li>✓ Preliminary considerations</li> </ul> </li> <li>▪ Website Structure Choices</li> <li>▪ International Keyword Research</li> <li>▪ Technical Signals</li> <li>▪ Geo-targeting</li> <li>▪ International Link Building</li> <li>▪ International PPC</li> <li>▪ Good Market Knowledge</li> <li>▪ How to Structure Your International PPC Campaigns</li> <li>▪ International Social Media Tips and Considerations</li> </ul>
<b>SESSION 6</b>	<b>Leadership in channel &amp; sales as a key factor for success in international business</b> <ul style="list-style-type: none"> <li>▪ International channels &amp; sales overview</li> <li>▪ KSF in international channels &amp; sales</li> <li>▪ Int. Channel &amp; sales leadership domains</li> <li>▪ Leadership in Int. Business relationship</li> <li>▪ Practical considerations</li> </ul>
<b>SESSION 7</b>	<b>Concluding remarks</b> <ul style="list-style-type: none"> <li>▪ Exercise : assuming leadership in international marketing &amp; sales in practice</li> <li>▪ Takeout summary</li> <li>▪ Participants feedback</li> </ul>

**DAY-3 (12<sup>th</sup> October, 2017)**  
**Goods & Services Tax (GST) Law (Dealing with post GST impact & implementation issues)**

<b>SESSION 1</b>	<b>Key Concepts of GST for Corporates.</b> <ul style="list-style-type: none"> <li>▪ Key concepts of GST- Incidence and Levy of GST, Important Definitions</li> <li>▪ Analysis of Taxable Event – Supply</li> <li>▪ Time of Supply &amp; Place of Supply.</li> <li>▪ Case studies and evaluation.</li> <li>▪ Concept of Input Tax Credit under GST. Availment and utilization of credit under GST.</li> <li>▪ Transitional Provisions under GST.</li> <li>▪ Carry Forward of Input Tax Credit Under GST.</li> </ul>
<b>SESSION 2</b>	<b>Impact on GST on Trade &amp; Industry (GST Business impact areas)</b> <ul style="list-style-type: none"> <li>▪ Impact on supply chain, sales and operation planning (S&amp;OP) and procurements</li> <li>▪ Impact of GST on Organizational structure</li> <li>▪ Impact of GST on Working capital and cash flow management</li> <li>▪ Impact on contracts with vendors and customers</li> <li>▪ Product pricing and discount management</li> </ul>
<b>SESSION 3</b>	<b>Valuation Rules/Procedures under GST</b> <ul style="list-style-type: none"> <li>▪ Rules for Valuation of supplies under GST under different industries and circumstances.</li> <li>▪ Procedures under GST, Procedures for various registrations and various returns under GST.</li> <li>▪ E-Way Bills under GST</li> </ul>
<b>SESSION 4</b>	<b>GST impact on Tax positions &amp; tax rates</b> <ul style="list-style-type: none"> <li>▪ GST impact on compliances <ul style="list-style-type: none"> <li>✓ State specific registrations</li> <li>✓ Mechanism and periodicity of filling returns</li> <li>✓ Credit availability i.e. reconciliation of credit mismatch</li> <li>✓ Impact on valuation of transactions</li> </ul> </li> <li>▪ Accounting &amp; Invoicing process</li> <li>▪ Impact on financial process – Accounts Receivable, Accounts Payable &amp; Cash Management</li> <li>▪ GST Action Points</li> </ul>

**DAY- 4 (13<sup>th</sup> October, 2017)**

**SUPPLY CHAIN MANAGEMENT FOR GLOBAL COMPETITIVENESS**

	Introduction and Ice-breaking
<b>SESSION 1</b>	<ul style="list-style-type: none"><li>▪ <b>Importance and centrality of Supply Chain in contemporary business</b></li><li>▪ <b>Business value chain framework and Global value chain</b></li></ul>
<b>SESSION 2</b>	<b>SCM - Strategy, Planning and Operations</b>
<b>SESSION 3</b>	<b>Quality Assurance in SCM</b> <ul style="list-style-type: none"><li>▪ Value engineering, Quality engineering</li><li>▪ Development of performance indicators - monitoring and sustaining it</li></ul>
<b>SESSION 4</b>	<b>Hands-On exposure to some tools and techniques</b> <ul style="list-style-type: none"><li>▪ Case exercise briefing in the class</li><li>▪ Some case for reading and discussion - Overnight task</li></ul>

