



AMITY UNIVERSITY  
UTTAR PRADESH

**One Day Workshop/ Capacity Building programme**

**on**

**Entrepreneurship, Innovation and Sustainable Business Development Strategies**

**MSMEs**

**23rd January 2024**

**RATIONALE OF PROGRAMME**

Amity University Uttar Pradesh is organizing its 2nd International Conference on Entrepreneurship and Sustainable Business Development (ICESBD - 2024) from 23rd to 24<sup>th</sup> January 2024, at Noida campus in hybrid mode.

Under this broad umbrella, a training programme on **Entrepreneurship, Innovation and Sustainable Business Development** is being organized on 23rd January 2024.

**OVERVIEW**

MSMEs, being the backbone of any economy, are critical drivers for countries to deliver on their economic growth and sustainability commitments. They account for 30% of India's GDP and 49.5% of exports. To enhance the preparedness of MSME to manage contemporary business challenges, analyze changing scenarios and take fruitful decisions, Amity School of Business organizes this capacity building program.

According to a report by the Centre for Study of Science, Technology & Policy (CSTEP), the businesses in India generate around 110 million tonnes of CO<sub>2</sub> equivalent and this is a national issue to be dealt with. To address this challenge, MSMEs must transition towards more sustainable and low-carbon business models. As India is committed to achieving net zero by the year 2070, MSMEs can play a very important role. This workshop will provide a platform for these important stakeholders to share experiences, best practices, and challenges in transitioning towards low-carbon business mode. Amity University, Noida has taken this step to help MSMEs, Startups and interested student entrepreneurs to develop their skills and enhance knowledge to manage their business in volatile, uncertain, complex, and agile environment.

## **ABOUT THE WORKSHOP/ TRAINING PROGRAMME**

This interactive workshop/programme will train the participants to manage their business operations, workforce, and internal management system by learning from the experience and intellect of industry leaders. The training involves a discussion on real life business situations and deliberations by the experts to understand when, where, and how to use technological tools for improving business productivity.

The training course offers information on a range of training modules, relevant to MSME Directors, executives and Senior Professionals.

1. **Building Operational Efficiency:** The Participants will be familiarized with the skills for managing supply chain and improve productivity. Through use of emerging technologies, leaner production methods the MSMEs can progress and achieve growth.

2. **Building Quality Driven enterprise:** The key to sustainable growth for MSMEs is a quality driven vision and culture that encourages quality initiatives. The participants will learn how to develop quality assurance and reduce defects systematically, thereby gaining cost advantages.
3. **Stimulating Brand Building & Effective Outreach in a digitized economy:** The Digital thrust has shrunk the geographical boundaries, and every enterprise now has the potential to expand globally. Absorbing this changing trend, in this module, participants will be exposed to the newer forms of marketing, social media, retailing and tools to build their brands.
4. **Funding opportunities and Support to MSMEs:** the module provides insights into the government schemes for MSMEs, modes of financing, managing international support, export-import transactions, and protecting intellectual rights.
5. **Workforce Management for Cooperation and Business Success:** this module aims to give insights as to how employees can be united around shared targets and be involved in continuous improvement, develop human resource strategies for giving people function a competitive advantage.

## **WHO WOULD BENEFIT?**

This workshop's purpose is capacity building of MSMEs with special focus on Micro, Small and medium 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.

## **INTENDED LEARNING OUTCOMES:**

By the end of the workshop, participants will be able to:

- Explore new methods and techniques that can improve production efficiency.
- Develop quality assurance culture and reduce defects systematically
- Understand the importance of use of technology and its application for business operational efficiency.
- Engage with the newer forms of marketing, social media, retailing and building their brands.
- Develop workforce management strategies.

## **WHO SHOULD ATTEND?**

This workshop is primarily meant for, though not limited to:

- MSMEs, Startup and Family businesses who would like to learn emerging trends and apply in their business growth.
- Academician who would like to learn and apply concepts in entrepreneurship development at University Campus.

## **CERTIFICATE OF PARTICIPATION**

Participation certificates will be awarded subject to meeting participation criteria i.e., 100% attendance.

## **NETWORKING AND MENTORING OPPORTUNITY**

The MSMEs developed in this workshop will be get an opportunity of Networking and further mentoring by Department

**Program Director**

Dr. Sujata Khandai, *Dy. Dean Academics, Director-ACCF & Head – ASB*

**Workshop Coordinators**

1. Dr. Ruchi Khandelwal
2. Dr. Nidhi Gupta
3. Dr. Anshul Malik

**Registration Details:**

- The participants will be required to register online through the given link.
- First cum first Basis only limited to 60 participants.
- Interested Individuals can fill the registration form:
- Workshop fee: Rs 500 per participant

## PROGRAMME SCHEDULE

Workshop		
Entrepreneurship, Innovation and Sustainable Business Development Strategies MSMEs		
23 <sup>rd</sup> January 2024 (2:00-5:00 PM)		
		Speakers
1:45PM -2:00PM	Participants Registration	
2:00PM -2:05PM	Welcome and Introduction Address	Dr. Sujata Khandai, HOI
2:05PM- 2:15PM	Address by VC	Prof. (Dr.) Balvinder Shukla, Honourable Vice Chancellor, Amity University Uttar Pradesh, India
2:15PM–2:45PM	<b>Session 1: Building Operational Efficiency</b>	Resource Person 1
2:45PM- 3:15PM	<b>Session 2: Building Quality Driven enterprise</b>	Resource Person 2
3:15PM–3:45PM	<b>Session 3: Stimulating Brand Building &amp; Effective Outreach in a digitized economy</b>	Resource Person 3
3:45PM-4:15 PM	<b>Networking Tea and Open House</b>	
4:15PM-4:45PM	<b>Session 4: Funding opportunities and Support to MSMEs</b>	Resource Person 4
4:45PM-5:15PM	<b>Session 5: Workforce Management for Cooperation and Business Success</b>	Resource Person 5
5:15PM–5:30PM	<b>Concluding Remarks &amp;Vote of thanks</b>	<b>High Tea and Networking</b>