



# About EGROW Foundation

The Foundation for Economic growth and Welfare (EGROW Foundation) is a non-profit, multi-disciplinary public policy organisation engaged in independent, high-quality research in the areas of macroeconomic policy, public welfare, national security and diplomacy.

Its **Vision** is to position the Foundation as a premier think tank globally, contributing to formation of sound public policies, especially in India and in the region. The primary Aim is to provide research based support to policy making.

The **Objectives** of the organization are three-fold

- Provide a platform for socio-economic policy analysis to foster steady and sustainable growth
- Generate debate on existing and emerging issues with academia, area specialists and policy makers
- Support India's leadership, impact and contribution to global development



# Why This Lecture Series Matters for MSMEs

MSMEs are the backbone of India's economy contributing over **30 percent** of India's GDP, **45 percent** of manufacturing output and nearly **48 percent of total exports.** Yet, despite their central role, MSMEs today face the most challenging environment in recent years.

According to some surveys, nearly **60 percent** of the MSMEs cite access to affordable capital as their biggest constraint, **42 percent** struggle with compliance related overheads and 1 in every 3 MSMEs report losing competitiveness due to rising input and labour costs. These are not just statistics. They reflect the actual realities of India's business owners who are trying to grow, modernise and compete in a rapidly evolving economy.

This lecture series has been designed specifically to help MSME founders and business owners understand:

- Where the systemic bottlenecks are, and how to strategically navigate them?
- How policy frameworks are shifting, and what opportunities are opening up?
- What institutional capital is looking for, and how to improve funding readiness?
- · How to ease compliance, digitise smarter and reduce the cost of doing business?
- What best practices can help MSMEs to scale up on a sustainable basis?

Delivered by eminent domestic and international educationists, researchers practitioners and angel investors in the field, this series will equip participants with insights that go beyond schemes and subsidies offering practical inputs for competitiveness and resilience.

If you are an MSME entrepreneur determined not just to survive the present economic climate but to grow stronger through it, this series will give you clarity and perspectives needed to move ahead with confidence.



### About the Speakers



Prof. MH Bala Subrahmanya (Ph.D.)

Prof. MH Bala Subrahmanya (Ph.D.) is a senior professor in the Department of Business Studies, Indian Institute of Science, Bangalore. His field of specialization is Industrial Economics - SMEs, Start-ups, Innovation & Entrepreneurial Economics.

He will cover the significance of MSMEs, it's promotional benefits, factors inducing its growth, factors justifying an exclusive policy for MSME promotion, SSI/MSME Policy evolution in India, SSI/MSME definitions in India, growth performance of SSI/MSMEs in India, challenges and policy imperatives for MSME growth in India.



Prof. Mahesh MV (Ph.D.)

Prof. Mahesh MV (Ph.D.) is a professor in Operations Management at MYRA School of Business, Mysore. His professional background includes resolving supply chain issues for a leading automotive company, providing strategy and transformation advice to an international paper company, and overseeing supply chain transformation for a major FMCG company in India. He has a keen interest in Supply Chain Risk Management, Entrepreneurship and Leadership, both as a researcher and an academic.

Prof. Mahesh would argue that in the pursuit of building operational capability, MSME leaders often default in chasing industry best practices, streamlining processes and adopting the latest tools. Yet true long-term competitive advantage emerges not from blind adherence to these standards, but from a deliberate operations strategy that embraces smart trade-offs.



CA Prof. Sanjay Dwivedi

CA Prof. Sanjay Dwivedi teaches Entrepreneurship at MYRA School of Business. He currently serves as Executive Director, Entrepreneurship Programs at Pratyagra Foundation and is Council Member Secretary, Mysuru Entrepreneurship Forum. He is a catalyst for almost 209 Start-ups from idea till IPO. He is a trainer and coach to MSMEs / Start-up teams in the LEAN Start-up Method and Quality Improvement at Universities like Christ, Bangalore.

He will discuss his research findings of a study with 24 Start-ups at IIT Gandhinagar. The study flags 10 major challenges which must get fixed if the entrepreneurial talent is to be retained in India from Idea to Unicorn stage and beyond.



Dr. Ganesaraman K (Ph.D.)

Dr. Ganesaraman K (Ph.D.) serves as Deputy CIO, Global Head, Internal Audit, and CSR Trustee. He is also a Professor of Practice at FMC, MSRUAS, Bangalore, and a Member of the Academic Council at SASTRA University.