**DAY- 5 (14<sup>th</sup> October, 2017)**

**SUPPLY CHAIN MANAGEMENT FOR GLOBAL COMPETITIVENESS**

	Recap of Day 1
<b>SESSION 5</b>	<b>Lean Supply Chain - Sourcing and Procurement</b> <ul style="list-style-type: none"><li>▪ Market dynamics</li><li>▪ Strategies for winning in competitive sourcing and procurement</li><li>▪ Challenges and Opportunities</li><li>▪ Vendor and Supplier development</li></ul>
<b>SESSION 6</b>	<b>GST and effectively dealing with challenges of change</b>
<b>SESSION 7</b>	<b>Risk Assessment and Mitigation Plan</b>
<b>SESSION 8</b>	<b>Enterprise Resource Planning</b> <ul style="list-style-type: none"><li>▪ ERP for effective SCM</li><li>▪ Creating an IT system that could build framework for advanced ERP</li><li>▪ Challenges and opportunities</li></ul>
	<ul style="list-style-type: none"><li>▪ Takeout summary</li><li>▪ Participants feedback</li></ul>

**PROGRAM DETAILS & FEE**

<b>Venue</b>	Indian Institute of Corporate Affairs Plot no. :- P 6,7,8 Sec. 5, IMT Manesar, Distt. Gurgaon (Haryana) - 122 050
<b>Date</b>	10-14 October, 2017
<b>Program</b>	International Business Leadership Program & Supply Chain Management for Global Competitiveness and Goods & Services Tax (GST) Law (Dealing with post GST impact & implementation issues)

**Depending upon your convenience & choice, options for joining the program are available as mentioned below :**

Option	Capacity Building Program	Program Fee
I	Program Charges for 5 days - International Business Leadership Program & Supply Chain Management for Global Competitiveness and Goods & Services Tax (GST) Law (Dealing with post GST impact & implementation issues) - 10-14 October, 2017	Five Day Residential - Rs.47,200/- (Rs.40,000/- + 18% GST) (includes night stay on 10,11,12 & 13 October, 2017)
		Five Day Non Residential - Rs.41,300/- (Rs.35,000/- + 18% GST)
II	Program Charges for International Business Leadership Program and GST Law: dealing with post GST impact & implementation issues (3 days) on 10-12 October, 2017	Three Day Residential - Rs.29,500/- (Rs.25,000/- + 18% GST) (includes night stay on 10 & 11 October, 2017)
		Three Day Non Residential - Rs.23,600/- (Rs.20,000/- + 18% GST)
III	Program Charges for International Business Leadership Program (2 days) on 10-11 October, 2017	Two Day Residential - Rs.23,600/- (Rs.20,000/- + 18% GST) (includes night stay on 10 <sup>th</sup> October, 2017)
		Two Day Non Residential - Rs.17,700/- (Rs.15,000/- + 18% GST)
IV	Program Charges for Supply Chain Management for global competitiveness and GST Law: dealing with post GST impact & implementation issues (3 days) on 12-14 October, 2017	Three Day Residential - Rs.29,500/- (Rs.25,000/- + 18% GST) (includes night stay on 12 & 13 October, 2017)
		Three Day Non Residential - Rs.23,600/- (Rs.20,000/- + 18% GST)
V	Program Charges for Supply Chain Management for global competitiveness (2 days) on 13-14 October, 2017	Two Day Residential - Rs.23,600/- (Rs.20,000/- + 18% GST) (includes night stay on 13 <sup>th</sup> October, 2017)
		Two Day Non Residential - Rs.17,700/- (Rs.15,000/- + 18% GST)
VI	Program charges for one day Goods & Services Tax (GST) Law - dealing with post GST impact & implementation on 12 October, 2017	Rs.12,390/- (Rs.10,500/- + 18% GST) Non-residential

