



BIRLA INSTITUTE
OF MANAGEMENT TECHNOLOGY
GREATER NOIDA



4th INDIAN MARKETING SUMMIT 2010

22nd-23rd January, 2010

Venue : Stein Auditorium, India Habitat Centre, Lodhi Road, New Delhi

"Small Steps to Giant Strides"

MARKETING :
THE KEY TO A GLOBALLY
COMPETITIVE INDIAN MSME



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"Small Steps
to
Giant Strides"

MARKETING : THE KEY TO A GLOBALLY COMPETITIVE INDIAN MSME



WHY THE SPECIAL FOCUS ON MSME IN IMS 2010 ?

The Micro, Small and Medium Enterprises (MSME) sector has long been recognized as the engine of growth all over the world. Many countries have established a MSME Development Agency as the nodal agency to coordinate and oversee all Government interventions in respect of the development of this sector.

The MSME sector has made a silent transition to being huge movers in the big world of competition. MSMEs have flourished and continued to contribute to India's industrial growth in a big way. The MSME sector today is an important component of the national economy. It provides employment to nearly 60 million people and contributes over 45 per cent of the total manufactured output and 40 per cent of India's exports earnings. The present rate of growth in the MSME sector is 12 percent. The growth and good health of these enterprises is therefore not only crucial for the economy as a whole, but also for protecting the livelihood and well being of a very large section of the people. However, MSMEs have not remained unaffected by the recent global economic slowdown, which has had an adverse impact on the growth of the national economy.

Some of the reasons for issues which affect the MSMEs may actually lie with themselves. Milagrow surveys have shown that across the SME clusters 30-35% of firms do not even have a sales and marketing department. As far as e-commerce is concerned 80-90% of the organizations did not even possess a website. In a traditional and globally competitive glass cluster like Firozabad, 97% of the firms have never used e-commerce. In another of Milagrow's surveys on women in business it was found that 58% of women entrepreneurs face marketing issues or sales constraints. In a survey conducted in early 2009 by Milagrow across the country on sickness of MSMEs, not surprisingly, financial constraints topped with 74% of entrepreneurs attributing their sickness to it. However managerial competence and constraints came a close second at 74%, followed closely by issues related to marketing at 53%. Clearly, marketing makes all the difference between tremendously successful companies and companies that just survive. *Marketing brings in more loyal and profitable customers; in addition, effective marketing brings in customers at the cheapest cost and helps a small organization to overcome the constraints arising out of its small resources and to take on the big boys in the game.* It is with this objective that the 4th IMS, 2010 is being dedicated to the cause of the MSMEs, the hidden jewels of India, which contribute to almost 45% of economic activity carried out in the country.

The summit would also showcase the latest low cost technologies available for sales promotions as well as unleash the power of web marketing through blogging, Twitter, Facebook, LinkedIn and so on. One of the major problems that plague this sector is asymmetry of information available to them about the environment and industry and vice versa. This summit would also highlight the actual market situation in terms of trends and opportunities.

TECHNICAL SESSIONS (DAY 1)

Trends and Opportunities for the MSME Sector

MSME-Micro, Small and Medium Enterprises have undeniably been the underdogs of the Indian Economy. These enterprises contribute greatly to the employment generation, exports, GDP growth and overall industrial development of the country. This sector acts as a lifeline to the large manufacturing sector on one side and to the low cost substitutes of most of the consumer goods for masses on the other.

With the liberalization and removal of the protection which the small and medium sector enjoyed, and also Indian consumer markets opening up in almost all product and services in every nook and corner of the country, it is imperative for MSMEs that the large enterprises do not annihilate them. This session will explore the current trends and opportunities for the MSMEs which lies ahead in the rapidly changing market scenario and intense competition.

Competing Blindly versus Collaborative Competition

Competition is a reality and MSMEs are really fighting hard against their stronger rivals i.e. the established corporates. However, success doesn't emanate from conflict and collision only. Indian MSME can operate in a win-win scenario and collaborate with larger corporates. The learning that they would gain in the process would help in establishing them in the long run. This session would present the success stories of MSMEs that either competed against or collaborated with large corporate, gained experience, expertise and economies of scale; and established themselves as successful brands.

