

Dr Sanjiv Layek, Executive Secretary, WASME and introduced two experts Mr Probir Roy and Ms Arti Ahluwalia. Probir is a serial entrepreneur and now is Co Founder PayMate. A b2b fintech payments co...and has Visa at one it's investors. He has worked in Govt, public and MNC sector as VP, CTO and CEO and RED HERRING ASIA TOP 100 Awardees for promising tech start-up companies. In addition Probir sits on Boards of several private, public and Industry organisations like WASME. Arti is an organisational development professional with 20 years of experience across a range of fortune 500 companies. Having worked across Automotive, BFSI, Education, IT, Healthcare, Manufacturing, Media & Technology sectors. They talked about how to adopt and adapt in uncertainty .



Around 350 registrations and 110 participation in the webinar . There was question and answer session where the participants interacted with experts and got satisfied with response. Overall feedback was good and demanded such kind of webinars in future.

WEBINAR ON COVID-19 E-COMMERCE INSIGHT

WASME organized webinar on "COVID-19 E-COMMERCE INSIGHT: Business Model, Tools & Techniques For MSME* held on May 15, 2020 . Opening remarks by Dr Sanjiv Layek, Executive Secretary, WASME and introduced expert. Mr. Rajesh Parashar, Founder Consultant at ecommerceexport.com and certified Ecommerce consultant from International Trade Centre-SME Academy, Switzerland. ECommerceexport.com , highlighted the points related to e-Commerce and how Coronavirus (COVID-19) lockdown impact on purchasing essential goods in India in March 30, 2020, by channel.

Around 600 registrations and 200 participation in the webinar . There was question and answer session



where the participants interacted with experts and got satisfied with response. Overall feedback was good and demanded such kind of webinars in future.

LIVE WEBINAR ON INTERNATIONAL AND INDIAN ECONOMY POST COVID

WASME organized Live Webinar on "International and Indian Economy Post Covid: Implications for MSMEs" held on Thu, May 21, 2020 4:00 PM- 5:00 PM . Opening remarks by Dr Sanjiv Layek, Executive Secretary, WASME and introduced two experts . The theme of webinar was "DR DK JOSHI IN CONVERSATION WITH PROBIR ROY ".Two experts Dr D.M.Joshi and Mr Probir Roy had the conversation on International and Indian Economy post covid .Mr. Dharmakirti Joshi is currently the Chief Economist at CRISIL. With over 20 years experience in economic research and consultancy, career began in NCAER where he spent 11 years. Probir is a serial entrepreneur and now is Co Founder PayMate. A b2b fintech payments co...and has Visa at one it's investors. He has worked in Govt, public and MNC sector as VP, CTO and CEO and RED HERRING ASIA TOP 100 Awardees for promising tech start-up companies. In addition Probir sits on Boards of several private, public and Industry organisations like WASME.



Around 600 registrations and 200 participation in the webinar . There was question and answer session where the participants interacted with experts and got satisfied with response. Overall feedback was good and demanded such kind of webinars in future.

UDYOG BANDHU MEETING

Udyog Bandhu Meeting chaired by Hon'ble DM, Gautam Buddha Nagar, UP, India, held on virtual platform. Around 100 officials from Gautam Buddha Nagar District administration, entrepreneurs and industry associations participated. Dr Sanjiv Layek, Executive Secretary, WASME attended the meeting.

Agenda:

Problems face by industries

Highlights of meeting as following -

1. Industries located in Sector 5,6,8,10 which comes under containment zone are badly affected due to lockdown and a committee is formed headed by GM, Industries, Gautam Buddha Nagar, UP.
2. Delhi- Noida border is sealed based on Health Ministry to limit Covid cases.
3. Electricity,water bills to waive off
4. Provide transport to labourers and employees
5. Special pass to Senior Authorities to Industries and Industry associations
6. Awareness of stimulus package to MSMEs by Hon'ble PM
7. Appointment of Nodel officer to address industries issues

WASME also raised question on the platform.



International WEBINAR ON "GLOBAL SMEs IN COVIDE-19 CRISIS"

WASME conducted a Live International Webinar on "Global Smes In Covid-19 Crisis " held on Friday, June 12, 2020 from 3:00 PM- 5:00 PM (IST) on Gotomeeting online platform.

Dr Sanjiv Layek Executive Secretary, WASME welcomed all guests across globe and inaugurated the webinar. There were 8 guest speakers participated and contributed their insight about SMEs of their countries. They were Prof P. Vigneswara Ilavarasan, PhD, Deptt. of Management, Indian Institute of Technology, Delhi, India, Mr S.M.Zillur Rahman , Chairman & CEO, RAHMAN Group, Bangladesh, Prof K. Jankee, Ambassador of Mauritius to Germany, Mr. A.N. OOZEER, Ex Senior Chief Executive, Ministry of Business Enterprise and Cooperatives, Mauritius, Mr Kamlesh Kumar Agrawal ,Vice President, Nepal Chamber of Commerce , Dr. Ebiekure Jasper Eradiri, Vice Chairman, Knight Lambert Foundation, Mr Dumisani J.Msibi, Group Managing Director, FINCORP, Swaziland and Md Joynal Abdin, Secretary, DCCI, Bangladesh. There was a panel discussion followed by question and answer session. The panel was moderated by Prof P. Vigneswara Ilavarasan, PhD, Deptt. of Management, Indian Institute of Technology, Delhi.

Good number of participants attended the webinar followed by question and answer session where the participants interacted with experts and got satisfied with response. Overall feedback was good and demanded such kind of webinars in future.

World Association for Small and Medium Enterprises

LIVE INTERNATIONAL WEBINAR

GLOBAL SMEs IN COVID-19 CRISIS

Moderator:
Dr. Vinay Kumar Mishra, PhD
 Deptt. of Management
 Indian Institute of Technology, Delhi

Mr. Damir J. Nabit
 WASME - Vice President - Africa
 Group Managing Director
 FINCORE, Sweden

Prof. R. Jankee
 Ambassador of Mauritius
 in Germany

Mr. A. R. Ghose
 Senior Chief Executive, Ministry
 of Business, Enterprises & Cooperatives
 (Business and Enterprise Division),
 Govt. of Mauritius

Dr. Ebiekure Jasper Eradiri
 Vice-Chairman
 Knight Lambert Foundation

Mr. Kamallesh Kumar Agrawal
 Vice President, Nepal
 Chamber of Commerce (NCC)

Mr. S. M. Ejher Rahman
 WASME - Vice President,
 Bangladesh, Chairman & CEO,
 RAJMAN GROUP Bangladesh

Friday June 12, 2020

Kamlesh Agrawal - Nepal

Dr. Sanjiv Layek ES WAS...

Md. Joynal Abdin, Secret...

S M ZILLUR RAHMAN

Md. Joynal Abdin, Secret...

Ebiekure Jasper Eradiri

Ambassador Jankee

Dr. Sanjiv Layek ES WAS...

S M ZILLUR RAHMAN...

Ebiekure Jasper Eradiri

Prof. Vinayesh is talking

LIVE WEBINAR ON CONSUMER BEHAVIOUR POST COVID - LESSONS & OPPORTUNITIES



WASME organized a Live Webinar on "Consumer Behaviour Post Covid - Lessons & Opportunities" on 14th July 2020 on online platform.

Dr Sanjiv Layek Executive Secretary, WASME welcomed all distinguished guests and panelists for contributing their valuable and precious time to make available. There was a conversation between Ms Preeti Reddy CEO Kantar Insights, South Asia and Mr Probir Roy Senior Advisor, WASME on the topic. They discussed about scenario of Indian and Global consumers post covid.