**Please note:**

**I - Discount on program fee up-to 30<sup>th</sup> September, 2017**

- **Group Discount of 20%** on the fee for confirming minimum 2 or more nominations from the same organization on up-front payment up-to 30<sup>th</sup> September, 2017.
- Register now & avail **Early bird discount of Rs.1,000/-** on the program fee on/before 30<sup>th</sup> September, 2017.

**II - Discount on program fee after 30<sup>th</sup> September, 2017 & before the start of the program**

- **After 30<sup>th</sup> September, 2017, Group Discount of 10%** on the fee for confirming minimum 2 or more nominations from the same organization on up-front payment of the program fee before the start of the program.
- **After 30<sup>th</sup> September, 2017, Early bird discount of Rs.500/-** on the payment of program fee before the start of the program.



**Payment Mechanisms:****NEFT Details:-**

S. No.	Particulars	Details
1.	Name of the Beneficiary	Indian Institute of Corporate Affairs
2.	Account Number	604810210000007
3.	Type of Account	SB-10
4.	Name & Address of Bank Branch	Bank of India, Electronic Niketan, CGO Complex, Lodhi Road, New Delhi-110003
5.	Branch Code	6048
6.	MICR Code	110013052
7.	NEFT IFSC Code	BKID0006048

**A. Demand Draft:**

The programme fee may also be paid through a demand draft drawn in favour of "Indian Institute of Corporate Affairs" payable at New Delhi.

**For group reservation from corporate and SMEs as well as for early bird nominations, please contact undersigned:-**

**Mr. Rajesh Batra,**  
Head-Centre for MSME  
Indian Institute of Corporate Affairs  
Plot no.:- P 6,7,8, Sec. 5, IMT Manesar,  
Distt. Gurgaon (Haryana), Pin Code - 122 050  
E-mail: rajeshbatra.iica@gmail.com, [rajesh.batra@iica.in](mailto:rajesh.batra@iica.in)  
Phone: 0124-2640000 (2021), 9871417394

