

## Report - Observance of International MSME Day 2024

MSMEs account for 90% of businesses, 60-70% of employment and 50% of GDP worldwide. As the backbone of societies everywhere, they contribute to local and national economies and to sustaining livelihoods, in particular among the working poor, women, youth, and groups in vulnerable situations.

MSMEs hold the potential to transform economies, foster job creation, and promote equitable economic growth if given adequate support. The United Nations General Assembly designated 27 June as “Micro-, Small, and Medium-sized Enterprises Day” to raise awareness of the tremendous contributions of MSMEs to the achievement of the United Nations Sustainable Development Goals (SDGs). The MSME Day event thus aims to highlight their pivotal role and explore opportunities for their further advancement.

On the occasion of International MSME Day 2024, WTC Bhubaneswar in collaboration with SIDBI, MSME-DFO, Cuttack and Centurion University organized an **Interactive Session on “Finance & Technology: Empowering MSMEs”** at the Centurion University's Jatni Campus on Thursday, 27 June 2024 at 10.30 am IST.

The program provided an effective platform for MSMEs & Start-ups to come up with proposals & explore opportunities to work in collaboration with various units under the university, explore finance options with SIDBI and understand about the technological knowhow which shall aid the MSMEs in various aspects of business specially finance.

**Mr. P. K. Gupta**, IEDS, Joint Director & Head of Operations at MSME DFO under Ministry of MSME Government of India graced the program as Chief Guest. He deliberated on the schemes and opportunities available for the MSMEs provided by the Ministry of MSME, Government of India.

**Prof. Supriya Pattanayak**, Vice Chancellor, Centurion University graced the program as a Guest of Honor and spoke about the university's mandate, role and activities for technological advancement.

**Mr. Pradyumna Kumar Choudhury**, DGM, SIDBI Bhubaneswar in his address spoke about the loan schemes provided by SIDBI for the MSMEs, various financial aspects and case studies for the MSMEs and also about the scope of entrepreneurship in today's era.

**Mr. Ashwini Rath**, CEO & Founder, Batoi Systems Private Limited delivered a presentation on the theme Technology Intervention in Finance. He highlighted the evolution and impacts, Artificial Intelligence and Machine Learning in Finance, Quantum Computing and Its Potential in Finance, Blockchain, DeFi, and NFTs, FinOps and Security of Applications and Cloud and Challenges and Future Trends.

**Mr. Pradipta Panigrahi**, Founder, CarbonOut, Technocom Pvt. Ltd. deliberated about his company's initiatives on cutting-edge solutions integrate smart technology with environmental consciousness, offering a range of innovate products that minimize carbon footprints. He spoke about Tile Block which is versatile, eco-friendly innovation that combines solar energy, recycled plastics, and IoT components. It's rugged, capable of withstanding heavy loads, and eliminates the need for additional solar panels.

**Mr. Debasish Panda**, Controller of Finance, Centurion University highlighted various initiatives undertaken by Centurion University to promote entrepreneurship and sustainability. He presented a deck on the infrastructure, syllabus and mode of operation of the university.

**Mr. Sanjeev Mishra**, In-Charge, Incubation & Entrepreneurship Cell, Centurion University proposed the vote of thanks.

**Dr. Rina Routray**, Advisor, World Trade Center Bhubaneswar Women Forum spoke about the WTC Women Forum's initiatives to promote women in entrepreneurship and how the center has been constantly contributing towards a vibrant entrepreneurial ecosystem in the state.

Earlier in the session, **Ms. Nimeshika Natarajan**, Assistant Director, World Trade Center Bhubaneswar

**Mr. Siba Narayan Mishra**, President, Odisha Udyogi Paribar was felicitated during the program for his marvellous contribution to the upliftment and hand-holding of the MSME Sector.

The session also witnessed a highly interactive Q&A Session.

***The program was held on Thursday, 27<sup>th</sup> July 2024 at Auditorium, Administrative Building, Centurion University.***

#### **Caption for the photographs:**

**DSC 001** – In Photo: Participants and esteemed dignitaries post successful execution of Interactive Session on Finance & Technology: Empowering MSMEs on the occasion of International MSME Day 2024

**DSC07715** – In Photo: Esteemed dignitaries on the dais Mr. Pradyumna Kumar Choudhury, DGM, SIDBI Bhubaneswar; Mr. Ashwini Rath, CEO & Founder, Batoi Systems Private Limited; Prof. Supriya Pattanayak, Vice Chancellor, Centurion University; Mr. P. K. Gupta, IEDS, Joint Director & Head of Operations at MSME DFO; Mr. Pradipta Panigrahi, Founder, CarbonOut, Technocom Pvt. Ltd. & Mr. Debasish Panda, Controller of Finance, Centurion University

**DSC07719** – In Photo: Esteemed dignitaries and participants during the inaugural session of World MSME Day 2024 program