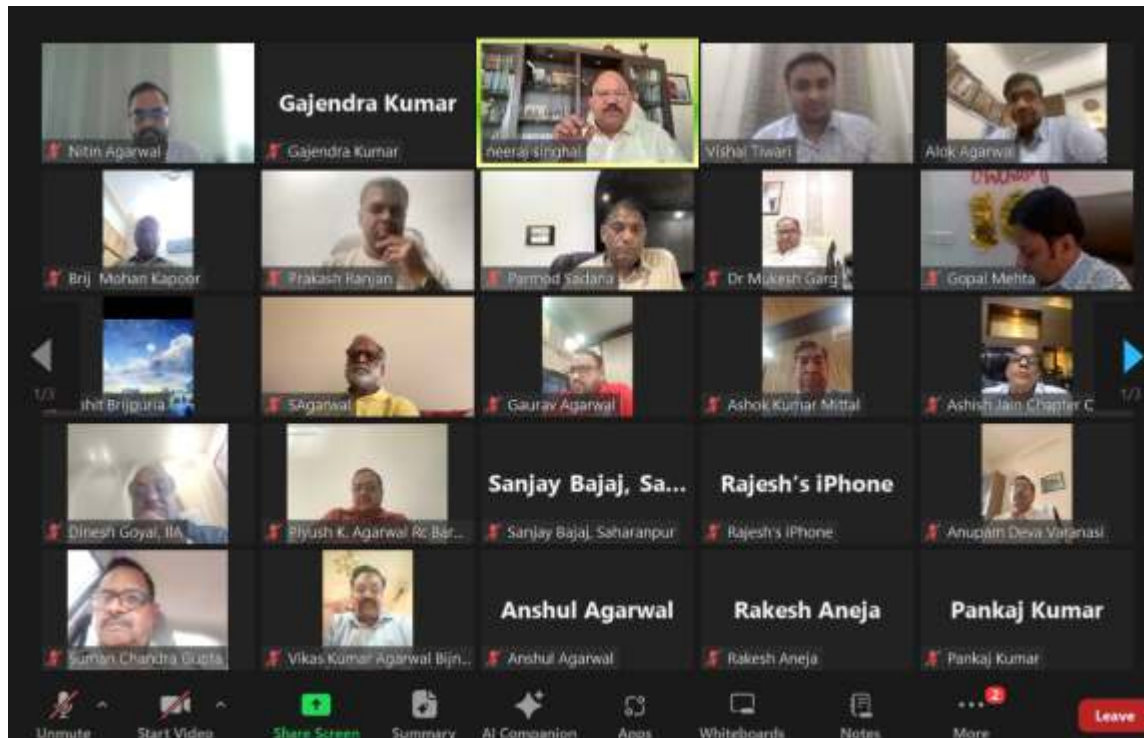


IIA Webinars Under the Mission Transforming MSME Towards Industry 4.0 & 48

IIT Roorkee's TechSarathi Scheme: Empowering MSMEs Towards Industry 4.0



In a recent webinar organized under the auspices of the Indian Industries Association's (IIA) mission "Transforming MSME Towards Industry 4.0 & 48", the spotlight shone brightly on the **MSME TechSarathi Scheme**, an initiative by IIT Roorkee aimed to strengthen industrial growth. **The webinar was held on 12th April 2024, and was chaired by the IIA National President, Shri Neeraj Singhal, and saw active participation from IIA members spanning regions such as Uttar Pradesh, Delhi, Uttarakhand, and even Dubai.**

Mr. Vishal Tiwari, the Project Officer of IIT Roorkee, took the virtual stage during the webinar, delivering a comprehensive presentation on the TechSarathi Scheme. His insights delved deep into the scheme's potential to be a transformative force within the industrial landscape, particularly for Micro, Small, and Medium Enterprises (MSMEs). The TechSarathi Scheme offers essential technical support to MSMEs, & features programs tailored for knowledge development, a crucial aspect in today's rapidly evolving industrial sphere.

The resonance of IIT Roorkee's special effort, through the TechSarathi Scheme, reached the Government of India, drawing praise and recognition. This acknowledgment underscores the scheme's significance in fostering growth and innovation within the MSME sector, a vital cog in India's economic engine.

One of the pivotal moments of the webinar was when National President Shri Neeraj Singhal proposed a collaborative endeavor between IIT Roorkee and IIA members. He suggested the design of a bespoke program specifically catered to IIA's needs, focusing on technical support and knowledge development through online mediums. This proactive step by IIT Roorkee, in alignment with the requirements of IIA members, signifies a promising stride towards empowering MSMEs with the tools and knowledge needed to thrive in the era of Industry 4.0.

As the event drew to a close, Senior Vice President Shri Dinesh Goyal extended a heartfelt vote of thanks, marking the culmination of a webinar brimming with promising initiatives and collaborative spirit. ■