**Our Capacity building & training programs have been appreciated by over 140 public & private sector organizations: -**

<b>SME's &amp; CORPORATES</b>			
1)	Daksha Imaging Technologies Pvt. Ltd.	2)	Mohali Industries Association
3)	M/s IAC Electricals Pvt. Ltd.	4)	M.P. Small Scale Industries Organization (MPSSIO)
5)	Rangсутra Crafts India Ltd	6)	Udaipur Chamber of Commerce and Industries (UCCI)
7)	Sirohi Agro Foods Pvt. Ltd.	8)	Evonne Industries Pvt Ltd.
9)	Beri Udyog Pvt. Ltd.	10)	Hind Pharma
11)	Savio Texcone Pvt. Ltd.	12)	Vindas Chemical Pvt. Ltd
13)	T.C. Agro Food Industries	14)	M/s. Yamuna Cable Accessories Pvt. Ltd.
15)	Gautam Buddha University	16)	M/s Pooja International
17)	Orica	18)	Bayer Bio Science Pvt. Ltd.
19)	Primo Foods Pvt. Ltd.	20)	Neetee Clothing Pvt. Ltd.
21)	Devans Modern Breweries Ltd.	22)	Chelsea Mills
23)	Royal Enfield (A Unit of Eicher Motors Ltd.)	24)	Elcomponics Sales Pvt Ltd
25)	Goodie International Pvt. Ltd.	26)	Hyundai Motor India Engineering Private Limited
27)	Bookmyooh.com	28)	SGA Power Systems (P) Ltd
29)	Bovian Health Care Pvt. Ltd.	30)	Sakata Seed India Pvt Ltd.
31)	R.S Infraprojects Pvt. Ltd.	32)	Unicon Human Power Pvt. Ltd.
33)	mtandt Rentals Limited	34)	FIS Payment Solutions & Services India Pvt. Ltd.
35)	Jotwire India Pvt Ltd	36)	Financial Software & Systems Pvt. Ltd.
37)	Oasis Electronics	38)	Glassco Laboratory Equipments Pvt. Ltd
39)	Indian Industries Association	40)	LIC of India
41)	GKB Rx Lens Pvt. Ltd	42)	Ranvik Exports Pvt. Ltd.
43)	Adkindia LLC	44)	BIORx Venture Advisors Pvt. Ltd
45)	Visa Info World Pvt Ltd	46)	Parihar Enterprises
47)	Apex Cluster Development Services Pvt Ltd	48)	VLCC Personalcare Ltd.
49)	Japan Art Press	50)	Vaishno Merchandise Pvt. Ltd.
51)	WEBTEL ELECTROSOFT PVT. LTD.	52)	Manav Rachana University
53)	Amity University	54)	Rus Exim Pvt. Ltd.
55)	IPE Global Limited	56)	Oxford University Press
57)	Council for Leather Exports	58)	Satvastu Consulting Group
59)	Indian Industry Experts Network	60)	Okhla Garment & Textile Cluster
61)	R Bhargav & Associates	62)	Federation of Madhya Pradesh Chambers of Commerce and Industry
63)	JCB India Limited	64)	IL&FS Clusters
65)	Cresigns Studio	66)	Federal Bank
67)	AVQI	68)	PC Solutions Pvt. Ltd.
69)	IKIGAI	70)	Ambuja Overseas
71)	Karvy Financial Services Ltd.	72)	Ignited Business Network
73)	SMBConnect	74)	Suparna Herbs (India) Pvt. Ltd.
75)	Confederation of Horticulture Associations of India	76)	Marvelaa
77)	Top Surveying (India) Pvt. Ltd.	78)	AICOSMIA
79)	WWSO	80)	Weaverbird Engineering & Technology

<b>81)</b>	Buzzaria	<b>82)</b>	Adastra
<b>83)</b>	Personalive IT Solutions	<b>84)</b>	ennovations Techserv Pvt. Ltd.
<b>85)</b>	Regnant Group	<b>86)</b>	IamSMEofIndia
<b>87)</b>	Parashvanaath Insurance Solutions	<b>88)</b>	G Next Media Pvt. Ltd.
<b>89)</b>	The NorthCap University	<b>90)</b>	Al-Azhar Technocrafts (P) Ltd.
<b>91)</b>	Quality Services & Training Pvt. Ltd.	<b>92)</b>	Satyug Darshan Technical Campus
<b>93)</b>	Solution Platter	<b>94)</b>	Power2SME
<b>95)</b>	NSE Emerge	<b>96)</b>	BRICS International Forum
<b>97)</b>	BRICS CCI	<b>98)</b>	CMAI Association of India
<b>99)</b>	Indian Startups	<b>100)</b>	Swan Industries Pvt. Ltd.
<b>101)</b>	Combustion Research Associates	<b>102)</b>	City Union Bank Ltd.
<b>103)</b>	Securico Electronics India Ltd.	<b>104)</b>	Change Alliance Pvt. Ltd.
<b>105)</b>	Bayer Vapi Private Limited	<b>106)</b>	Bayer BioScience Private Limited
<b>107)</b>	Bayer CropScience Limited	<b>108)</b>	Bayer Seeds Private Limited
<b>109)</b>	Mytrah N4 Electric Pvt. Ltd.	<b>110)</b>	Jaipuria Institute of Management
<b>111)</b>	Yutaka Autoparts India Pvt Ltd	<b>112)</b>	PTC India Financial Services Limited
<b>113)</b>	HDFC Bank Ltd.	<b>114)</b>	Yes Bank
<b>GOVERNMENT, PSUs &amp; AUTONOMOUS</b>			
<b>115)</b>	Ministry of MSME	<b>116)</b>	DC-MSME, New Delhi
<b>117)</b>	Directorate of Industries, Uttarakhand	<b>118)</b>	Office of Development Commissioner (Handicrafts)
<b>119)</b>	Bridge and Roof Co. (India) Ltd.	<b>120)</b>	HEC Ltd.
<b>121)</b>	State Bank of Hyderabad	<b>122)</b>	The Institute of Company Secretaries of India
<b>123)</b>	RITES Ltd.	<b>124)</b>	Haryana Power Generation Corporation Ltd.
<b>125)</b>	Central Bank of India	<b>126)</b>	Cochin Special Economic Zone (CSEZ)
<b>127)</b>	Indian Institute of Public Administration	<b>128)</b>	Regional Centre for Biotechnology
<b>129)</b>	State Bank of India	<b>130)</b>	DGS&D
<b>131)</b>	SIDBI	<b>132)</b>	Oriental Bank of Commerce
<b>133)</b>	NSKFDC	<b>134)</b>	GAIL Training Institute
<b>135)</b>	NLC India Limited	<b>136)</b>	National Highways & Infrastructure Development Corporation Ltd
<b>137)</b>	Indian Railways Institute of Signal Engineering and Telecommunications	<b>138)</b>	Unique Identification Authority of India (UIDAI)
<b>139)</b>	Green Gas Ltd.	<b>140)</b>	Bank of Maharashtra
<b>141)</b>	Rail Vikas Nigam Ltd.	<b>142)</b>	DSIIDC
<b>143)</b>	National Handloom Development Corporation Ltd.	<b>144)</b>	Indian Renewable Energy Development Agency Limited
<b>145)</b>	Syndicate Bank	<b>146)</b>	The Jammu & Kashmir Bank Ltd.
<b>147)</b>	Vijaya Bank	<b>148)</b>	United Bank of India
<b>149)</b>	Utkarsh Micro Finance Ltd.	<b>150)</b>	AU Small Finance Bank Ltd.

