



1/MSME/IICA/2021

15 June, 2021

To,

Dr. Arvind Kumar Sharma, Ph.D, DhC
Executive President and Chairman of the Board of Governors
International Organization for Educational Development "IOED"
89, Bannoli, Sector 28 Dwarka
Delhi - 110077

Subject: IICA Collaboration Proposal with IOED

Indian Institute of Corporate Affairs (IICA) has a focused Centre for Micro, Small & Medium Enterprises, established to foster understanding of the Regulatory Framework, encourage innovative responses to business environment and focus on issues affecting MSMEs. 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. IICA has been mandated to offer capacity building and advisory solutions to the Government, statutory authorities and the private sector etc.

Indian Institute of Corporate Affairs (IICA) through its Centre for MSME is successfully leaving a strong impact on Corporate & MSME stakeholders by delivering prestigious programs in the entire eco-system of Corporate Affairs (including EoDB, Governance, Regulatory and Compliance Management) as mentioned below:-

- ❖ **IICA's Accelerate SMEs Advancement Program - Supporting MSMEs in New Approaches & Strategies to enhance Global Competitiveness** as organizing **Knowledge Partner with GIZ** improved managerial processes in Industry Associations/Chamber of Commerce & Industry and equipped Managers / Senior Office Bearers from various Chamber of Commerce and Industry Associations with strategic thinking skills and administrative techniques for stimulating local entrepreneurs to invest in and manage new businesses and industries that will efficiently compete in national and international markets. (Financially supported by GIZ)
- ❖ Our unique capacity building program on "**Corporate Affairs**" recently held for the Senior Officers of Uttarakhand Tourism Development Board, Uttarakhand Civil Aviation Development Authority and other Departments of Govt. of Uttarakhand, has been highly appreciated. (Financially supported by Govt. of Uttarakhand)
- ❖ Our unique capacity building programs on "**Governance, Regulatory and Compliance (GRC) Management and Present GST (Goods & Services Tax) Regime**" recently held at Shimla (Himachal Pradesh) and Itanagar (Arunachal Pradesh), provided insights from the ground level and equipped the state agencies and their nodal officers i.e. participants from the level of Deputy Directors, Joint Directors, Directors and General Managers of District Industries Centers of their State Directorate of Industries/Industry Department, Govt. of Himachal Pradesh and Government of Arunachal Pradesh, to further educate and support MSMEs teams in-house to sensitize them about the Governance, Regulatory and compliance management as per the nature of their business. (Financially supported by Govt. of Himachal Pradesh and Arunachal Pradesh)
- ❖ Indian Institute of Corporate Affairs (IICA) through its Centre for MSME as **organizing partner of Quality Council of India (QCI)** organized consultant training program to create trained and experienced Consultants for maintaining quality and reliable assessment of MSMEs under ZED Scheme (Financially supported by Quality Council of India (QCI)).

- ❖ Our Train-The-Trainer program on “Strategic Management of IPR with higher focus on Industrial Design & Trademark” for Ministry of MSME Officers conducted at IICA campus Manesar was a roaring success. (Financially supported by Ministry of MSME)
- ❖ Besides various other programmes in areas - Corporate Intelligence, Financial Technologies (Fintech) for Leadership in the Digital World, IND-AS, Provisions of Companies Act 2013, Leadership, Team Building and Communication, “ Global Economics, Digital Money and Corporate Governance Transformation” have been successfully conducted by IICA through its Centre for MSME for the capacity building of officers from MCA and its attached offices.(Financially supported by Ministry of Corporate Affairs)
- ❖ Our series of capacity building programs have been appreciated by over 300 public & private sector organizations.

To serve as primary point of contact for internal and external stakeholders in Corporate & MSME sector, we propose to undertake projects jointly with International Organization for Educational Development "IOED" such as:-

- Skill development based project implementation in MSME Clusters under the large schemes of the Govt. of India
- Skill mapping and local language training modules along with the industry.
- Develop a web portal for increasing market for MSMEs and business development service providers.
- Study on gap analysis for SMEs performance and prepare Road map for their sustainable growth & Development
- Entrepreneurship Development of Entrepreneurial youth for establishment of micro, small and medium enterprises.
- Develop Best Practices, Sector guidelines, Preparation of SMEs toolkit for strategic development of MSMEs.
- Establishment of Policies and Regulatory framework advisory support and Facilitation centre for MSMEs
- Provide opportunities to trainers for proper training and continuous knowledge up-gradation.
- Spotlighting of topical issues through conferences, seminars, consultation meets and workshops.
- Professional support by capacity building among the entrepreneurs for Enhancing MSE's Access to Public Procurement
- **Organize Vendor Development & Investor Summit.**
- Evaluation of Cluster Development Projects & Technology Up-gradation Projects

We would also like to take this opportunity to offer customized **Three to Five Day capacity building training programs** for MSME stakeholders **to develop a broad understanding in the following subjects:**

1. Procurement (procedures & contracting)
2. Intellectual Property Rights (IPR) and Innovations (public services)
3. International Business Leadership Program for CEOs, Directors & Top Managers of MSMEs
4. Export Management
5. Digital Marketing
6. New Age successful international marketing program for CEOs, Directors & Top Managers of MSMEs
7. Supply Chain Management for global competitiveness
8. MSME Management & Governance of Family Business
9. Goods & Services Tax (GST) – for dealing with post GST impact & implementation issues
10. Leadership & Stress Management

11. Contract Labour & Labour Laws
12. Effective Financial Management
13. Enterprise Risk Management
14. Governance, Regulatory and Compliance (GRC) Management
15. Digital Leadership
16. Idea and Innovation Management
17. Global Marketing & Sales
18. Treasury Management & Risk Mitigation
19. Financial Instruments & Related Party Disclosure
20. GST Consultant Training Program
21. Effective resource mobilization Strategy for Corporates
22. Industrial Relations and emerging Labour issues
23. Export & Marketing of Textiles & garments products
24. Export & Marketing of Processed foods and agro products
25. Export & Marketing of Handicraft and Handloom products
26. Corporate finance and SME IPO
27. Supply chain Management for Food and Agro processing sector
28. Supply chain Management for Automobile sector
29. Supply chain Management for Engineering sector

In the above context, IICA with its linkages with the MSMEs and large corporate is uniquely placed to play the important role to carry out the capacity building and training programmes, public outreach and stakeholder's consultations in the domain of MSMEs and corporate affairs.

We are sure with our combined efforts, we will be able to expedite and accelerate our country's progressive and inclusive agenda.

We propose a discussion with your office on the subject to lead to delineation of a further course of action on the proposal.

Looking forward to receiving your confirmation.

With warm regards

Yours Sincerely,



(Rajesh Batra)

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