They elaborated that Global surveys of consumer sentiment during the coronavirus crisis.

As governments and organizations continue to work toward containing COVID-19 and stem the growing humanitarian toll it is exacting, the economic effects are also beginning to be felt. Businesses are tracking consumer sentiment to gauge how people's expectations, incomes, spending, and behaviors change throughout the crisis across multiple countries over time.

Consumer sentiment and behavior continue to reflect the uncertainty of the COVID-19

themes hold true across the 45 countries have tracked through the crisis. Even in countries that have partially reopened, consumer optimism remains muted and spending intent is still below pre-crisis levels.

Consumer behaviors are settling into a new normal, as people everywhere learn to live with the reality of COVID-19 and as more countries reopen parts of their economies. Although the pandemic's impact has varied across regions, five themes have become evident among consumers across the globe:

- " Shift to value and essentials
- " Flight to digital and omnichannel
- " Shock to loyalty
- " Health and "caring" economy
- " Homebody economy

Indian consumer sentiment has picked up after a dip in May as the country transitions into "Unlock 1.0" phase reopening plan.

As the national lockdown restrictions have been slowly eased, fewer consumers report seeing a decline in income, though many have been personally affected by the crisis in the last few weeks. Net intent on spending has remained consistently positive for many essentials such as groceries, entertainment at home, and household supplies, while other categories such as alcohol and newspapers have also shown significant movement, likely due to increased availability. Shifts toward remote learning and online personal fitness and wellness continue to accelerate, with high intent to continue for many habits acquired during the crisis. Consumers who are not yet engaging with out-of-home activities are waiting for the approval of medical authorities before doing so, and they are prioritizing cleanliness and sanitization when choosing where to shop in-store.

A large number of participants attended the

webinar and got benefitted.

LIVE WEBINAR ON TECHNOLOGY

The poster features the WASME logo on the left and the MENTORX logo on the right. The title is "PRODUCTIVITY ENHANCEMENT FOR BUSINESSES THROUGH TECHNOLOGY INCLUDING MSMEs". Below the title are five small portraits of the panelists with their names and titles. The event is scheduled for Saturday, July 11, 2020, from 4:00 PM to 5:30 PM (IST) on an online platform. The website www.wasmeinfo.org is listed at the bottom. Social media icons for Facebook, Twitter, and LinkedIn are also present.

WASME in association with MentorX organized Live Webinar on "Productivity Enhancement for Businesses Through Technology including MSMEs" held on 11th July 2020.

Dr Sanjiv Layek Executive Secretary, WASME welcomed all distinguished guests and panelists for contributing their valuable and precious time to make available and also thanked MentorX for collaboration for this webinar .

The esteemed panelists were AI Expert Dr Deepak Garg Prof and Head, CSE Bennett University, Motivational Speaker Dr Shankar Goenka Chief Architect & Managing Director WOW Factors India Private Limited , Business Coach Mr Rajeev Bhadauria Director - Human Resource, Jindal Steel & Power Ltd , Dr. Munish Jindal Founding President - MENTORx and Founder & CEO - HoverRobotix contributed their thoughts on "Productivity Enhancement For Businesses Through Technology Including Msmes".

The esteemed panelists discussed that according to a Google and KPMG report, engagement with digital technologies can help Indian SMBs grow their revenues significantly. The report goes on to add that

digital technologies like websites, social media and ecommerce can give SMBs a greater market reach and increase the ability to reach out to customers. Digitally engaged SMBs have nearly twice the revenue growth trajectory compared to offline SMBs.

For every business, the ultimate and undeniable focus is always growth. But the mainstream challenge is how to attain it in the most feasible and inexpensive way possible.

Today, businesses are using technology to automate, integrate, and re-engineer most operational processes. This has led to improved scale, streamlined processes, reduced operation costs, and increased production times.

But how can you use it in business growth strategies? Well, here is where digital technology come in handy.

More than 80 percent of business owners agree that technology creates financial opportunities for their businesses. It's just a matter of what you use and how you integrate them to ensure a seamless process.

The truth is, millennials are important in SMB marketing, and they're leading in the use of mobile devices. This is something you can't overlook in this digital age, particularly when developing your business growth strategies.

If you have a beautiful website, consider making it mobile friendly to improve user experience and boost your SERPs rankings. In 2015, Google, the search giant, introduced the Accelerated Mobile Pages (AMP) project to help speed up mobiles pages, and this is an important thing you need to look into.

A large number of participants attended the webinar and enriched.

LIVE WEBINAR ON GeM



A GeM webinar was held on Thursday, July 02, 2020 11 am - 12.30 pm (ist) on online platform. Shri Rajesh Jain DCEO & Shri Deepesh Gehlot Director, GeM and Mr Praveen Wadhvani Business Facilitator, GeM from Ministry of Commerce and Industry, Govt. of India presented on the topic and made aware of GeM procurement policy of Govt. and also explained the challenges faced by MSMEs in registering their companies and products with GeM platform. They answered all queries related to the topic and asked MSMEs to register their products with GeM platform for better sales.

Mr Jain emphasized that GeM is a short form of one stop Government e-Market Place hosted by DGS&D where common user goods and services can be procured. GeM is dynamic, self sustaining and user friendly portal for making procurement by Government officers.

Mr Gehlot talked about Public procurement, which forms a very important part of Government activity and reform in Public Procurement is one of the top priorities of the present Government. Government e-Marketplace (GeM - gem.gov.in) is a very bold step of the Government with the aim to transform the way in which procurement of goods and services is done by the

Government Ministries and Departments, Public Sector Undertakings and other apex autonomous bodies of the Central Government. He also explained how Government e-Marketplace owes its genesis to the recommendations of two Groups of Secretaries made to the Prime Minister in January 2016. They recommended setting up of a dedicated e-market for different goods & services procured or sold by Government/PSUs besides reforming DGS&D. Subsequently, the Finance Minister in his Budget speech for FY 2016-17, announced setting up of a technology driven platform to facilitate procurement of goods and services by various Ministries and agencies of the Government.

DGS&D with technical support of National eGovernance Division (Ministry of Electronics and Information Technology) has developed GeM portal for procurement of both Products & Services. The portal was launched on 9th August 2016 by the Commerce & Industry Minister. Procurement on GeM has been authorized by General Financial Rules by making necessary changes in government rules. Presently more than 7400 products in about 150 product categories and hiring of transport service are available on GeM POC portal. Transactions for more than Rs 140 Crore have already been processed through GeM.

GeM is a completely paperless, cashless and system driven e-market place that enables procurement of common use goods and services with minimal human interface. Mr Praveen in his ppt presentation talked about GeM advantages for buyers and sellers.

Overall the webinar was witnessed a large number of participants, interacted with the Govt. officials and provided a positive feedback.

WASME IN BANGLADESH



WASME Bangladesh organised an International Web Conference on Banking Support & Global Connections for SMEs led by **Mr S M ZILLUR RAHMAN** Vice President & Head in Bangladesh on 30th August 2020. More than 15 countries representatives participated. Chief Guest was Bangladesh Planning Minister Muhammad Abdul Mannan.



WASME COVERAGE IN FINANCIAL EXPRESS

Webinar on banking support and global connections for SMEs held

A webinar on "Banking Support and Global Connections for SMEs" was held on Sunday, says a press release. In the conference, chief guest MA Mannan, MP, minister of planning said, "SMEs are the heart of economies anywhere in the world, it can be a low income country like ours, it can be a very high income country like Canada, so SMEs are reigning in the industrial and semi industrial sectors all over the globe, they are the driving force in the economies globally."

