

St.Joseph's Degree & PG College

Autonomous - Affiliated to Osmania University Re-accredited by NAAC with 'A' Grade with a CGPA of 3.49 King Koti Road, Hyderabad, Telangana

DEPARTMENT OF COMMERCE

&

Andhra Mahila Sabha Arts & Science College, Hyderabad Organized

National Webinar

In Collaboration with
National Institute for Micro, Small and Medium Enterprises (NIMSME)
On

"Reforms for sustaining India's growth in the post COVID-19 world with special focus on Atmanirbhar Bharat (Self reliant India)" $28^{th}\ to\ 30^{th}\ May\ 2020$

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Dr.N.Srilatha

Rev.Fr.K.Marreddy

Head, Department of Commerce

Principal

"The Secret of Crisis Management is not good vs. bad, it's preventing the bad from getting worse" - Mr. Andy Gilman

Department of Commerce, St.Joseph's Degree & PG College, Hyderabad and Andhra Mahila Sabha Arts & Science College, Hyderabad in collaboration with National Institute for Micro, Small and Medium Enterprises (NIMSME) organised National Webinar on the theme "Reforms for sustaining India's growth in the post COVID19 world with special focus on Atmanirbhar Bharat (Self reliant India)" from 28th to 30th May 2020

♣ Objective of the National Webinar

The objective of the National Webinar is "To deliberate on the multi-dimensional reforms needed to sustain India's growth in the Post COVID19 world with special focus on Atmanirbhar Bharat (Self reliant India)"

4 Core Committee of the National Webinar

Principal

Rev.Fr.K.Marreddy, St.Joseph's Degree & PG College, Hyderabad

Convenors

- > Dr.M.Usha, Chairperson, Andhra Mahila Sabha Arts & Science College, Hyderabad
- Dr.N.Srilatha, Head, Department of Commerce, St.Joseph's Degree & PG College, Hyderabad
- Dr.Sandeep Bhatnagar, Director, Marketing, NIMSME

♣ Details of Participants

- > Total No. of Participants: 503
- ➤ National: 496 Participants
- > International: 07 Participants
- No. of Countries: 02

(Indonesia & Canada)

> No. of States: 23

[Telangana, Karnataka, Tamilnadu, Odisha, Poducherry, Maharashtra, Rajasthan, Andhra Pradesh, Uttar Pradesh, Gujarat, Uttarakhand, Punjab, West Bengal, Jammu & Kashmir, Delhi, Meghalaya, Assam, Kerala, Himachal Pradesh, Manipur, Haryana, Madhya Pradesh, Bihar]

DAY 1 - 28TH MAY 2020

Topic:

> Overview of Reforms

Resource Person:

Dr. M. Usha, Chairperson, Andhra Mahila Sabha Arts & Science College, Hyderabad

Time:

> 11.00 am to 12.30 pm

The inaugural ceremony commenced at 11.00 am by invoking God's Blessings with a prayer song. Mrs.Ritika Waghray, MC welcomed the participants to the first day of National Webinar. Dr.N.Srilatha, Head, Department of Commerce in her welcome address underlined the objective of organising the National webinar. She thanked all the eminent speakers for accepting the invitation to be the resource persons. She also thanked Rev.Fr.K.Marreddy, Principal, St. Josephs Degree & PG College for his constant support, management of Andhra Mahila Sabha Arts & Science College, Hyderabad in organising the webinar and also NIMSME for their collaboration.

Dr.Sumitra Pujari introduced the resource person to the participants. Dr. M. Usha is a retired professor of Commerce, Osmania University. She has more than 32 years of experience and her specialization includes Industrial Economics, Cost Accounting, Marketing, Taxation, Business Policy and Environment and International Business. She guided M.Phil and PhD research scholars and also organized many seminars, workshops and orientation programs. She is

currently working as Chairperson, Andhra Mahila Sabha Arts & Science College, Hyderabad and she is also a visiting faculty at St.Josephs Degree & PG College, Hyderabad