Blind competition with large enterprises would almost always be fatal for small companies. Intelligent small companies the world over have shown that by collaborating with bigger organizations they can not only learn new skill - sets but also multiply their chances of success manifold. Collaborative competition has been used by smaller companies the world over and in this session we would learn from some of the masters of the game.

Innovative Media Strategies for competitive advantage

Given the resource constraints and the specific nature of their target customers, it is imperative that MSMEs evolve innovative media strategies in order to communicate effectively with stakeholders. To service this need, some communication agencies have created separate verticals dedicated to them. This session would examine in depth the media consumption habits of the target customers and assess the relative effectiveness of traditional, as well as unconventional media vehicles to reach the target audience.



TECHNICAL SESSIONS (DAY 2)

Inclusive Marketing

Inclusive Marketing is an approach that looks at the poor not only as consumers but also as producers/suppliers. Following the path of inclusive marketing, the markets have seen an upsurge in brands arising out of the rural background such as Khadi, Lijjat, Amul, Jaipur rugs, to name but a few. Such brands have changed the lives of millions of Indians who had never imagined they would ever become a part of the mainstream of Indian industry.

This session looks at the varied approaches adopted by Inclusive Marketers to extend the consumer's role to that of a producer /supplier. The session will also focus on the urban poor. As per a recent study the market size of various requirements of this so called suburban consumer lot is around Rs 10000 crores.

Social Media: Unprecedented opportunities for smaller companies

Today's approach to marketing leans heavily on the 4 Cs of Marketing : Content that is filtered, aggregated, and delivered in a useful Context to people who are starving to make Connections with people, products, and brands they can build a Community around. Social media has created an equal level playing field for both giants and small businesses. Today small businesses are exploring business opportunities through web – based social media such as RSS feeds, blogs, social networking like Facebook, Twitter, LinkedIn, Social search, as an effective means of understanding the "Voice" of the customer and cutting down on expensive research.

This session examines the vast opportunities before MSMEs to utilize these media strategically. Today one need not spend to know the pulse of the consumer- the good , bad and ugly of your product as well as your competitor's is getting discussed online ; you just need to peep into that space with your connectivity.

Go – to – market strategies

When companies Go-to-market, they bring together all the commercial functions—sales, marketing, brand management, pricing, and consumer insight—to drive the bottom line. The challenges faced include: fitting the strategy to the needs of the business models of customers, alignment and integration across various functions, altering the approach to achieve cost reduction without harming the core business and building "best –in – class" capabilities supporting the Go-to- market strategy.

This session focuses on how the Go-to-Market Strategy adopted by MSMEs must employ an integrated approach to help companies optimize their commercial activities and achieve competitive advantage.

