



**Building
Tomorrow's
Boards**

IOD's MSME DIVISION

Helping you grow
Uninterrupted

THE MSME FACTSHEET

- Over 30% contribution to GDP
- Employing more than 11.1 crore people
- Over 78% rely on self-financing to meet their credit requirements

I am happy to note that, the **Institute of Directors**, a pioneer institute for professional development of corporate India, has taken the initiative for hosting capacity building programmes for **MSMEs in India**

RAM MOHAN MISHRA, IAS
Additional Secretary & Development Commissioner
Ministry of MSME

THE MSME DIVISION AT IOD

IOD's MSME division envisions providing a holistic platform to facilitate growth and competitiveness of the MSME sector. It aims to become a pioneer body for the professional development of the MSME sector, especially the thriving start-up enterprises. At IOD, we appreciate the diversity and the challenges that MSME's bring with themselves and we aim to address them through a portfolio of activities spanning from training to specialized award system.

- Training and Interactions such as seminars and workshops
- Engaging in documentation and research on MSMEs practices
- Encouraging cluster development initiatives
- Using our pivotal crosscutting position to create synergy among various facets of the MSME sector



THE IOD EDGE

- A curated newsletter focused on latest happenings in the MSME Sector
- Specialized Training for MSME Directors & Senior Management
- Golden Peacock Award for MSE Business Excellence
- IOD special Membership benefits for Micro & Small Enterprises



Specialised Training For MSME Directors and Senior Management

The training course offers information on a range of training modules, relevant to MSME directors, executives and senior management .

1. The Finance Fundamentals

The module provides inclusive insights into government schemes for MSMEs, modes of financing, credit rating, Export & Import Transactions, lending tools, International support for MSMEs, assessing financial health of a business and understanding Annual Financial Statements.

2. Building Quality driven and environmentally conscious enterprises

In this module, participants will learn about the implementation of 5S approach at workplace, along with deciphering the TQM & Change Management process and how to assess and minimize the negative environmental impact of their operation.

3. Incubation, Entrepreneurship & Operational Efficiency

This will entwine participants with the concepts of entrepreneurship and how to successfully incubate and take maximum leverage of such incubation services. Participants will also be acquainted with the skills for preparing low investment projects, outsourcing and managing associated risks.

4. Stimulating Brand Building & Effective Outreach in a digitized economy

The Digital thrust has shrunken the geographical boundaries and every enterprise now has the potential to think locally but act globally. Absorbing this changing trend, in this module, participants will engage knee deep with the newer forms of marketing, social media, retailing and building their brands.

5. The Essential Skill Kit for an Enterprise's Sustained Growth

This module includes business communication, interpersonal and strategic decision making skills, cultural analysis, risk concepts, along with mastering how to prepare and communicate effective powerful presentations, prepare projects and manage risk at the entity level.

6. Transformative Technologies and its applicability to MSMEs

Emerging technologies such as Artificial Intelligence (AI), Blockchain & Internet of Things (IoT) enable executives to envision new business models and create differentiated products and services for customers, with a special focus on encouraging innovation and protecting intellectual rights.



WHO WOULD BENEFIT?

The purpose of this course is capacity building of MSMEs with special focus on Micro and Small subsectors. This course is designed for Independent, nominated and executive MSME Directors, Partners, Owners, Presidents, Chartered Accountants, Company Secretaries, Fund Managers, Management Analysts, Consultants, Academicians, Corporate Lawyers and other executives, who are keen to serve the MSME sector.

Certificate of Participation

Will be issued on successful completion of course.

IOD Membership Opportunity for

MSMEs and MSME Professionals and Personnel

Special Discounts for Micro and Small Enterprises available

**MSME
spotlight**

Subscribe Today
IOD's Monthly Digest
underscoring the MSMEs
and their expanding frontiers

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