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SECTORS

## WTC & DigiAlly unveil MSME business accelerator program

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by Staff Writer | May 26, 2023 SHARE



MVIRDC World Trade Center Mumbai has partnered with DigiAlly to offer a 12-week online MSME Business Accelerator Course. The crux of the course is to make MSMEs aware of the opportunities available on the global level. It is aimed at helping MSMEs, Women Entrepreneurs and Startups become profitable by helping them understand the business fundamentals, various government schemes and the importance of technology adoption for growth optimisation.

The course is scheduled to start on June 24, 2023, and will engage expert faculties to guide MSME's in building a great network. The fee for the 12-week online course certified by MVRIDC is Rs 21,240.

Rupa Naik, Executive Director, MVIRDC WTC Mumbai remarked that there are 1.7 crore Udyam-registered MSMEs in India and 96% of them are micro-enterprises, mostly run by self-employed entrepreneurs. The majority of these units are struggling to scale their business to the next level. This program is curated for small-scale units aspiring to expand their business through product innovation and innovative marketing strategies, she highlighted.

The accelerator will provide a fresh, practical perspective to micro and small-scale enterprises and help them leverage digital technologies and proven management strategies for growth and scalability.

According to Shrikant Patil, CEO, DigiAlly, in today's world, it is crucial to constantly learn, and digitise for any business to succeed. This partnership of DigiAlly with MVIRDC World Trade Center Mumbai will power the MSMEs to update themselves. The course will also equip them with recent trends in business, finance, marketing and technology to achieve their goals, he added.

The course will also address challenges faced by MSMEs in foraying into the global market. Course faculty Vikram Pandya, Director, Fintech at SP Jain School of Global Management, stated that the growth of an MSME is essential, and this program will take massive steps towards their growth and success. Appropriate guidance for the overall development of an MSME would be the target of this exercise.