



Swargeeya Sanjibhai Rupjibhai Memorial Trust

**SSR**

**INSTITUTE OF MANAGEMENT & RESEARCH**

Approved by AICTE - Affiliated to University of Pune

An ISO 9001-2008 QMS Certified Institute



SSR/IMR/2016/ 33

Date: 01 /03/2016

To,

The President  
SIMA  
Silvassa, DNH

**Subject:** National Conference scheduled on 5<sup>th</sup> & 6<sup>th</sup> March 2016 at SSR IMR, Silvassa

Respected Sir,

SSR Institute of Management and Research (IMR), Silvassa is pioneer in the field of Management Education at the Union Territory of Dadra & Nagar Haveli (DNH). The flagship Institute of SSR Memorial Trust is proud to have inclination towards imparting Education to the students from Tribal & backward region.

Sir, the Institute in the series of its ongoing effective educational programmes is hosting a TWO days National Conference on 5<sup>th</sup> & 6<sup>th</sup> March 2016 with the theme "Micro, Small & Medium Enterprises: Opportunities & Challenges". Sir, we anticipate your support in promoting the event in your association and nominate & register your representatives for the conference.

We look forward to your affirmative response.

Thanking You,

Yours truly,

Dr. Mrs. Praveena Muley  
Director, SSR IMR, Silvassa





National Conference  
On



# Micro, Small and Medium Enterprises Opportunities and Challenges

5<sup>th</sup> & 6<sup>th</sup>  
March 2016



## SSR

Institute of Management & Research

Approved by AICTE and Affiliated to Savitribai Phule Pune University  
An ISO 9001-2008 QMS Certified Institute

Sayli, Silvassa, U .T. of Dadra, & Nagar Haveli, Ph. : 0260 - 2681114 /5 /6  
email : [conference@ssrimr.edu.in](mailto:conference@ssrimr.edu.in) Web : [www.ssrimr.edu.in](http://www.ssrimr.edu.in)

## About the Conference

The Micro, Small and Medium Enterprises have been accepted as the engine of economic growth and for promoting equitable development in India. MSMEs have been playing a momentous role in overall economic development of a country like India where millions of people are unemployed or underemployed & facing the problems of poverty. MSMEs constitute more than 80% of the total number of industrial output, 40% of exports, employing 60 million people, create 1.3 million jobs every year and produce more than 8000 quality products for the Indian and international markets. MSMEs contribute nearly 45% to manufacturing and about 40% to the Indian export sector. Indian MSMEs have moved up from the manufacture of traditional goods including leather, gems and jewelry, agricultural goods to much more value addition in the manufacturing sector to its entry in the value added services as well.

MSMEs are now exposed to greater opportunities than ever for expansion and diversification across the sectors. Indian market is growing rapidly and Indian entrepreneurs are making remarkable progress in various Industries like Manufacturing, Precision Engineering Design, Food Processing, Pharmaceutical, Textile & Garments, Retail, IT and ITES, Agro and Service sector.

Associated with this high growth rates, MSMEs in India are also facing a number of challenges like sub-optimal scale of operation, technological obsolescence, supply chain inefficiencies, increasing domestic and global competition, fund shortages, change in manufacturing strategies and turbulent and uncertain market scenario.

The MSMEs need to be educated and informed of the latest developments taking place no grab the available opportunities and face the challenges. Taking into consideration this need of MSMEs with appropriate research to solve their issues, SSR IMR is organizing a national conference to provide a common forum for a constructive dialog on theoretical concepts and practical ideas. It will bring together innovative academics researchers, executives, domain experts of the industry with the following objectives.

## Objectives of the Conference

- To discuss diverse facets of current status of MSMEs.
- To enlighten the opportunities available for MSMEs and make meaningful contribution in strengthening the economic development of the country.
- To create awareness and identify possible policy measures to overcome challenges of MSMEs.
- To discuss the contemporary challenges in the area of MSMEs sector.

## Conference Theme & Subjects

The main theme 'Micro, Small and Medium Enterprises: Opportunities and Challenges' will cover the various sub-themes under the following areas:

### General Management

- E-Commerce development and its impact on MSMEs.
- Managing for Sustainability in MSMEs.
- Corporate Governance in MSMEs.
- CSR Initiatives by MSMEs.
- Utilization of Government Schemes for up-liftment of MSMEs.
- Success stories of MSMEs in specific industries.

### Marketing Management

- Marketing practices of MSMEs.
- Establishing Market Linkages and Channel Development for MSMEs.
- Branding: Issues and challenges in MSMEs.
- Customer Engagement and Establishing Market Identity in MSMEs.
- Challenges for B2B Marketing in MSMEs.
- Significance of Marketing Research in MSMEs.

### Entrepreneurship, Technology, Production and Operations

- Challenges in starting an MSMEs.
- Small Business Entrepreneurship and Entrepreneurship Education.
- Quality Management Systems in MSMEs.
- Logistics as a Competitive factor for MSMEs.
- ERP implementation in MSMEs.
- Deployment, usage and impact of social media tools in MSMEs.

### Financial Management

- Financial Architecture for MSMEs.
- Micro Finance and Financial Inclusion supporting MSMEs.
- Study of Tax System and its impact on MSMEs.
- Financial Risk Management in MSMEs.
- Financial Re-engineering in MSMEs.
- GST and its implication on MSMEs.