The minister added, "Things are changing, the earlier concepts of very large factories with thousands of people working and changing hands from this to that, that sort of pattern shift is going to happen in the world, Covid or no-Covid, with the rise of digital economies, rise of electronics, the rise of robotics and so many things." Mr Mannan commented, "We need to co-operate across the globe wherever we are, SMEs or large sectors or even miniscule sectors, humanity as a whole is facing a common situation in this moment and we must put our heads together and work together." The conference was also attended by Aminath Mohamed Saleem, deputy minister of higher education of Maldives; Benjir Ahmed, MP, president of BAIRA; Vincent de Paul EMAH ETOUMDI, parliament member of Cameroon; Md

Shafiqul Islam, managing director of SME Foundation; Dmitry Veselov, co-chairman and VP of All-Russian Public Organisation, Russia; Ali Reza Iftekhar, chairman of Association of Bankers, Bangladesh Limited (ABB); Eric Meijer, director of Mind Master Mundo, Netherlands; Tandin Wangchuk, vice president of Bhutan Chamber of Commerce; Ismail Dacic, CEO and founder of EID, Montenegro; Pedro Bandeira, president of FNABA



- Portuguese Business Angels Federation; Shahnewaz Ayesha

Akhtar Jahan, founder and president of PRF; Alaa Sabhan, chairman of CC & GM LLC, UAE; Mohammad Hadi Al Hammam, Al Sharqia Chamber, KSA; Md Rafiqul Islam, DMD of Agrani Bank; S adia Lakehal, president founder of Global Women in Manufacturing, Canada; Wan Fara Ayu Binti W Ahmad, co-founder of KVM Malaysia; Sanjiv Layek, executive secretary from WASME head office, India and other dignitary guests and participants from across the world.

The webinar was organised by SM Zillur Rahman, VP and head of World Association for SMEs, Bangladesh and keynote was presented by Abdus Sobhan.

Source:<https://thefinancialexpress.com.bd/national/webinar-on-banking-support-and-global-connections-for-smes-held-1598971386>

SMEs deserve more support amid Covid-19 pandemic: Speakers

The speakers represented SMEs' situation in their home countries amid Covid-19 and emphasized the SMEs' cooperation and networking over the world

The Small and Medium Enterprises (SMEs) deserve more support amid the Covid-19 pandemic, speakers said in a virtual programme.

The guests and participants from across the world on Sunday joined in the web conference on "Banking Support and Global Connections for SME's", said a press release on Tuesday. The speakers represented SMEs' situation in their home countries amid Covid-19 and emphasized the SMEs' cooperation and networking over the world.

As the chief guest of the conference, MA Mannan, the planning minister of Bangladesh, said, "SME's are the heart of economies anywhere in the world, it can be a low-income country like ours, it can be a very high-income country like Canada. So SME's are reigning in the industrial and semi-industrial sectors all over the globe, they are the driving force in the economies globally."

"Covid or no Covid, with the rise of digital economies, electronics, robotics, and so many things, things are changing, the earlier concepts of very large factories with thousands of people working and changing hands from this to that, that sort of pattern shift is going to

"We need to cooperate across the globe wherever we are, SME's or large sectors or even miniscule sectors", he added.

Ali Reza Iftekhar, chairman of Association of Bankers, Bangladesh, said that the Tk20,000 crore of special funds created by the government and initiated by the honorable PM Sheikh Hasina has helped a lot of SME customers. Eric Meijer, director of Mind Master Mundo, Netherlands, said that many businesses in Holland want to export to Bangladesh to deliver knowledge and skills.

As the keynote presenter Abdus Sobhan, banker and consultant, said, "SMEs are the worst affected amid Covid-19 pandemic. The banking and financial sector need to support SMEs." Benjir Ahmed, MP, president of Bangladesh International Recruiting Agencies, said, "There are so many SMEs that are not getting the proper channel to sell the product. The stakeholders have to create opportunities for the sector."

Mohammad Hadi Al Hammam, Al Sharqia Chamber, KSA, said the ministry of finance of Saudi Arabia has allocated a billion Saudi Riyals for the private sector support. Aminath Mohamed Saleem, deputy minister of Higher Education of Maldives; Vincent de Paul EMAH ETOUMDI parliament member of Cameroon, spoke in the programme.

Dmitry Veselov, co-chairman, and VP of All-Russian public organization, Russia, Md Shafiqul Islam, Managing Director of SME Foundation; Rifat Mahmud, CEO Oblique Professionals, spoke on occasion as well. SM Zillur Rahman, VP & head in Bangladesh of World Association for SME's moderated the programme.

Source: <https://tbsnews.net/economy/smes-deserve-more-support-amid-covid-19-pandemic-speakers-127084>

LIVE WEBINAR ON OTT - INDIA KANAYA TV

A Live Webinar on "OTT INDIA KANAYA TV" held on Monday, 17 August, 2020 & Time - 4 to 5 PM on online platform

On behalf of our Hon'ble Secretary General Dr G.P. Agarwal and Dr Sanjiv Layek Executive Secretary, WASME Ms Megha Chadha heartily welcomed Mr Vinay Punjabi Managing Director & CEO, Mr Saksham Sharma Manager - Media, and Mr R.K. Arora from Bluebang Team for contributing their valuable and precious time to make available for "Live Webinar on OTT - India ka Naya TV". She specially thanked to Mr R.K. Arora & Team from BLUEBANG MEDIA AND ENTERTAINMENT PVT LTD for partnering WASME in this webinar. She also welcomed all the dignitaries who have take out valuable time to participate in this webinar. Dr Sanjiv Layek Executive Secretary, WASME moderated the panel starting with as this pandemic has disrupted businesses including msme. no clue when and how it stops. we have to carry on businesses and at the same time make ourselves safe. online is new normal.

Media, and Mr R.K. Arora from Bluebang Team presented their thought on OTT. The current Covid-19 pandemic and the nationwide lockdown has not just stalled industries and economic activity, but has also led to change in behavioural patterns in people, including that of digital consumption. Latest insights tracing the evident change in consumer behaviour, resilience, and solidarity among brands in these times, conceivable future implications and the reboot in brand response to that. Most certainly, only the ones who imbibe this change. In the first quarter of 2020, Netflix added a staggering 15.8 million paid subscribers as a lockdown audience turned to the platform in the absence of other entertainment option.



Other video streaming platforms like Amazon Prime Video, Disney Hotstar, ZEE5, SONYLiv, VOOT, ALT BALAJI, MX PLAYER have also witnessed a spike in numbers, instilling a sense of optimism in the industry regarding the future of Over-the-Top (OTT platforms). Brands are now agents of positive change and are instrumental in spreading social awareness and information around COVID-19. Examples are: Viacom's #PauseForACause campaign focusing on care-givers, Bajaj Allianz's #DoorHaiZaroori campaign on social-distancing, Jeep's Explore The Great Indoors campaign on staying safe and indoors, and Zee's #BreakTheCoronaOutbreak campaign urging viewers to wash hands and maintain hygiene.

Online is clearly the new norm as companies embrace remote work and rapidly digitise operations in order to ensure business continuity.

