

INDIA SME CONCLAVE 2011

on

GROWTH STRATEGIES FOR MSMEs

Presented by



INDIAN INSTITUTE OF MANAGEMENT
LUCKNOW

In Association With



INDIAN INDUSTRIES ASSOCIATION

AGENDA

- *Addressing the concern of MSMEs on non-availability / affordability of competent and skilled labour*
- *Managing finances efficiently & effectively*
- *Opportunities of funding and loans*
- *Insights into competitive advantage of harnessing the potential of technology use*
- *Overcoming social, economic and environmental challenges for sustainable growth*



India SME Conclave is an initiative by the Entrepreneurship Cell of IIM Lucknow and Indian Industries Association (IIA), focusing on issues faced by MSMEs. MSMEs are the engines of economic growth. The conclave aims at giving insights to Indian MSME on developing strategies for Sustainable enhanced growth.

WHY SHOULD YOU ATTEND?

- ❖ Mr. K. Sachdev, Founder & CEO, Su-Kam Industries speaks on:
 - ✓ His first hand experience of graduating a SME to a big corporate
 - ✓ Strategies to tackle various business issues faced by SMEs
 - ✓ A fully interactive session to ask your questions and get the right solutions for your business problems
- ❖ Industry experts & professors of IIM Lucknow sharing practical solutions to SME problems
- ❖ A great opportunity to network and interact with other SMEs

Date : NOVEMBER 26' 2011

Venue : IIM Lucknow Campus, Lucknow





SPEAKERS



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Sh. VN Garg, Infrastructure & Industrial Development Commissioner, Government of UP*

Sh. VN Garg has held various positions in Government of UP since 1987 in departments ranging from education to energy to infrastructure. Under his able guidance and leadership, the UP Housing and Development Board received the ISO 9001:2000 Certification.

Dr. Devi Singh – Director, IIM LUCKNOW (since 2003)

He is a well known professor in the area of international finance and management. He is the author of three books on finance and management. He has also been a consultant to leading private and public sector and multinational organizations in India.



Kunwer Sachdev, Founder & CEO, Su-kam Industries

Mr. Kunwer Sachdev, is the Founder and Managing Director of Su-Kam. Mr. Sachdev was given the most coveted 'Bharath Shironmani', Award and 'Entrepreneur of the Year Award 2011'. At the young age of 20, without any financial support, Mr. Sachdev started Su-Kam Communications in 1992.



Mr. Jugal Kishore, President, IIA

Mr Jugal Kishore, B.Tech, 1967, IIT Roorkee is a successful Industrialist belonging to SME Sector. He currently heads a Business & Industry Group comprising Hindustani Udyog and TEFKOT Cable Company. He held several positions in IIA Central office before assuming the current position.

* TENTATIVE





SPEAKERS



Anand Lunia, Founder, Seedfund

Anand Lunia is an Executive Director at Seedfund, leading investments in tech, internet, education and retail ventures. Anand was the co-founder of Brainvisa and also served as Executive VP – Operations of Hurix Technologies. As an active Angel Investor, Anand has invested in successful startups like Inkfruit, a crowdsourcing apparel company and Faasos, a fast food chain

Prof. Sushil Kumar – IIM Lucknow

He is Chairman of Centre of Business Sustainability and Management Development Programme (MDP). His teaching areas include Entrepreneurship; Corporate Environmental Management & Carbon Markets; Strategic Issues in Agribusiness and Food Markets; Rural Research Methods and Structural Equation Modeling



Prof Satish S. Maheswarappa – IIM Lucknow*

He is an assistant professor in the areas of marketing management, Research Methodology, Retail Management. His research areas are Information Search Behaviour, Decision Making, Retailing, Consumer Behaviour.

Prof. A. Vinay Kumar – IIM Lucknow

He is an associate professor in the area of financial management and derivatives. His research areas include venture capital financing and financial derivatives. He has been an advisor to major financial institutions and entrepreneurs in the area of risk management.



AGENDA

Growth Strategies for SMEs

The SMEs face a host of issues such as lack of access to credit, excessive government regulation, an arbitrary and exploitative tax administration system, a weak technological base and the lack of business support services. Addressing these issues and hence graduating a SME into a big corporate is a big challenge.

The speaker Mr. Kunwer Sachdev has overcome all these challenges and taken Su-Kam Industries to new heights. He will share his real life experiences and give recommendations to solve such problems via an interactive session with the participants.



Mr. Kunwer Sachdev, CEO of Su-Kam Industries in a live interactive session

Vision for SME growth



To graduate from SME to a big corporate, a clear vision is essential. Vision in terms of where the organization wants to be and how it wants to achieve its goals are the stepping stones for transformation.