Dr. M. Usha in her address said that rapid spread of the COVID-19 pandemic not only constitutes an existential threat to the lives of individuals but also threatens to throw the economic stability of the country into an unprecedented turmoil. On 12th May 2020, the Prime Minister of India Mr. Narendra Modi, in an address to the nation, said that the corona virus crisis should be seen as an opportunity, laying emphasis on domestic products and "economic self-reliance", a Atmanirbhar Bharat. It is time to become vocal for our "local" products and make them global. The 5 pillars of Atmanirbhar Bharat include Economy, Infrastructure, System, Vibrant Demography and Demand which is the theme of the National webinar. She gave an insight on Competitive advantage of India in terms of Tele Communication, Tele Density and internet penetration, E-Commerce, Infra Structure, Banking, Automobile Industry, Agriculture, Health Services, Education, Manufacturing through Make in India Program. She spoke on insight on Vision of Digital India, 9 pillars of Digital India. She mentioned about the Highlights of Press conference by Mrs.Nirmala Sitaraman, Finance Minister of India. She concluded by giving an insight on challenges to execute Atmanirbhar Bharat Abhiyan. Question and Answer session was hosted by Mrs.Aarati Samala. Vote of Thanks was delivered by Dr. Sumitra Pujari.

<u>DAY 2 - 29TH MAY 2020</u>

Topic:

➤ Reforms focusing on MSME's for sustaining Growth Momentum

Resource Persons:

- Mr.K.Surya Prakash Goud, NIMSME
- > Dr.E.Vijaya, NIMSME

Time:

> 11.00 am to 12.30 pm

Ms.Mhelsea Mona, MC welcomed the participants to the second day of the National webinar. Mrs.G.Savitha introduced the resource person. Mr. K. Surya Prakash Goud holds a Master's Degree in Plastic Engineering. His subject specialization and areas of expertise include Design, Development and Processing of Engineering Plastics, Project Management, Quality Assurance, Cluster Development, Entrepreneurship. He has organized National and International training programmes focusing Innovation, Entrepreneurship, Skill Development, Cluster Development, Lean Manufacturing, and public private partnership. He was involved in promotion and development of more than 150 industrial, rural, handloom and handicraft clusters across India. He also provided guidance and support to more than 50 programmes. He played an active role in publication of news bulletins "Innovative Technologies" and "MSME Cluster News". Some of the Prestigious Projects he was involved with are Scheme of Fund for Regeneration of Traditional Industries (SFURTI), Micro and Small Enterprises Cluster Development Programme (MSECDP), Assistance to Training Institutions (ATI), Counseling, Retraining & Redeployment Scheme (CRR), Khadi Reform & Development Programme (REDP) and Prime Minister Employment Generation Programme (PMEGP).

Mr.K.Surya Prakash Goud spoke about the history and role of NIMSME. He said that the organisation conducts Entrepreneurship and Skill development programs for unemployed youth. He informed that college students must take part in seminars and workshops conducted by the organnisation. He urged the colleges to provide inputs to improve the business of NIMSME and be part of its development.

Mrs.G.Savitha introduced the resource person to the participants. Dr.E.Vijaya is working as a faculty member and administrative in-charge at National Institute for Micro, Small and Medium Enterprises (NIMSME), Hyderabad. Her areas of expertise include Financial Management, SME Financing, Project Appraisal, International Finance and Entrepreneurship Development. She has organized various national and International executive development programs in the areas of Finance, Accounting & Taxation. As a representative from Ministry of MSME, GOI, she attended 15 Days International training programme at Jakarta and Bandung, Indonesia, and 3 National Level Training programmes. She is in-charge for Entrepreneurship Development Centre and GST cell to support MSMEs in creating awareness on MSME Schemes, firm registrations, DPR preparation and other Consulting services.

Dr.E.Vijaya in her address said that MSME sector is the backbone of Indian Economy as it is a labour intensive sector providing employment to 114 million people. MSME sector contributes to 30% of India's GDP and in exports its contribution is 45%. She said that MSME sector is facing challenges due to the pandemic and therefore Central Government and RBI announced various measures to support MSME's. She explained about the current and potential impact on MSME sector in the post COVID19. She spoke on the key factors for MSME's and also oppurtunities for MSME's to make India self reliant. She spoke on the existing and revised definition/ classification MSME's and the benefits derived due to the revision. She informed that E-Market linkage for MSME will be promoted to act as a replacement for trade fairs and exhibitions. Question and Answer session was hosted by Mrs.K.Radha. Vote of Thanks was delivered by Mrs.G.Savita.