LIVE 4 WEEKS WEBINAR SERIES

IDEA TO UNICORN - A BILLION DOLLAR DREAM

WASME IN COLLABORATION WITH BRINGLE ACADEMY launched LIVE 4 WEEKS WEBINAR

WORLD ASSOCIATION FOR SMALL AND MEDIUM ENTERPRISES brings you **LIVE 4 WEEKS WEBINAR SERIES**

WASME - BRINGLE ACADEMY'S BILION DOLLAR DREAM (BY VARIOUS ASPECTS)

KIND ATTENTION
 WOMEN, Solopreneurs, Entrepreneurs & Business Owners
STAY, ADAPT & SCALE up their business from an Idea to Unicorn

Experts
 - 1000+ Projects in last 18+ years
 - Supported 500+ entrepreneurs to success in variety of domains
 - Generated 100 Million+ USD Financial Value

Anshu Jain
 Founder and MD
 Bringle VC and Delta Design Your Success

Webinar-1 THU, 13 AUG, 2020 - 4:00 to 5:00 PM
Thought Leadership & People Development

Webinar-2 THU, 20 AUG, 2020 - 4:00 to 5:00 PM
Sales & Marketing with Customer Delight

Webinar-3 THU, 27 AUG, 2020 - 4:00 to 5:00 PM
Process & Digital Transformations

Webinar-4 THU, 3 SEPT, 2020 - 4:00 to 5:00 PM
Finance, Legal & Investments

SERIES on concept IDEA TO UNICORN - A BILLION DOLLAR DREAM for MSMEs, Solopreneurs, Entrepreneurs & Business Owners SUSTAIN, ADAPT & SCALE up their Venture from an Idea to Unicorn holistic diagnostics readiness report In Various Aspects of 1. Thought Leadership & People Development on THURSDAY, 13 AUGUST, 2020 & Time - 4 to 5 PM 2. Sales & Marketing with Customer

Delight on THURSDAY, 20 AUGUST, 2020 & Time - 4 to 5 PM

3. Process & Digital Transformations - Day, Date- THURSDAY , 27 AUGUST, 2020 & Time - 4 to 5 PM

4. Finance, Legal & Investments = Day, Date- THURSDAY , 3 SEPTEMBER, 2020 & Time - 4 to 5 PM

by EXPERT Anshav Jain - Founder and MD - Bringle UK and India - Design Your Unicorn

The webinar series is getting good response and one whatsapp group has been created to engage participants who are ready to take Action as this is an experiential learning program & not just speaking sessions and one who will participate will only get benefitted from this series.

LIVE WEBINAR ON NAPS

A Live Webinar on " NATIONAL APPRENTICE PROMOTION SCHEME (NAPS)" was held on Friday, 7th August 2020 from 4 pm to 5.30 pm (Indian Time) on online platform. On behalf of



our Hon'ble Secretary General Dr G.P. Agarwal and Dr Sanjiv Layek Executive Secretary, WASME Ms Megha Chadha from WASME welcomed Mr. Kumar Kashyap Head Projects and Mr Abhishek Pandit Director from Eduvantage and all distinguished guests and panelists for contributing their valuable and precious time to made available for Live Webinar on " NATIONAL APPRENTICE PROMOTION SCHEME (NAPS)". She thanked Mr. Kumar Kashyap for partnering WASME in

this webinar.

Dr Sanjiv Layek Executive Secretary, WASME moderated the panel discussion starting with brief of MSMEs. MSMEs are the backbone of our economy which contributes 30% to GDP, 99% of industry share and generate 70-80 % of employment. Out of that 95% constitutes Micro having turnover of less than 5 Crores. Our Hon'ble Prime Minister Shri Narendra Modi's vision to empower MSMEs and calls for Atmanirbhar Bharat or Self-Reliant India Movement and announced a package to cater to various sections of businesses including MSMEs and advocated for vocal for our local products and make them global. Panelists Mr. Kumar Kashyap Head Projects and Mr Abhishek Pandit Director from Eduvantage put their thought on NAPS as Ministry of skill development and entrepreneurship (MSDE) has assured all 2.43 lakh apprentices under the flagship National Apprenticeship Promotion Scheme (NAPS) will continue to get their stipend during the lockdown period, invoking the provision under the Act. The move will cost the government Rs 36.3 crore. challenge in itself. Due to this our youth are acquiring new skills Skill, re-skill and up-skill is very important to remain relevant skill is something Currently there are 24,884 establishment engaging 2.42 lakh apprentices in both designated and optional trade. As per the provision under NAPS, the government reimburses 25% of the stipend amount to be paid to apprentices per month subject to maximum of Rs 1500 per month.

SOME OF THE BENEFITS TO THE ORGANISATION

1. Addresses skill gap for the industry
2. Increases availability of industry ready skilled manpower well versed with culture of the company.cuitment process
3. Loyalty factor in apprentices is relatively higher
4. Financial support from the Government through NAPS

Good number of participants attended and got benefitted from the webinar. Overall webinar was good and knowledgeable and fruitful.

LIVE WEBINAR ON IPR

A Live Webinar on "Intellectual Property and how start ups and SME's can protect and monetize their Intellectual Property. " was held on Tuesday, 4th August 2020 from 4 pm to 5.30 pm (Indian Time) on online platform.On behalf of our Hon'ble Secretary General Dr G.P.Agarwal and Dr Sanjiv Layek Executive Secretary, WASME Ms Megha Chadha from WASME welcomed Mr. Ranjan Narula, Managing Partner of RNA Technology & IP Attorneys and all distinguished guests and panelists for contributing their valuable and precious time to made available for Live Webinar on " Intellectual Property and how start ups and SME's can protect and monetize their Intellectual Property". Dr Sanjiv Layek Executiv Secretary, WASME moderated the panel discussion starting with a Sakshi's story how her business suffered during pandemic. Panelists contributed their thoughts on the topic. SMEs and intellectual property rights, a Long-awaited pairing to improve legal values, boost employment. With many MSMEs operating in overlapping and crowded markets, the need for competitive advantages and unique selling propositions has long existed. IPRs provide just that, especially for businesses that operate in the manufacturing or engineering space. MSMEs in developing countries like India typically focus on protecting tangible assets such as land or machinery and leave the domain of intellectual property rights (IPR) to larger enterprises. This propensity is set to change with the introduction of the L2Pro platform, launched in the second week of October 2019. For small businesses, concepts like IPR have often been beyond their means and dreams. Without a proper understanding of the subject, or training in it, IPR can be a daunting domain for MSMEs to operate in.



In Sync with Global IPR Policies

Indeed, even in a global context, it is essential to protect a country's indigenous and small-scale industries. All 164 members of the World Trade Organisation (WTO) are also in agreement with basic IPR protection systems being an essential requirement. This is significant in an international trading context as well.

WASME BANGLADESH IN MEDIA

MR S.M.ZILLUR RAHMAN'S ARTICLE IN BANGLADESH LEADING MEDIA



Economy

From Page 12 Col. 4

Bangladesh, and it is a testament to the resilience of the economy, which has managed to maintain a positive current account for the first time in over a year.

The services sector, which is the backbone of the economy, has shown signs of recovery. The government has implemented various measures to support MSMEs and has managed to maintain a positive current account for the first time in over a year.

The resilience of the economy is a testament to the resilience of the Bangladeshi people. The government has implemented various measures to support MSMEs and has managed to maintain a positive current account for the first time in over a year.

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TCS ION DIRECT - HOW MSMEs CAN THRIVE DURING COVID-19

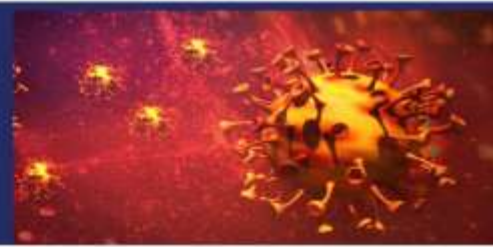
Dr Sanjiv Layek Executive Secretary WASME was one of panellists at TCS iON Direct - How MSMEs Can Thrive during Covid-19 webinar held on 7th September 2020 on CISCO WebEx Platform. He talked about key learnings for MSMEs from the COVID crisis and strategies they can formulate to tide over similar challenges in Current and in future. He started his conversation with background of MSME Sector and emphasized how pandemic has disrupted Indian economy. Recently GDP contraction data of -23.6 % in which construction was largely hit by half and other sectors also badly crushed. Only Agriculture has given hope. Covid 19 has impacted Indian businesses including MSMEs. There is no clue when to stop. We have live with this unprecedented situation and at the same time carry on businesses. This pandemic has taught us how to sustain our businesses. He also elaborated how companies have to adopt, adapt and sustain businesses through digital transformation, leveraged COVID in the best manner and navigated tough the current challenge. He explored following strategy to coup up the crisis.

