

**AIMA's 10<sup>th</sup> MSMEs Convention**  
***"Innovative Solutions for MSMEs: Challenges and Opportunities"***  
Thursday, December 10, 2020: *(Virtual Convention in Online mode)*

**CONFERENCE AGENDA**  
(as on 19<sup>th</sup> November, 2020)

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**1100 – 1145 hrs**

**Inaugural Session**

**Introductory Remarks**

**Rekha Sethi**  
Director General  
All India Management Association

**Welcome Address**

**Harsh Pati Singhania**  
President AIMA  
Vice Chairman & Managing Director  
J K Paper Ltd

**Setting the Context**

**JS Juneja**  
Chairman MSMEs and Past President  
All India Management Association

**Inaugural Address**

**Nitin Gadkari**  
Hon'ble Minister of Micro, Small and Medium Enterprises  
Government of India

**Interaction with audience**

**Vote of Thanks**

**Raj Agrawal**  
Director, Center for Management Education  
All India Management Association

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**1145 – 1300 hrs**

**Plenary Session 1**

**Innovation Readiness of Indian MSMEs: Issues and Challenges**

**Chairperson**

**Parveen Arora**  
Advisor/ Head of Innovations  
DST, Ministry of Science & Technology

**Speakers**

**Vipin Tyagi**  
CTO and EVP Strategic Relationship  
PGi

**Trilok Kumar Jain**  
Director  
Ecosystem for Innovation and Entrepreneurship (EIE)

**1300 – 1400 hrs**  
**Plenary Session 2**

**Emerging Opportunities for MSMEs**

**Chairperson**

**Vijayendra (IAS)**  
Chairman cum Managing Director  
The National Small Industries Corporation Ltd (NSIC)

**Speakers**

**Vinod Kumar Wuthoo**  
President  
India SME Forum

**Pradeep Sharma**  
AGM  
State Bank of India

**Interaction with audience**

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**1400 – 1430 hrs**

**BREAK**

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**1430 – 1530 hrs**  
**Plenary Session 3**

**Innovative Financing for MSMEs**

**Chairperson**

**Ashwini Bhatia**  
Chief General Manager SMEs  
SBI, Mumbai

**Speakers**

**Mehnaz S. Safavian**  
World Bank, Bangkok

**Rahul Priyadarshi**  
General Manager  
SIDBI Ltd

**Interaction with audience**

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**1530 – 1630 hrs**  
**Plenary Session 4**

**Branding & IP : Challenges for MSMEs**

**Chairperson**

**Prahlad Kakkar**  
Indian Ad Film Director

**Speakers**

**Gurbandini Kaur**  
Associate Professor, CME, AIMA  
Presentation of AIMA Study on MSME Branding

**Amit Raj Sinha**  
Managing Director & CEO  
Sigachi Industries Pvt. Ltd

**Interaction with audience**

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**1630 – 1730 hrs**  
**Plenary Session 5**

**Digital & Social Media Marketing Strategies for MSMEs**

**Chairperson**

**Kartik Sharma**  
CEO, Agnitio

**Speakers**

**Rajesh Kumar Pandey**  
CEO  
Omniscient Computers Consultants

**Arup Majumdar**  
Chief Executive Officer  
Trariti Consulting Group

**Interaction with audience**

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**1730 – 1800 hrs**

**Valedictory Session Summing up**

**Summing up**

**JS Juneja**  
Chairman MSMEs and Past President  
All India Management Association

**Valedictory Address**

**AK Sharma**  
Secretary, MSMEs, Government of India

**Vote of Thanks**

**AIMA**

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**AIMA's 10<sup>th</sup> MSMEs Convention concludes**

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