Day I

22nd January 2010

Time	Session Title	Speakers Invited
09:00 a.m. – 09:30 a.m.	Tea and Registration	
09:30 a.m. – 11:00 a.m.	Inaugural	Sh Dinsha J Patel , <i>State Min. of MSME</i> Mr Jagdish Khattar , <i>CMD, Carnation</i> Mr Dinesh Rai , <i>Secretary, MSME</i> Dr H Chaturvedi , <i>Director, BIMTECH</i> Mr Rajeev Karwal , <i>Founder, Milagrow</i> Dr. William Harmon , <i>Dean, Coles College of Business, USA</i>
		Dinsha J Patel
11:00 a.m. – 11:30 a.m.	TEA / COFFEE	
11:30 a.m. – 01:00 pm	Technical Session - 1 Trends and Opportunities for the MSME sector Session Chair - Mr Parvir Kumar, Jt Secy, MSME	Speakers Dr Suman K Berry , <i>Director General, NCAER</i> Mr H.P. Kumar , <i>Chairman, NSIC</i> Prof. Govind Hariharan , <i>Coles College of Business, USA</i>
		Jagdish Khattar
01:00 p.m. – 02:00 p.m.	LUNCH	
02:00 p.m. – 03:30 p.m.	Technical Session - 2 Competing Blindly versus Collaborative Competition Session Chair - Mr Sunil Jain, Senior Associate Editor, Business Standard	Speakers Mr Deep Karla , <i>makemytrip.com</i> Mr Rakesh Malhotra , <i>Founder, Luminous Power Technologies</i> Mr L.D. Mittal , <i>Chairman, Sonalika Group</i>
		Rajiv Karwal
03:30 p.m. – 04:00 p.m.	TEA / COFFEE	
04:00 p.m. – 05:30 p.m.	Panel Discussion Innovative Media Strategies for Competitive Advantage Moderator - Mr. Anurag Batra, Chairman, E4M Group	Speakers Mr Bhaskar Das , <i>EVP, Times of India</i> Mr Ishan Raina , <i>Chairman, OOH</i> Mr Sai Kumar , <i>COO, TV18</i> Mr Barun Das , <i>CEO, ZEE News</i> Mr Harish Bhatia , <i>COO, My FM</i> Mr Sanjeev Kotnala , <i>VP, Dainik Bhaskar</i> Mr Mahendra Swarup , <i>Founder, Indiatimes.com</i>
		Anurag Batra

Day II

23rd January 2010

09:30 a.m. – 11:00 a.m.	Technical Session - 3 Inclusive Marketing: The Rural Opportunity Session Chair - Mr Pradeep Kashyap, CEO, MART	Speakers Mr. Atul Chaturvedi , <i>COO, Idea Cellular, Delhi & Haryana Circle</i> Smt. Uma Swaminathan , <i>MD, SEWA</i> Mr Sanjay Kapoor , <i>Joint MD, Bharti Airtel</i> Mr. N.K. Chaudhary , <i>CMD, Jaipur Rugs</i>
		Pradeep Kashyap
11:00 a.m. – 11:30a.m.	TEA / COFFEE	
11:30 a.m. – 01:00 p.m.	Technical Session - 4 Social Media : Unprecedented Opportunities for MSME Session Chair - Mr Rajeev Karwal, Founder, Milagrow	Speakers Mr Ajit Balakrishnan , <i>Founder, Rediff.com</i> Mr Gaurav Mishra , <i>20:20 Social Media</i> Mr Nikhil Rungta , <i>HoM, Google</i> Mr Bikky Khosla , <i>Founder tradeindia.com</i>
		Kartik Raina
01:00 p.m. – 02:00 p.m.	LUNCH	
02:00 p.m. – 03:30 p.m.	Technical Session - 5 Go-to-Market Strategies for MSME Session Chair - Mr Kartik Raina, Ex-MD Unilever Bestfoods	Speakers Mr Anil Dua , <i>VP Mktg & Sales, Hero Honda</i> Mr Vineet Taneja , <i>HoM, Nokia</i> Prof. Thomas Schmalzer , <i>International Mgmt. Expert, Austria</i> Mr. Venguswamy Ramaswamy (Swamy) , <i>Tata Consultancy Services, Global Head-Small and Medium Business</i>
		Jessie Paul
03:30 p.m. – 04:00p.m.	A Talk on the Book : No Money Marketing Ms Jessie Paul, Founder, Paul Writer Strategic Advisory	
04:00 p.m. - 04:10 p.m.	Vote of Thanks Dr Anupam Varma , <i>Dy. Director, BIMTECH</i>	
04:10 p.m.	High Tea	



About BIMTECH

Birla Institute of Management Technology was established in 1988 under the aegis of the Birla Academy of Art and Culture. The Institute is supported by B.K. Birla group of companies. Dr. (Smt.) Sarala Birla, Chairperson of Birla Academy and Syt. B K Birla, Chairperson of B K Birla Group of companies are the founders of the business school. It has progressed from a modest start to the 7th rank among private B-Schools in India. The Board of Governors, headed by Mrs. Jayshree Mohta, Vice Chairperson Birla Academy of Art and Culture, Kolkata, comprises eminent personalities from industry.