1. Redesign Business Model
2. More focus on quality product
3. Product and process innovation
4. Digital Transformation
5. Value Proposition to make relevant in Global business
6. Focus on revenues

BOOK PUBLISHED ON MSME CRASH OR OPPORTUNITY IN COVID 19

Book Published on "MSME Crash or Opportunity in Covid 19" authored by Dr. G.P. Agarwal Secretary General, WASME and Dr. Sanjiv Layek Executive Secretary, WASME by LAP Publishing, an European International Publisher

MSME Crash or Opportunity in the days from the pandemic which started, which world, India and the occasion, 1950s are the backbone of Indian economy. There are an estimated 6.35 crore micro, small and medium enterprises (MSME) engaged in manufacturing activities including 12 crore artisans across the country with 20% industry share, contributing 30% to Indian GDP. They are generating 70-80% employment and contributing 45% to exports. More than 95% listed business has shut 3 states. President has announced India economy, directly GDP contraction rate of 23.8% in which construction was largely hit by fuel and other sectors also badly affected. Only Agriculture has given hope, Covid-19 has impacted small businesses including MSMEs. There is no time to lose, we have to act with this unprecedented situation and at the same time carry on business. The pandemic has brought an end to many new business. Major impacts include lower revenues. More than 75% of MSMEs are experiencing or expecting a reduction in revenues through 2020.



DIYAN PRAKASH AGARWAL AGARWAL
SANJIV LAYEK

MSME CRASH OR OPPORTUNITY IN COVID-19

DR. G.P. AGARWAL, Secretary General, WASME, Chartered Accountant by International Accounting and Finance, Entrepreneur and social activist, by nature is leading World Association for Small/Medium Enterprises as Secretary General.
DR. SANJIV LAYEK, PhD, MPhil, MBA, Executive Secretary, WASME, 28 years of experience in strategy, research, contributed 17 research papers.



WASME IN BANGLADESH

A delegation of World Association for SMEs (WASME), Bangladesh led by **Mr S M Zillur Rahman Head in Bangladesh of WASME** met Mr. M. A. Mannan - MP, Planning Minister of Govt. of Bangladesh at his good office and discussed about the local and worldwide activities of WASME. Honorable minister given hope to support and cooperate in different issues of #WASME in the days to come



International Conference for SMEs (ICSME)

24TH International Conference for SMEs (ICSME) on "RISK, RESILIENCE AND REBALANCING BUSINESS POST COVID 19" on 8th December 2020 on Online Platform .

Registration Lnk

<https://forms.gle/CykcceMTXTb532iS6>

WASME ICSME 2020

Risk, Resilience and Rebalancing Business Post Covid 19

TUESDAY, 8 DECEMBER 2020

Team WASME

Distinguished Guests

Moderators

Sponsors

www.wasmeinfo.org

World Association for Small & Medium Enterprises - Bangladesh

INTERNATIONAL WEBINAR ON

Post Covid: SMEs Role - Financial and Industrial Growth

1st Nov. 2020, 10:00 AM - 12:00 PM

<https://zoom.us/j/99580540870>

WASME- Bangladesh

International Webinar on "Post Covid: SME Role- Financial and Industrial Growth" on 1st Nov. 2020

<https://zoom.us/j/99580540870>

Construct Maharashtra

Expo and summit on Construction, infrastructure and Technology to create sustainable infrastructure for the transformation of Maharashtra state on 20,21,22 January 2021

nesco

construct maharashtra

20, 21, 22 JANUARY 2021

HALL NO. 2, BOMBAY EXHIBITION CENTRE

KNOW MORE

WASME IN BANGLADESH

NARI UNNAYAN FORUM

Women need to more empower for the development of any country . Mr. S.M. Zillur Rahman, Vice President WASME invited as chief guest in NARI UNNAYAN FORUM's (women development forum) 'Human chain ' program in front of national press club where the woman vice chaimen from different parts of the country gathered for drawing kind attention of honorable Prime Minister, Bangladesh to get their logical demands as per their constitutional rights.



Mr. S.M. Zillur Rahman, Vice President WASME, addressing gathering at Women Forum



Media Coverage NARI UNNAYAN FORUM's Human Chain



Meeting with Ambassador of ITALY in Bangladesh

Mr. S.M. Zillur Rahman, Vice President WASME had the opportunity to meet with H. E. Enrico NUNZIATA, ambassador of Italy in Bangladesh at his embassy in Dhaka. They have discussed on different issues related to, woman empowerment, chamber, bilateral business development etc on behalf of WASME.

Mr. S M Zillur Rahman interact with H. E. Enrico NUNZIATA, ambassador of Italy

Bilateral trade development between Bangladesh and Sierra Leon

Mr. S.M. Zillur Rahman, Vice President WASME is interacting Mr. Mohammed Serry, special envoy on trade and investment of the president office of Sierra Leon and Ms. Yvette Bawuah of Ghana on 25th November, 2020 for bilateral trade development between Bangladesh and Sierra Leon and also with Ghana. Mr. Rifat Mshmoob, coordinator



Mr. S M Zillur Rahman interacts with Mr. Mohammed Serry, Ms. Yvette Bawuah and Mr. Rifat Mshmoob

ICSME 2020

WORLD ASSOCIATION FOR SMALL AND MEDIUM ENTERPRISES
VIRTUAL 26TH INTERNATIONAL CONFERENCE FOR SMER (ICSME)
On "RISK, RESILIENCE AND REBALANCING BUSINESS POST COVID 19"

Agenda & Programme Outline

Keynote Speech	Reports Address	WMA of Bangladesh	Point of Discussion	Challenge for MSMEs in India Post-Covid	Addressing Industry 4.0 challenges for SMEs in South India	WMA of Mauritius	WMA of Mauritius
10:00 AM - 10:30 AM	10:30 AM - 12:20 PM	10:30 AM - 10:50 AM	10:30 AM - 10:50 AM	10:30 AM - 10:50 AM	10:30 AM - 10:50 AM	10:30 AM - 10:50 AM	10:30 AM - 10:50 AM

Point of Discussion

Report of WASME	Report of WASME	Report of WASME	Report of WASME	Report of WASME	Report of WASME	Report of WASME	Report of WASME	Report of WASME
10:30 AM - 10:50 AM	10:30 AM - 10:50 AM	10:30 AM - 10:50 AM	10:30 AM - 10:50 AM	10:30 AM - 10:50 AM	10:30 AM - 10:50 AM	10:30 AM - 10:50 AM	10:30 AM - 10:50 AM	10:30 AM - 10:50 AM

Question / Answer Session

Vote of Thanks

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JOINING LINK: <https://global.gotomeeting.com/join/999008485>
Access Code: 999-008-485

CONSTRUCT MAHARASTRA



WASME Awarded by ICMEI at Global Film Festival

Dr. Sanjeev Layek, Executive Secretary, WASME, has been awarded by International Chamber of Media and Entertainment Industry at 13th Global Film Festival.



ICSME 2020

This year due to the COVID-19 pandemic situation, the World Association for Small and Medium Enterprises (WASME) organised virtual 24th International Conference for SMEs (ICSME) on "Risk, Resilience And Rebalancing Business Post Covid 19" on Tuesday, 8th December 2020 on the Gotomeeting Platform.

