

Workshop on Productivity Improvement

February 18, 2014 at Kochi

REPORT

The economic linkages of the Micro, Small and Medium Enterprises (MSMEs) are, by no means, simple. Their forward linkages are dual in nature. On the one hand, they are directly linked with the large sector. Besides, they are directly, and often indirectly, linked with the larger enterprises and markets abroad. MSME's are often differentiated and classified based on distinct stages of relationship with MSME support networks as follows-

- Managed by entrepreneurs that act as independently as possible
- Managed by successful entrepreneurs, but too embarrassed to seek advice
- Managed by entrepreneurs that employ others and who think strategically



The MSME's in the State are not in a position to identify the genuine resources or institutions which support them to manage to improve their productivity and business development using new management techniques. To bridge these gaps, the Department of Industries & Commerce, Government of Kerala made several Soft and Hard Interventions to promote the MSME's. As part of the above exercise, Kerala Bureau of Industrial Promotion (K-BIP) organised a one day workshop on Productivity Improvement and Business Development at Grand Hotel, Woodlands Jn., Kochi on February 18, 2014 in association with National Institute for Micro Small & Medium Enterprises (NI - MSME), Hyderabad.

Shri. K.S. Pradeep Kumar, General Manager, District Industries Centre, Ernakulam inaugurated the workshop and Shri. Van Roy S., Deputy Manager, Kerala Bureau of Industrial Promotion (K-BIP) welcomed the gathering.



Dr. N. Srilakshmi, Registrar and Head, Claims & Intellectual Property Facilitation Centre, NI - MSME and Prof. Dibyendu Choudhury, Faculty Member, School of Enterprise Management, NI - MSME, Hyderabad handled technical sessions of the Workshop.



The following topics were covered in the Workshop.

Sessions by Dr. N. Srilakshmi

- Lean Manufacturing Practices
- Logistic & Supply Chain Management as E-Business

Sessions by Prof. Dibyendu Choudhury

- Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP)
- Approach for brand building & Business Development



142 Nos. entrepreneurs engaged in the MSME sector, Cluster consortia members, representatives from Technical institutions etc. participated in the above workshop.