The fully residential campus of Birla Institute of Management Technology (BIMTECH), located in the National Capital Region, provides a highly conducive academic environment, interaction with industry-academia mix professors, proximity to the strategy makers of the industry and practitioners of the service and manufacturing companies, exposure to international universities and companies, and a strong alumni base spread throughout the world.

About Milagrow

Milagrow Business and Knowledge Solutions is built around the idea of ethical, profitable and sustainable growth through partnering. Promoted by Milagrow it brings in rich management capital to its clients through its completely unique service offerings. With sharp strategic focus and rich management experience, in starting from scratch and turning around existing businesses, the team at Milagrow is suitably poised to help the growth-seeking small and medium enterprises.

Milagrow is a unique 'Venture Catalyst' firm totally focused on the MSME sector with the mission of becoming the one-stop destination for MSMEs. Milagrow's motto is "Do Well by Doing Good". Milagrow helps the MSMEs through the following divisions:

- **Milagrow Consulting Division** : Start up Practice, Scale up Practice, Turnaround Practice, Business Process Reengineering Practice and CEO Mentoring.
- **Milagrow Services Division** : Milagrow Financial Services, HR Services, IT Services, Marketing Services, Manufacturing Services, IPR Services, Legal Services, SME Toolkit.
- **Milagrow Events Division** : World SME Conference: Get-Set-Grow, Exhibition: Grassroots to Global, SME Awards: Trailblazers.
- **Milagrow Capacity Building Division**: Strategic Partnership with the world's largest training firm, Dale Carnegie Training, to provide specific training solutions to MSMEs in India
- **Milagrow Knowledge Division** : Path breaking Research Studies in the small and medium sector.

Who should attend ?

- | | | |
|---|--|--|
| a. MSME | b. Business Support Organizations | c. Chambers of Commerce |
| d. Entrepreneurs Association | e. Industrial Associations | f. Financial and Insurance Institutions |
| g. Venture Capitalists and Private Equity firms | h. Faculty and Research fellows | i. Vendors to Retail and manufacturing sectors |
| j. Students | k. Service Providers in communications, Supply Chains, IT, ERP etc | |

Fees Structure (per participant)

Corporate /Delegates	:	Rs. 6000
SSI units & members of Chambers & Associations	:	Rs. 4500
Milagrow MSME Portal Member	:	Rs. 3500
Faculty/Alumni	:	Rs. 3500
Students	:	Rs. 2500

Registration

For Registration, please fill-in the enclosed Registration Form, and send it back along with a crossed Demand Draft / Banker's Cheque. Please refer to the Form for confirming the registration fee amount for your respective category. Registration on first come first serve basis. On-the-spot registration will also be available. Delegates needing assistance in accommodation (on payment) may contact the Summit Conveners for details.

Conveners

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REGISTRATION FORM

"Small Steps to Giant Strides" MARKETING : THE KEY TO A GLOBALLY COMPETITIVE INDIAN MSME

Venue : Stein Auditorium, India Habitat Centre, Lodhi Road, New Delhi

Name(s) of Participant(s): 1 _____

2 _____

3 _____

Name & Address of Organization: _____

Landline: _____ Mobile: _____ Fax : _____

E-mail : _____

Details of payment: Demand Draft or Bankers Cheque Payment to be made in the name of 'Birla Institute of Management Technology' payable at New Delhi.

Name of Payee Bank & Branch _____

Draft/Cheque Number _____ Date _____

Amount (Rs.) _____ (in words) _____

Fees Structure (per participant)

Corporate /Delegates	:	Rs. 6000
SSI units & members of Chambers & Associations	:	Rs. 4500
Milagrow MSME Portal Member	:	Rs. 3500
Faculty/Alumni	:	Rs. 3500
Students	:	Rs. 2500

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(For more copies, please duplicate it.)

Please send form and draft / cheque to:

Conveners

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Organized by:



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