It is fair to conclude that the conference was a great success! We would like to express our gratitude to you for accepting our invitation for ICSME 2020 and contributed in many ways to turn this event into a smoothly running meeting with many very interesting presentations and a very good atmosphere for discussion and networking.

The annual International Conference on Small and Medium Enterprises is being organised with the aim to align SME development goals with integrated and indivisible core dimensions of sustainable development: economic, social, and environmental. ICSME is a prestigious annual event of WASME that brings together, policy makers and senior government officials, United Nations officials, WASME members, ambassadors from various embassies, industry leaders, SME associations, entrepreneurs, start-ups etc. from different countries under one roof. So far we have organised 23 ICSMEs in different countries including Yugoslavia, Ethiopia, Egypt, Nigeria, Russia, South Africa, Romania, Dubai etc.

YOUTUBE LINK OF ICSME 2020 - <https://youtu.be/GGKB7wN7120>



Esteemed Panelists

24th ICSME aimed to promote SME development initiatives and integrating it with the 2030 agenda of achieving Sustainable Development Goals (SDGs) set by the United Nations. The conference endeavoured to catalyse international cooperation for initiating focused efforts to increase the access of education, entrepreneurship and innovation integration of SMEs into Global Value Chain and thus empower them to contribute effectively to the country's socio-economic development.

The Chief Guest for ICSME 2020 was Mr. Michael Schuman, Chairman, Board of Directors, BWA, Germany. On behalf of Hon'ble Secretary General, WASME Dr G.P. Agarwal, Dr Sanjiv Layek Executive Secretary, World Association for Small and Medium Enterprises welcomed Chief Guest and other esteemed dignitaries across globe. Among esteemed guests

1. Mr. Yadu Yadav Asst. Director NPC, DPIIT, Min. of Commerce and Industry, Govt. of India
2. Ms. Saadia Lakehal, PDG & Fondatrice Emperia Industries Connect, Canada
3. Ms Candice Uzoigwe, Vice President, Chief of Staffs, IACC, USA
4. H.E. Dr. Kheswar Jankee Ambassador of Mauritius in Germany
5. Mr A.N.Oozor Ex- Senior Chief Executive, Ministry of Business, Enterprises & Cooperatives, Govt. of Mauritius
6. Ms Lara Miller, Counsel, Vice President - Corporate Strategy, IACC, USA
7. Mr. Urs Unkauf, Advisor for Diplomacy, BWA, Germany
8. Drs. Vivek Nagpaul, Chairman, Euroasian, Amsterdam
9. Dr. Sandeep Marwah President, AAFT
10. Prof. Dr. Arthur Kurt Eilers Chairman of Board at ATA Investment Holding Ltd United Arab Emirates
11. Mr. Sushil Agarwal, Chairman, Avon Moldplast Limited
12. Dr. Binod Kumar, Chairman, Abhigyan Consultants and President- Mental Health Foundation
13. Mr. Vikas Sarda, CFO, Unitus Capital
14. Prof Ashiv Shah, COO, AKGEC Skills Foundation

In his inaugural speech Dr Sanjiv Layek Executive Secretary, WASME talked about WASME is striving to strengthen the communication and coordination with United Nations (UN) agencies and has been actively participating and advocating SME concerns in major UN meetings. In line with the momentous adoption of the UN's 2030 Agenda for achieving

Sustainable Development Goals (SDGs), a landmark effort for providing a shared global vision towards sustainable development for all, the annual International Conference on Small and Medium Enterprises is being organised with the aim to align SME development goals with integrated and indivisible core dimensions of sustainable development: economic, social, and environmental.

He also discussed about ICSME which is a prestigious annual event of WASME that brings together, policy makers and senior government officials, United Nations officials, WASME members, ambassadors from various embassies, industry leaders, SME associations, entrepreneurs, start-ups etc. from different countries under one roof. So far we have organised 23 ICSMEs in different countries including Yugoslavia, Ethiopia, Egypt, Nigeria, Russia, South Africa, Romania, Dubai etc.

Dr Sanjiv Layek Executive Secretary, WASME elaborated how the pandemic has disrupted whole world. SMEs are not exception. SMEs are the backbone of any country's economy. Virtual 24th International Conference for SMEs (ICSME) on "RISK, RESILIENCE AND REBALANCING BUSINESS POST COVID 19" aims to promote SME development initiatives and integrating it with the 2030 agenda of achieving Sustainable Development Goals (SDGs) set by the United Nations post covid 19. The conference endeavours to catalyse international cooperation for initiating focused efforts to understand Risk, Resilience and Rebalancing Business Post Covid 19 by integration of SMEs into Global Value Chain and thus empower them to contribute effectively to the country's socio-economic development. The endeavour is to engage all leading key stakeholders across the world in an open and thought provoking dialogue concerning SME development and the sector's need to align with the goal of achieving sustainable development through responsible business. Considering the momentous role played by SMEs, access to sufficient resources is enormously significant to sustain the business cycle, and with this common vision and shared values.

Dr Sanjiv Layek Executive Secretary, WASME advocated all esteemed guests, renowned panellists and participants for coming together in spirit with the objective that showcases the prospects and potential SMEs hold as one of the key drivers of global growth and their contribution in helping the world achieve the SDGs.

Mr S.M.Zillur Rahman as the Vice President (Chief in Bangladesh) of World Association of SMEs (WASME) presented the SMEs status in Bangladesh and how the SMEs can contribute more in different countries. He emphasized that if Bangladesh government is given the incentive in different part of the world would be for an easy access mechanism to bank for credits of that an effective businesses get benefitted, tour package which is declared not only in Bangladesh also across the world. He talked about WASME Bangladesh and Govt. of Bangladesh have collaborated and supporting SMEs and women entrepreneurs for economic growth and sustainable development in Bangladesh post covid 19. He also highlighted various activities of WASME Bangladesh.



H.E. Dr. Kheswar Jankee Ambassador of Mauritius in Germany discussed about SMEs of Mauritius how they have been affected due to covid. He emphasised the role of Govt. of Mauritius has the clear role in addressing the challenges faced by SMEs during covid and post. They have been suffering from logistics, financial, workers. These SMEs need new type of training post pandemic.

Address by H.E. Dr. Kheswar Jankee

Dr. Sandeep Marwah President, AAFT elaborated about the opportunities for Media and Entertainment Sector post covid. He told that cinema, theatres, events suffered a lot during pandemic. He talked about new normal for this industry post covid will be and emphasised that various application. Music, gaming and Radio have been grown. The gaming alone has grown by up by 700%.

Mr. Sushil Agarwal, Chairman, Avon Moldplast Limited talked on "Challenges for MSMEs in India Post Covid" and various types of Govt. initiatives. There are an estimated 6.33 crore unincorporated Micro Small and Medium Enterprises (MSMEs) engaged in non-agricultural economic activities employing 12 crore persons across the country with 99% Industry share,

Contributing 30% to Indian GDP. They are generating 70-80% employment and contributing 45% to Exports. Micro more than 95% having turnover less than 5 crores. Pandemic has disrupted Indian economy. Recently GDP contraction data of 23.6 % in which construction was largely hit by half and other sectors also badly crushed. Only Agriculture has given hope. Covid 19 has impacted Indian businesses including MSMEs. There is no clue when to stop. We have live with this unprecedented situation and at the same time carry on businesses. This pandemic has taught us how to sustain our businesses. Major impacts include lower Revenues. More than 75% of SMEs are experiencing or expecting a reduction in revenues through 2020. Reduced demand for orders. The situation is similar for customer orders, with 75% of companies suffering from reduced demand and one-third (33%) experiencing a more than 50% drop in customer orders leads to cash flow shortages. Major challenges include Credit, Marketing, Skill, and Market, research and development and handholding. It is equally important that the MSME segment develops in all areas of agriculture, manufacturing and services sectors because each of these sectors will continue to be very relevant to the overall GDP growth as well as employment generation.