### Human Resource Management

- Executive Training and Up-grading Skills in MSMEs.
- Innovative HR Practices in MSMEs.
- Leadership traits and challenges in MSMEs.
- Talent Management and Employee Engagement in MSMEs.
- Health and Safety issues in MSMEs.
- Social Security and Welfare of Workers in MSMEs.

The list of topics above is indicative and may not be exhaustive. The Authors may look forward to contribute their thoughts with encouraging topics pertaining to the Core Theme and respective tracks.

## Who can participate?

Students, IMR Alumni, Research Scholars, Teaching Faculty and Industry Professionals.

## Guidelines for Paper Presentation

Participants are requested to send their full length papers along with abstract as per instruction given below in hard & soft copy:

1. Covering sheet with Personal Information: Name, Title of Research Paper/Article, Affiliation (Institution or Organization), Email ID, Contact number & Postal Address.
2. **Paper Format:**

Abstract	: Maximum 250 words	Font Size	: Size 12
Full Paper	: Maximum 4000 words	Line Spacing	: 1.5
Font type	: Times New Roman	Margin	: Left 1.5, Rest 1"
3. The Abstracts & Papers need to be sent to [conference@ssrimr.edu.in](mailto:conference@ssrimr.edu.in)
4. All Papers will be reviewed by the panel and selected papers will be published in **ISBN No. 978-81-927130-2-1**.

## Registration Details

Participants will need to pay the requisite fees in the form of Demand Draft / Cheque drawn in the favour of "SSR Institute of Management & Research" payable at Silvassa.

Registration Fee Details (Per Author)	
Industry Professional and Academicians: Rs.1500/-	
Research Scholar*: Rs.1000/-	Absentia (all categories): Rs.750/-
Students & IMR Alumni: Rs.500/-	Participants without paper: Rs.500/-

\*Research Scholars need to submit their proof of Ph. D Enrollment.

The Fees will be Inclusive of the Registration, Delegate Kit, Breakfast & working Lunch on all the days of the Conference. No TA/DA will be provided to the candidates.

Important Dates	
Submission of Full Paper	31st Jan. 2016
Notification for Acceptance of Full Paper	10th Feb. 2016
Registration:	20th Feb. 2016

## Accommodation

All outstation participants will be provided accommodation in Hostels of the Institute.

## Best Paper Award:

The best paper presented would be awarded a certificate, cash prize and memento.

## About the SSR Memorial Trust & SSR IMR

Swargeeya Sanjibhai Rupjibhai (SSR) Memorial Trust is a self financed Charitable Trust started with a mission to promote education towards excellence and education for all. SSR Trust is having in its campus Arts, Commerce and Science College, College of Pharmacy and College of Education and Institute of Management & Research. This is the only campus, in its kind in Silvassa affiliated to Savitribai Phule Pune University. The educational premises is located at Sayli, Silvassa, with a beautiful lush green campus elaborately spread over 50 acres of land.



Institute of Management & Research (IMR), presently running the two years post graduate programme in Business Administration, is working with a vision for its academic excellence, research contribution, creative ability and innovation. Our aim is to carve the students as leaders with a sense of commitment to the society and the industry. With this, transforming untrained graduates into highly skilled corporate worthy individual is what SSR IMR wants to specialize in. The Institute puts its best efforts to develop professionals who are armed not only with professional knowledge, but to kindle positive attitude, entrepreneurship, sense of responsibility and vision to fulfill organizational goals.

## About DNH

Dadra & Nagar Haveli (DNH) is one among the Seven Union Territories of India. It is considered to be the home of Warli culture. Silvassa is the capital city of DNH and famous for its natural beauty with number of beautiful gardens. DNH is a noted Bollywood destination for movie shooting. The Lion Safari, Deer Park, Dudhani are the major tourist attractions. Far from being a tribal region, it has now developed into a full blown industrial hub with Companies like Alok Industries, Sterlite, Gulf Oil, Castrol, Reliance Industries, Blue Star, Hindustan Unilever, R. R. Kabel, Welspun, Dabur etc.

## How To Reach

### Silvassa By Air

Mumbai Chatrapati Shivaji International Airport - 120 kms.

### Silvassa By Road

Silvassa is well connected to all neighboring cities like Mumbai, Pune, Surat & Nashik via the Government & Private Buses / Taxis.

### Silvassa By Train

Vapi is the nearest railway station - 17 kms.



Approx Distance nearby	
Mumbai 171 km	Pune 296 Km
Nashik 150 km	Surat 128 Km

## Places of Tourist Attractions



## CHIEF PATRON

**Shri. Mohan S. Delkar**  
Hon'ble Chairman

## PATRONS

**Shri. Keshubhai Patel**  
Vice Chairman

**Shri. Ajit Deshpande**  
Managing Trustee

## Conference Organizing Committee

### Convener

**Dr. Mrs. Praveena S. Muley**  
Director - SSR IMR

### Members

Dr. Rajesh K. Pandey - 9737878757  
Mr. Nainesh Mutha - 9408448028

Dr. Suraj C. Kamble - 9173074297  
Mrs. Diksha Swaroop - 8734922477  
Mr. Mohd. Bilal A. Bhada - 9824284123  
Mrs. Natasha Nunes - 9574847575  
Mr. Amar Vangad - 8140181910  
Mr. Somnath Bava - 9904091170