Dr. Ganesaraman will talk about finance made simpler for MSME owners that aims to empower entrepreneurs to understand and manage their business finances with confidence. The session translates financial concepts into practical insights, covering budgeting, funding, and cash flow, enabling MSME owners to make informed decisions that drive growth and long-term sustainability.



Prof. Shanker Subramoney (PGD)

Prof. Shanker Subramoney (PGD) teaches legal aspects of entrepreneurial ventures at IIM Bangalore. He is a highly accomplished Management Consultant who enjoys teaching and helping MSMEs in the functional areas of legal, commercial, supply chain and sales & marketing.

In his lecture, he will argue that any individual, enterprise, or system requires planning, co-ordination, and administration of various activities. The lifeline to a healthy (sustainable), profitable, and growth-oriented enterprise is compliance.



Prof. Ramesh Yadava

Prof. Ramesh Yadava (Ph.D.) is an Adjunct Professor of Entrepreneurship at both BIT Sindri and Jharkhand University of Technology (JUT) where he actively promotes innovation. He has also shared his expertise by mentoring at IIT Bombay and IIT Gandhinagar and a founding team member of TiE. In addition to his academic pursuits, he is a silicon valley serial entrepreneur.

Prof. Yadava will talk about the mindset of an entrepreneur, its definition, the power of mind shift and crucial role of an intrapreneur.



Dr. Shalini Singh Sharma (Ph.D.)

Dr. Shalini Singh Sharma (Ph.D.) is Head, Research at EGROW Foundation. With nearly 30 years of experience in academia, research, and institution building, Prof. Sharma has contributed significantly as a researcher, teacher, administrator, and trainer.

Her lecture will emphasize the ongoing hurdles encountered by MSMEs, such as operational and financial constraints, labour shortages, regulatory burdens, and market access issues that impede competitive growth. The presentation analyses the key challenges faced by MSMEs in India, including access to finance, regulatory compliance, and market barriers, drawing insight from nationwide surveys and interviews conducted by ASSOCHAM and EGROW Foundation.



Dr. Rajendra K Sinha (Ph.D.)

Dr. Rajendra K Sinha (Ph.D.) is Professor Emeritus & Chairperson, Centre of Excellence in Banking at Jagdish Sheth School of Management at Bangalore. With pioneering academic leadership, industry impact, exemplary contribution as SME Business Head in SBI, pioneering courses like MSME Financing, Prof. Sinha has authored a definitive Book on "Micro, Small & Medium Enterprises" for IIBF-MSME Certification.

Prof. Sinha will talk on MSME Financing options including initiatives of Co-lending, Government e-Marketplace (GeM), and Trade Receivables Discounting System (TReDS).

# The Schedule & Registration Process

DATE & TIME	TOPIC	SPEAKER
Saturday, Nov 1 3:00 - 4:00 PM	MSME Policies and Performance in India	Prof. M H Bala Subrahmanya, Indian Institute of Sc. Bangalore
Saturday, Nov 8 3:00 - 4:00 PM	The Sankalp of MSME Success: Building Operational Capability through Smart Trade-Offs	Prof. Mahesh MV, MYRA School of Business, Mysore
Saturday, Nov 15 3:00 - 4:00 PM	Challenges into Opportunities, is there a playbook?	<b>CA Prof. Sanjay Dwivedi</b> , MYRA School of Business, Mysore
Saturday, Nov 22 3:00 - 4:00 PM	Finance Made Simple for MSME Owners	<b>Prof. Ganesharaman K</b> , MS Ramaiah University of Applied Sciences
Saturday, Nov 29 3:00 - 4:00 PM	Compliance for Sustainability	<b>Prof. S Subramoney</b> , Indian Institute of Management, Bangalore
Sunday, Dec 7 9:30 - 10:30 AM	Start Ups and MSMEs	<b>Prof. Ramesh Yadava</b> , BIT Sindri & Jharkhand Univ. of Tech.
Saturday, Dec 13 3:00 - 4:00 PM	Challenges facing MSMEs in India	<b>Prof. Shalini Singh Sharma</b> , EGROW Foundation
Saturday, Dec 20 3:00 - 4:00 PM	MSME Financing	<b>Prof. Rajendra K Sinha</b> , Jagdish Sheth School of Management

#### **Registration Process**

The lecture series is free of cost. Please click on the below button to register.

**Register Here** 