Mr. Yadu Yadav Asst. Director NPC, DPIIT, Min. of Commerce and Industry, Govt. of India enlightened with his words with "Affordable Industry 4.0 solutions for SMEs by "Govt. of India. He told the audience that global manufacturing landscape is undergoing a structural transformation and considering the current covid times as an inflection point the manufacturing and its supply chain is going to be more and more digitalize industry 4.0 the fourth Industrial Revolution is an important intervention which is capable of making radical transformation of the manufacturing sector .

Mr A.N.Oozor Ex- Senior Chief Executive, Ministry of Business, Enterprises & Cooperatives , Govt. of Mauritius gave his thought on "SMEs of Mauritius Post Covid". The situation is critical for SMEs in Mauritius and becomes even more so when looking at cash flow. The businesses are experiencing a shortage in cash flow. The situation is not expected to improve throughout 2020. He also put in place that many countries have faced similar types of situation. Impacts on the labour force. The effects on SMEs are dramatic, and so are the measures concerning the labour force. Govt. of Mauritius has taken measures to contained Covid 19 impact. Some of measures are the banking sector pushed for offering credit to SMEs, introduction of micro credit scheme at very favourable interest rate directed towards micro enterprises.

Chief Guest for ICSME 2020 Mr. Michael Schuman, Chairman, Board of Directors, BWA, Germany enlightened audience with his talk on "Business Sustainability Post Covid 19 " Digital is the new normal and digitalization of MSMEs is going to be most critical and it will enable them in connecting with various segments that will eventually help them maintain their business continuity. Companies that you have seen have leveraged COVID in the best manner and navigated tough the current challenge Redesign Business Model, More focus on quality product, Product and process innovation and Digital Transformation. Manufacturing in force in our supply chains are still facing you charges at present to you from Germany solve the most important insights and lessons that businesses in the outbreak of the disease I would like to focus on three points of our government business and Society in international compares of digitalization before covid-19



Address by Chief Guest
Mr. Michael Schuman

Mr. Urs Unkauf, Advisor for Diplomacy, BWA, Germany focused his presentation on "Future of foreign trade after the Covid19-crisis " .

Ms Candice Uzoigwe, Vice President, Chief of Staffs, IACC, USA discussed about Intellectual Property Rights (IPR). She elaborated about the importance of IPR in International Markets and how SMEs get benefitted by IPR. She also extended her talks on how SMEs can protect their brands in various territories.

Mms Lara Millar Counsel, Vice President - Corporate Strategy, IACC gave presentation on "Protecting Brands of Small Businesses from counterfeiters" . She told fundamental IP protection strategies that should be paying attention and why it

is important to keep in fact for your business and realise that they need to have a good it protection strategies you right now that doing away after the fact that may be much more difficult than proactive about thinking about it as developing your product as well as developing your design as your advertising as your stick without spaces you want and if you take intellectual property into consideration during this process the company does become things that Possible to get EC Council for IPR by some professional.

Panelists provided rich content to the participants, followed by question answer session. Approx. 1000 participation registration done for the conference. They got good experience and enjoyed a lot and provided an excellent feedback. WASME has been taking this legacy forward and has successfully organised 23 WASME Excellence Awards in different countries including Yugoslavia, Ethiopia, Egypt, Nigeria, Russia, South Africa, Romania, etc. WASME Excellence Awards was not just an International award, but also a catalyst tool that provides a global platform for the world SME community to engage, exchange and experience the latest advancement best practices, and have global consultations to shape the development agenda for SMEs across the globe.

WASME AT AMITY UNIVERSITY

Dr. Sanjiv Layek, Executive Secretary was Session Chair at Amity University's Virtual 3rd International Conference on Entrepreneurship, Innovation and Leadership (ICEIL 2020)



WASME AT G. L. BAJAJ

Dr. Sanjiv Layek, Executive Secretary was honored as one of the esteemed Panelists for "Entrepreneurship Awareness Program - Aatmanirbhar Bharati - Making India Self Reliant" on 24th December 20

Message from President, Secretary General and Executive Secretary

MERRY CHRISTMAS & HAPPY NEW YEAR 2021

Dear Patron,

Greetings from WASME!!

Thank you for your continued support for our purpose and mission during the year 2020. As the Year 2020 comes to a close and we turn the page on a year of unprecedented challenge requiring that we all adapt to a new normal, the time has come to welcome 2021 with renewed optimism and show gratitude to our valued partner for the support during the year.

We wish you, your team, family members and close ones a Merry Christmas and Happy New Year 2021 with the promise to ourselves that 2021 will be a brighter, safer, healthier, inspiring and more encouraging year for positive achievements in investment, business and better health.

Best regards.

Team WASME



The Best way to know your future is to create it

Digitalisation is the future and will remain so. Digitalisation happened and progressed because of Coding, Artificial Intelligence, Robotics and other latest technologies. I hereby, very proudly announce the launch of our new vertical - CodeElearning, an excellent platform to make our children future ready from a very early age, through our very own learning management system, where the student will take high end classes with our experts on the subject. They will also learn through pre-recorded lectures and 'live' tutoring methods with the best trainers from all over India. We have also launched the CodeTutor platform for Schools, as coding has become an integral part of the curriculum and benefits the school teacher, students and parents. They will all be using the same platform with great ease. Center of Digital Excellence (CODE) Private Limited is looking for Business Channel Partners, across the globe, to join us and be a part of this Technology Transformation being created by CODE.



Center of Digital Excellence (CODE) Private Limited is committed to developments in Artificial Intelligence, Robotics, IoT Devices, Aerodynamics and 3D Printing, leading to Education 4.0 transformation. It is our quest to make India fully automated and a technologically smart Country, through our Product Research and Development. From retail to human resource, Code provides its clients with imaginative technical services and products.

There is a need among parents to influence the development of their children without resorting to lecturing them. Code's STEAM kits, Electronic kits, Robotic kits, Aerodynamic kits and 3D Printers offer parents, a potential way to fill that gap, the fear exists in the education of their children, without associating it with the everyday drudgery of education, in its present form. CodeCarts educational products aim to give them exactly that, in over two hundred and fifty models, which are aligned to the content and curriculum of their present study. We have developed AI enabled equipment and teaching instruments to teach the child better.

Code's Ecommerce website www.codecarts.com is where all our STEAM kits, Robotic kits, IOT devices, Electronic kits, Drones and 3D Printers are available and can be purchased at very reasonable prices. On boarding of Super Distributors / Distributors for our products, presently for the entire Country and major Countries abroad are in progress. Boasting our own PCB manufacturing, Product manufacturing and Assembly units, where all these products are made, we also have our own in house 3D Printer Design Laboratory and STEAM & Electronics Research Laboratory for future development into all the areas of operation.

Center of Digital Excellence (CODE) Private Limited, an ISO Certified Company is closely associated with WASME. Code is an education policy maker and is also associated with FICCI, NASSCOM, AICTE, DMA, NEF USA, IESA, IASC, CII among others.

Empowered with NITI Aayog, we are working with the Make in India and the Skill India Programs in providing quality education along with vocational and skilling courses, leading to educational transformation.