## Program Facilitator



**Mr. Rajesh Batra**  
Head-Centre for MSME  
Indian Institute of Corporate Affairs  
(Ministry of Corporate Affairs)

**Rajesh Batra** is currently responsible for several development activities through Capacity Building measures by taking serious initiatives in Entrepreneurship Education, Information, Research and Consultancy, Collaboration for Policy Facilitation, professional endeavors for institutional strengthening, Sector guidelines and advocacy to develop best practices for SMEs.

He has long experience of dealing with promotion, development and financing of Micro, Small and Medium Enterprises as well as Agriculture Rural Industries segments, SME competitiveness enhancement and institutional strengthening. Over the last 25 years, he has worked extensively in the Policy development work, Business Strategy, Project Management, Imports, Program management, Procurement & Logistics / Supply Chain Management (SCM) and Business development. He was appointed Sole Arbitrator under the Arbitration & Conciliation Act 1996 by the Chairman-cum- Managing Director of NSIC Limited for adjudication of disputes and differences between NSIC Ltd. and Private Business units. Besides, as a member of core team, he worked closely to lead / oversee the matters related with large scale implementation of Activity Plan / Programs including govt. grant monitoring and administration under the Centrally Sponsored large Schemes of Govt. of India.

Rajesh has done his masters in commerce and postgraduate management courses in the areas of Foreign Trade and Marketing. Currently, Rajesh is with Indian Institute of Corporate Affairs (IICA) as Head, Centre for MSME since 25<sup>th</sup> April 2014. He is working very closely with the industry and with different GOI offices at the Ministry level, State bodies, industry associations/chambers of commerce, entrepreneurship development institutes, SMEs, national and international supporting partners and banks/financial institutions to ensure capacity building at both ends: at the government level as well as at the industries. He gets invited to speak and chair sessions by organizations such as Ministry of MSME and its constituent institutions, Industry Associations and other leading Institutions as well as for select interaction meeting.