DAY 3 - 30TH MAY 2020

Topic:

➤ COVID 19 – Impact on Business

Resource Persons:

- > Dr.A.S.Durga Prasad, CMA
- > Dr.Sandeep Bhatnagar, Director, Marketing, NIMSME
- Dr. M. Usha, Chairperson, Andhra Mahila Sabha Arts & Science College, Hyderabad

Time:

> 11.00 am to 12.30 pm

Mrs.O.S.Suguna Sheela, MC welcomed the participants to the last day of the National webinar. Mrs.Preethi Rathi introduced the speaker. Dr. A S Durga Prasad is an accomplished executive with over 37 years experience in Financial Management and Cost Management in variety of industries. Practicing as Management Consultant for the past 30 years and experience includes Financial Advisory Services, strategies and business development for SMEs and different sectors including, Pharmaceuticals, Infrastructure, IT, Discreet Manufacturing etc. and providing cost

management systems and MIS systems for large number of units. He has been involved in all facets of corporate strategic management, including developing business models, financial structuring, Mergers and Acquisition, Valuation of Companies, Capital structuring and advising clients on the future plan related to fund raising. He was associated with Universities, Autonomous Colleges and others in different capacities and was instrumental in introducing new syllabus in line with the market demand. He also chaired the Department and Industry Coordination Committee of Osmania University for continuously for three years.

Dr. A S Durga Prasad in his address said that that the pandemic is a big humanitarian challenge and needs top priority in saving lives and saving people from suffering. All countries in the world including USA and Europe are impacted with the epidemic and the impact is so much that there is a slide in the demand in all products except essential goods. In India there is loss of revenue in all fronts which includes business sector, Services, BPO, KPO, IT etc. Panic among the labour resulted in mass exodus from cities to rural areas which resulted in shortage and capability drain. There is a huge disruption in the Supply Chain and it will take time to get back to normalcy. There is a significant stress on the financial system. The lockdown has impacted the cash flows and many industries are struggling to meet their ends. He mentioned that there is a lot of cost pressure and therefore there is need for reduction in fixed costs to sustain operations and preserve cash which is very scarce now. He spoke on the impact of pandemic on Indian Auto Industry, Tourism Industry, Startups and Infrastructure Sector and the action plan to be taken. He also spoke on the impact of COVID worldwide on Travel Industry. He mentioned about the strategies to be adopted by the businesses to survive through the difficult times. He explained about the breakdown of 20 Lakhs Crores Package announced by the Central Government. He also spoke on the Indian government initiatives for industries and MSME with special focus on Atma Nirbhar Bharat.

Dr.Sandeep Bhatnagar, Director, Marketing, NIMSME thanked St.Josephs Degree & PG College, Hyderabad and Andhra Mahila Sabha Arts & Science College for collaborating with NIMSME.

Concluding remarks were delivered by Dr.M.Usha, Chairperson, Andhra Mahila Sabha Arts & Science College, Hyderabad. She said that the webinar was thought provoking. She mentioned that India must follow Development Model in the post COVID to sustain its growth. She quoted that plan without action is nightmare and action without plan is disaster and therefore it is the responsibility of every person to convert desert into garden. She concluded by stating that India can emerge as the leading economy in the world over the next decade of post COVID with increased focus on MSME. She said that the MSME sector must be fully tapped as it is a catalyst in bringing socio economic transformation. Question and Answer session was hosted by Mrs.Archana Singh. The 3 day National Webinar came to an end with Vote of Thanks delivered by Dr.N.Srilatha, Head, Department of Commerce, St.Josephs Degree & PG College, Hyderabad

The Webinar provided a platform for academics, researchers, practitioners, and policymakers for exchange of ideas and dissemination of knowledge to identify opportunities and overcome the challenges. The 3 day National Webinar organized by Department of Commerce, St. Josephs Degree & PG College, Hyderabad and Andhra Mahila Sabha Arts & Science College, Hyderabad in collaboration with National Institute for Micro, Small and Medium Enterprises (NIMSME) was an enriching experience to all the participants. The National Webinar was a grand success with an overwhelming participation from 503 participants (National 496 participants and International 07 participants).