

You are here: [Home](#) > [MSME](#)

23/05/2023 01:54pm

## World Trade Centre Mumbai partners with DigiAlly to start MSME Business Accelerator Course from June 24



World Trade Centre Mumbai partners with DigiAlly to start MSME Business Accelerator Course from June 24

**Mumbai, May 23 (KNN)** MVRDC World Trade Centre Mumbai in collaboration with DigiAlly – a Singapore-Fintech Association (SFA) certified company, is offering a 12-week online MSME Business Accelerator Course starting June 24, 2023.

The objective is to make MSMEs aware of the opportunities available on a global scale and to help MSMEs along the path towards profitability.



The 'MSME Business Accelerator' course is designed to help MSMEs, Women Entrepreneurs and Startups to understand business fundamentals, including business models from various government schemes and the importance of technology adoption for growth optimization.

The fee for the 12-week online course certified by MVRDC is Rs 21,240 and will have a plethora of expert faculty to guide MSMEs in building a great network and gaining maximum knowledge.

By providing practical learnings and fresh perspectives, this accelerator will assist MSMEs in understanding all the facets of the business, determining the source of their challenges via the inclusion of fundamentals, finance, marketing tracks, and one-on-one coaching.

By providing practical learnings and fresh perspectives, this accelerator will assist MSMEs in understanding all the facets of the business, determining the source of their challenges via the inclusion of fundamentals, finance, marketing tracks, and one-on-one coaching.

Pointing to the contemporary relevance of this program, Rupa Naik, Executive Director, MVIRDC WTC Mumbai remarked, "There are 1.7 crore Udyam-registered MSMEs in India and 96 per cent of them are micro enterprises, mostly run by self-employed entrepreneurs. 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."

The course will handhold micro and small-scale enterprises to take their ventures to a high-growth orbit by leveraging digital technologies and proven management strategies.

The accelerator will also address challenges faced by MSMEs in foraying into the global market.

Shrikant Patil, CEO, DigiAlly, said, "In today's world, it is crucial to constantly learn, and digitize for any business to succeed. This partnership of DigiAlly with MVIRDC World Trade Centre Mumbai will power the MSMEs to update themselves. We will equip them with recent trends in business, finance, marketing and technology to achieve their goals."