Before joining IICA – an autonomous institution under the Administrative Control of Ministry of Corporate Affairs, Government of India, he was working as Dy. General Manager with India's apex SME development organization – The National Small Industries Corporation Ltd. (NSIC) – The Premier Mini – Ratna Government of India Enterprise under Ministry of Micro, Small & Medium Enterprises.

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## ABOUT IICA CAPACITY BUILDING PROGRAMMES

The success of our various programmes and workshops owes to the active participation of various stakeholders such as Ministry & its constituent institutions, Central & State PSUs, DC-Handicrafts, DC-Handlooms, DC-MSME, NSIC, Ministry of Science & Technology, BSE-SME, National Stock Exchange, Department of Industries & Commerce of various State Governments, Financial Institutions, MSME Associations, International Organizations like ZDH/SEQUA, GIZ, UNIDO, IGEP Foundation etc.

Indian Institute of Corporate Affairs (IICA) through its Centre for MSME, is an approved implementing agency with the Ministry of MSME for “Implementation of the Scheme – Building awareness on Intellectual Property Rights (IPR) for Micro, Small and Medium Enterprises” (a Component of National Manufacturing Competitiveness Program).

Our Workshops are designed to be very limited, to allow for close interactions among the participants and allow focus on individual queries as well.

Some of the feedback we have received on the recent workshop (conducted between July 2015 -April, 2017) is given below:

- I extend my heartiest thanks for conducting such an informative program on GST and Contract Management. The whole arrangement of the program was very well organised and planned - **Jaipuria Institute of Management Lucknow,**
- The workshop is very beneficial – **VLCC Personal Care Ltd.**
- Workshop is good – **Visa Info World Pvt. Ltd.**
- Very well organized session - **Manav Rachna University**
- Very well organized - **Amity University, Haryana**
- All session of the workshop is interesting and useful – **Unicon Human Power Pvt. Ltd.**
- First Train-The-Trainer Program for Ministry of MSME Officers - Overall feedback of the Five – Days Train-The-Trainer Program on “Strategic Management of IPR with higher focus on Industrial Design & Trademarks” (05 - 09September, 2016)” conducted at IICA,Manesar in terms of parameters such as course structure, agenda, contents, quality, support of trainer, environment and infrastructure of IICA has been received excellent & outstanding from the delegates.
- Session on “ERP” was found most interesting & brilliant – **DGS&D, Goodie International Pvt. Ltd., MSME-DI-Ahmedabad**
- Session on “Six Sigma” was found most interesting & brilliant – **Bovian Health Care Pvt. Ltd., MSME-DI-Mumbai, Goodie International Pvt. Ltd.**
- Session on “Just in Time” was found most interesting & brilliant – **Yamuna Cable Accessories Pvt. Ltd., MSME-DI-Cuttack, Goodie International Pvt. Ltd.**
- Session on “Important issues of Exports” was found most interesting & useful – **Bridge & Roof Co. (INDIA) Ltd., Rangсутra Crafts India Ltd**
- Session on “How to reduce dependence on few major customers and expand customer base” interesting & useful – **IAC Electricals Pvt. Ltd., Devans Modern Breweries Ltd.**
- “I really appreciate your leadership and the kind of efforts you are putting in at the Centre for MSMEs, IICA, in designing & delivering high value knowledge support/services to the SME sector and its stakeholders. I have gone through the programme Contents of your Workshop on Financial Management, and I find it really practical & tremendously helpful for its target audience, specially SMEs” - **UNIDO**
- “We found IICA’s training module to be comprehensive and well designed” - **GIZ**
- Session on “Globalization and Foreign Exchange Issues” was found most interesting & useful - **Udaipur Chamber of Commerce and Industries (UCCI), Central Bank of India**
- Session on “Working Capital Management” & “Governance & Taxation System”, MSME Finance was found most interesting & useful - **Federation of Madhya Pradesh Chambers of Commerce and Industry, M.P. Small Scale Industries Organization (MPSSIO)**
- All sessions were found most interesting & useful - **Mohali Industries Association**
- Session on “Goods & Service Tax” was found very useful -**Indian Industries Association**

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