The talk will focus on the right vision and strategies for SMEs to achieve sustainable, enhanced growth. It will also give practical solutions to align the strategies of the SMEs with the lifecycle/phases of the product/services in a particular industry. Various issues related to the concerns of equity dilution that comes with growth will also be dealt with.

Low Cost Capital & Cost of raw materials

The cost of raising capital for SMEs is quite high. The current means of financing for SMEs are not adequate as they do not have easy access to funds from Angel Investors, VCs and PE players. Also the high risk of lending makes the interest rates higher. This coupled with the higher costs of raw materials for SMEs reduces the profitability required for growth.

The talk will focus on structuring the finances in such a way that the overall cost of funds are lower. Various loan syndication strategies will be discussed. Cost of raw materials can be managed by various innovative financial instruments such as derivatives (Futures, options etc.). The talk will focus on practical use of such derivative instruments by SMEs to hedge the rising cost of raw materials.



Practical Tips by Mr. Anand Lunia, Founder of Seed Fund Venture Capital

Effective SME specific marketing solutions



Most SMEs do not execute full fledged marketing campaigns involving various mass media channels due to the high costs involved. As a result, the products/ services of SMEs are either less known or they are not able to compete with the big names in the market.

The speaker will discuss various cost effective and practical marketing solutions that can be implemented by SMEs to establish a brand identity of their products/services.





SCHEDULE



Event	Time
Registration	10:00 - 10:30 am
Inauguration Lighting of lamp	10:30 - 10:40 am
Welcome Address Director, IIML	10:40 - 10:50 am
SME Landscape Mr. Jugal Kishor, President, IIA	10:50 - 11:00 am
Address by Chief Guest Shri VN Garg, Industrial Development Commissioner, Government of UP	11:00 am - 11:15 am
Thanks Note and Mementoes Entrepreneurship Cell Coordinators	11:15 am - 11:20 am
Welcome Tea Break	11:20 am - 11:30 am
Vision for SME Growth Professor Sushil Kumar, IIM Lucknow	11:30 am - 12:00 noon
Key Note Lecture "Growth Strategies for MSMEs" Mr. Kunwer Sachdev, Founder & CEO, Su-Kam Industries	12:00 noon - 1:15 pm
Lunch break	1: 15 pm - 2:15 pm
Improving profitability for growth Prof. Vinay Kumar Apparaju, IIM Lucknow Mr. Anand Lunia, Founder, Seed Fund ▪ Low cost entrepreneurial finance ▪ Managing cost of raw materials	2:15 pm - 3:30 pm
Networking tea break	3:30 pm - 3:45 pm
Financial products for SMEs - Address by sponsors	3: 45 - 4:00 pm
IIA & SIDBI - Innovative financial solutions for SMEs	4:00 - 4:15 pm
Effective marketing strategies for growth Prof. Satish S Maheshwarappa ▪ Practical marketing solutions for SMEs	4:15 - 5:00 pm
Thanks Note and Mementoes Entrepreneurship Cell Coordinators	5:00 - 5:15 pm

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REGISTRATION



- The fees for the event is Rs. 1000/- only (for non-IIA members) to be paid in cash or by cheque or DD drawn in favour of “Entrepreneurship Cell, IIM Lucknow”
- **The fees is exempted for IIA members**
- In order to register yourselves for the event, kindly fill the registration form attached with the mail and send it to ecell@iiml.ac.in by 18th November, 2011 midnight
- **Complementary lunch and tea would be provided to all participants**

SME IN NEWS

Media Coverage SME Conclave 2010
Financial Express 26.11.2010
IIM-Lucknow to conduct SME conclave

In a move that will help boost the micro, small & medium enterprises in the country, the entrepreneurship cell of IIM Lucknow will conduct a day-long SME conclave at its campus on Saturday. The theme of the conclave this year will be ‘Managing MSME business for sustainable enhanced growth’. Industry chamber Indian Industry Association (IIA) would be partnering IIM Lucknow in this venture. “MSMEs are the engines of economic growth in the country. The conclave will focus on several issues faced by MSMEs and aims at providing insights into developing strategies for sustainable enhance growth,” said a spokesperson of the IIM-L entrepreneurship cell adding that the event would provide a networking platform to more than 100 SME delegates, industry experts, academicians and representatives of financial institutions.



The News Board

“The participants at the end of the day appreciated the creation of such a platform where they could pose their concerns and get instant solutions from eminent speakers”

SME WORLD, Nov. 2010

Continuing the legacy and in on endeavor to address challenges faced by the MSME sector in India, the Entrepreneurship Cell of IIM Lucknow, in association with IIA will organize “India SME Conclave 2010”. The theme of the conclave is “Managing MSME business for Sustainable Enhanced Growth”. The conclave aims at giving insights to Indian MSME on developing strategies for sustainable enhanced growth.



SNAPSHOT : SME CONCLAVE 2010

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OUR PREVIOUS PARTNERS



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