UPCOMING EVENTS

Webinar on Union Budget

Get Ready for **Union Budget** 2021-2022

Dr. Sanjiv Layek in Conversation with Prohir Roy

Monday 4 February 2021
4:00 pm - 5:00 pm (IST)

DR. SANJIV LAYEK
DIRECTOR GENERAL
WASME

MR. PROHIR ROY
FRANCHISE DEVELOPMENT PRESIDENT OF
FRANCHISE INDIA
DEPARTMENT SECRETARY, DIGITAL INDIA PROGRAM

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"PM Modi's Standup India: Loans to SC/ST, women entrepreneurs jump 21%; sanctioned amount nears Rs 25k cr

Credit and Finance for MSMEs: The scheme was launched to facilitate credit from Rs 10 lakh to Rs 1 crore to at least one SC/ST borrower and at least one woman borrower per bank branch of scheduled commercial banks for setting up their businesses in the manufacturing, services, or trading sectors.

Credit and Finance for MSMEs: The Modi government's Standup India scheme, which facilitates loans to scheduled caste or scheduled tribe and women entrepreneurs for setting up greenfield enterprises, has grown 21.3 per cent in the number of loan applications sanctioned by lending institutions and 21.1 per cent in the amount sanctioned in the past nearly 12 months. Launched on April 5, 2016, by Prime Minister Narendra Modi and subsequently extended up to 2025, the scheme has received 1,28,377 applications out of which 1,10,813 applications involving Rs 24,803.85 crore were sanctioned so far, according to the Standup India data as of February 10, 2021.

The total number of loans extended till March 10, 2020 stood at 91,319 involving Rs 20,466.94 crore, Ministry of Finance MoS Anurag Thakur had shared data in a written reply to a question in the Rajya Sabha last year. The scheme was launched to facilitate credit from Rs 10 lakh to Rs 1 crore to at least one SC/ST borrower and at least one woman borrower per bank branch of scheduled commercial banks for setting up their businesses in the manufacturing, services, or trading sectors. Similarly, 6,292 entrepreneurs in Gujarat secured Rs 1,837.7 crore in loan, Uttar Pradesh saw 11,455 entrepreneurs raising Rs 2,317.89 crore, Maharashtra had 6,834 accounts and Rs 1,577.05 crore sanctioned in loan.

Source: <https://www.financialexpress.com/industry/sme/msme-fin-pm-modis-standup-india-loans-to-sc-st-women-entrepreneurs-jump-21-sanctioned-amount-nears-25k-cr/2191926/>

[com/industry/sme/msme-fin-pm-modis-standup-india-loans-to-sc-st-women-entrepreneurs-jump-21-sanctioned-amount-nears-25k-cr/2191926/](https://www.financialexpress.com/industry/sme/msme-fin-pm-modis-standup-india-loans-to-sc-st-women-entrepreneurs-jump-21-sanctioned-amount-nears-25k-cr/2191926/)

WASME's VIEWS ON UNION BUDGET 2021-22 FOR MSME SECTOR

Hon'ble Union Finance Minister Nirmala Sitharaman presented the Budget 2021-22 in the parliament on 1st February 2021. The main focus of Budget was directed towards Aatmanirvar Bharat, Local for Vocal, growth, tax simplification, employment, ease of doing business and FDI.

A.ALLOCATION TO MSME SECTOR:-

The MSME Sector allocation has been doubled to ₹15,700 crore for the next financial year from ₹7,572 crore in 2020-21. This is one of the best allocation till date to support MSMEs. Allocation will definitely provide a support to those MSMEs who have been struggling to revive business which they have lost due to pandemic.

B.CLG SCHEME:-

Majority of the allocation for 2021-2022 is for the Emergency Credit Line Guarantee Scheme. The scheme to help MSMEs revive from pandemic losses.

C.FINANCIAL INCLUSION:-

Proposal to facilitate credit flow under the scheme of Stand Up India for the Scheduled Caste and Scheduled Tribes and also women, will reduce the margin money requirement from 25 per cent 15 per cent only and to also include loans for activities in allied activities in agriculture.

D.PRODUCTION LINKED SCHEME (PLI) FOR MSME MANUFACTURING UNITS:-

Production Linked Scheme (PLI) for MSME manufacturing units has been allocated Rs 1.97 lakh crore which is very important step

for MSME sector to make local products and make them global and generate employment. This will help MSMEs to contribute to exports and make a vibrant image of India in the global market.

E.TEXTILE PARK:-

Establishment of 7 (Seven) Textile mega parks will promote garment MSMEs. They will manufacture world class products and make India a global hub and can compete with Vietnam and Bangladesh.

F.CUSTOM DUTIES:-

1.Custom duties for MSME on iron and steel has been reduced to 7.5 % which will help MSMEs to export their products and importing raw materials at reduced cost and make them competitive to the global players. Custom duty on finished synthetic gemstones will encourage its domestic processing.

2.Duty on steel screws and plastic builder wares has been increased from 10 per cent to 15 per cent while on prawn feed it has increased to 15 per cent from 5 per cent. This will certainly hit many MSMEs in this area.

G.FINTECH HUB:-

Most of the MSME units are using traditional payment system. For many years MSMEs have been struggling with modern / digital payment gateway. Fintech Hub will support MSMEs in integrating payment system.

H.ENTREPRENEURSHIP AND SKILL DEVELOPMENT

Entrepreneurship and skill development programmes for the MSMEs will help them in enhancing their skillsets and more competitive in the global market.

I.NEW TECHNOLOGY CENTRES

Allocation of ₹300 crore towards the establishment of new technology centres for the MSME units will support in harnessing technology to expand their

business.

J.TAX REGULATION AND ASSESSMENT

1.Tax regulation and assessment have been simplified.

2.GST filing, "Vivad se Vishwas "scheme has been extended for tax dispute resolution to MSME sector.

3.Faceless assessment will help MSMEs to avoid red tapism.

K.NCLT FRAMEWORK AND E-COURTS SYSTEM

Introduction of the NCLT framework and e-courts system, the alternative methods of debt resolution and resolution of disputes are significant for the MSME sector.

L.WASTE MANAGEMENT

An amount of Rs.1.47 lakh crores, over a 5-year-period, from 2021 has been assigned for initiatives such as wastewater treatment, reduction in plastic waste, reduction in pollution and the like. These initiatives will benefit MSMEs.

Overall the budget is a great initiative by Finance Minister under the dynamic leadership of Hon'ble Prime Minister, Shri Narendra Modi and it will energize MSMEs to manufacture local products to become AATMANIRVAR (Self Reliance) and encourage them to "LOCAL FOR VOCAL AND MAKE THEM GLOBAL" initiative.

UPCOMING EVENT

WASME'S WOMEN SME AWARD



WASME CALLS ON INDUSTRY MINISTER, BANGLADESH

WASME Bangladesh Chapter was invited by Hon'ble Mr. Nurul Majid Mahmud Humayun, Industry Minister, Bangladesh on the 7th March 2021. A delegation led by Mr. S.M.Zillur Rahman President, WASME Bangladesh Chapter proposed inclusion of WASME Bangladesh with different departments and corporations of the industry as a knowledge and capacity development partner to support and develop the local stakeholders and entrepreneurs of micro and small medium levels across Bangladesh



Upcoming Event

LIVE WEBINAR ON INTELLECTUAL PROPERTY ENFORCEMENT

Friday, April 09, 2021 Time - 4 PM TO 5 PM on Online Platform, You are cordially invited.

REGISTRATION LINK -<https://forms.gle/peukkhDp4h93PhVy9>

WORLD ASSOCIATION FOR SMALL AND MEDIUM ENTERPRISES

Live Webinar
ON
Intellectual Property Enforcement

Friday
9 Apr. 2021 | 4:00 pm to 5:00 pm

Mr. Rajeev Suri
Partner - IFA, Technology and IP Attorneys

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