



NATIONAL PRODUCTIVITY COUNCIL

About the Programme

The Sustainable Development Goals (SDGs) targets are ambitious and require transformation of public and private activities. This transformation is associated with adapting new business models, bringing in new innovation/technology and doing business differently – more sustainably and more ethically.

Small and Medium Enterprises (SMEs) are considered as the fundamental tool for economic growth, nevertheless, they face continuous financing challenges. SMEs are a major source for generating employment, creation of wealth and alleviating poverty from the rural regions in developing countries. Their access to finance is key to the expansion of this sector.

SMEs are crucially important to the health and stability of the global economy: they account for over 95% of all businesses and for the majority of private sector gross domestic product (GDP), wealth and employment creation, and social and environmental impacts. Meanwhile, there is immense pressure on the natural environment and a recognition that finite resources are fast depleting. Today, SMEs are increasingly being faced with pressure to measure and manage their impact on the environment. They are an integral part of the supply chain where there is a growing demand for sustainability management both from customers and suppliers, especially for those SMEs seeking to secure contracts with governments or larger companies.

**NATIONAL PRODUCTIVITY COUNCIL
DPIIT, MINISTRY OF COMMERCE & INDUSTRY,
GOVT. OF INDIA**

PRESENTS

**One Day Online Training
Programme on**

**Building Sustainability in
Rural SMEs**

About the Organiser

National Productivity Council (NPC) is a National Organization under Ministry of Commerce and Industry, Govt. of India. NPC plays a catalytic role in Productivity Promotion by undertaking consultancy, training, and research assignments in frontier areas of management and technology-oriented disciplines.

SCHEDULE



25th August, 2021

Wednesday



2.30 pm to 4.00 pm

4.15 pm to 5.30 pm

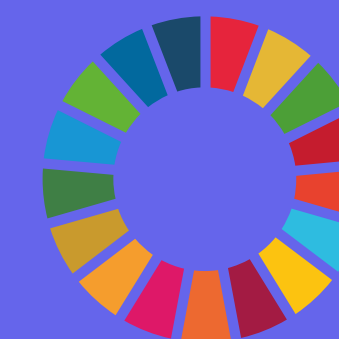
REGISTRATION FEES: RS 929/-

E-certificates will be issued on participation

**Online session will be hosted on
CISCO WEBEX Platform**

The duration for the training program will be of 180 minutes which will be followed by Q&A session.

**Revitalizing
Rural
Economies.....**



THE GLOBAL GOALS

Key Learning

- Sustainable Development Goal for Rural Small and Medium Enterprises (Think Process, Technology, Opportunities, Scalability, Permanence, Partnerships and E-commerce)
- Developing Business Plan for building sustainability
- Evolving Bankable ideas
- About Investors & Angel Investors
- What are Seed Funds ?
- Incubations and Networking

Link for Online Registration

https://www.npcindia.gov.in/NPC/User/webinar_registration?course_select_id=MTQ2NA==

Scan the QR Code



**DISCOVER.
CONNECT.
GET INSPIRED.**

OFFLINE REGISTRATION DETAILS

Kindly send the Nomination(s) indicating the name(s) of the participants, designation, e-mail id and phone/mobile number etc.

Reach us at

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SPEAKER

Mr. Shyam Kumar Katta
Project Director,
Hatching Hope Initiative:
Accelerating Incomes through
Diversification,
Heifer International



“Mr. Shyam Kumar Katta is a Scholar in “Rural Economy, Women Empowerment and Livelihoods” with a study on Digital Agriculture, Social Development and Sustainable Goals. He has 18 years of professional experience with 17 projects towards Biodiversity, Rural Enterprise, Agri Value Chain and SME/MSME.

Mr. Katta is exploring the BioDiversity Business Opportunities to Rural Livelihood Sustainability through Sustainable development goals. Shyam has expertise in Commercialising the Farming sector. Worked closely with 600 Farmer Producer Companies, Value chains, 4k SHGs enterprises. He is a man of grassroots in Strategic Planning, creating Social Impact, and is great at Business Implementation for SME/MSME with Critical thinking.”

OUR ASSURANCE

- In-depth Knowledge dissemination
- Veteran Trainer with 18 years of Experience
- 360 degrees doubt clearance assurance
- Question & Answer session
- Training participation E certificate

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