

The abstract and full paper should be sent in following format otherwise they will not be considered:

Format Particulars:

Typed in - Microsoft Word
Format - Times New Roman & Justified
Font Size - Heading-14 /
Sub heading-12/ Content-12
Spacing - 1.5
Page - A4
Margin Left side-1.5 inch & all three sides 1 inch
Table & Graph - Black & White

- Last page of the full paper must have a brief autobiographical sketch of the authors, of not more than 100 words of each author.
- References should be arranged in alphabetical order and use the APA (American Psychology Association) Style of Referencing Guidelines.

• Important Dates •

Abstract & Full paper submission
25th October 2012

Last date of registration & Final paper submission
31st October 2012

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Sinhgad Technical Education Society's®

Sinhgad Business School (SBS)

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presents

"Aashay"

.....*The Meaning*
A State Level Seminar on
Micro, Small and Medium Enterprises
(MSMEs) in India:
Challenges and Opportunities

2nd and 3rd November 2012

Aashay.....The Meaning

MSMEs have always played a very vital role in fuelling the growth of Indian economy. MSME's contribution to India's GDP was 17 % in 2011. There are approximately 30 million MSME Units in India and are now on the threshold of greater opportunities and newer frontiers. Despite its spectacular growth, MSMEs are plagued with myriad problems. Inadequate and delayed banking finance, meager capital, insufficient knowledge, obsolete technology, ineffective marketing strategy, lack of skilled labour at optimum cost, inability to enter new markets, poor marketing strategies, competitive unwariness and bureaucratic government policies etc.

Surmounting these challenges is the need of the hour if MSMEs are to be the growth engine of the Indian economy. Education, empowerment and support to MSMEs are the critical requirement in order to make optimum utilization of human and material resources to achieve success.

SBS, through this conference, intends to throw light on these issues from both academic and industry perspective.

Objective of the Seminar:

This State Seminar endeavours to explore challenges faced by MSMEs and their probable solutions, means of educating and empowering MSMEs, generating awareness of latest developments and building competencies on a global landscape. Also there is a conscious attempt to dig beneath the surface and unravel opportunities to conquer further horizons.

Themes include, but are not limited to, the following areas:

1. Internationalization of MSMEs
2. Relevance of Technology, R&D and Capacity Building in development of MSMEs
3. Innovative models to ease Finance to MSMEs and Financing for Innovations
4. Setting agenda for 12th Five Year Plan for the development of MSMEs
5. Problems and Prospects of (MSME) in India.
6. Role of Govt. in protection and promotion of (MSME).
7. Commercial Banks and (MSME).
8. Economic Recession and (MSME).
9. Small and Medium Enterprises (MSME) and Economic Development.
10. Industrial sickness in Micro, Small and Medium Enterprises (MSME).
11. Entrepreneurship and Small & Family Businesses.
12. Managerial problems of Small Business.
13. Market Development and Brand Building for MSME exporters
14. Building Institutional structure for MSME exports

Guidelines for submission:

Abstract of the paper should be in about 200-250 words, covering the purpose of research, methodology, major results, implications and key words. The abstracts and papers reviewed and approved by the experts will be selected. A soft copy of abstract and paper should be submitted by E-mail to aashay.sbs@gmail.com

Manuscript of previously published or currently under review by other publication must not be submitted.

All submissions of abstract and full paper are subject to blind review process. So, author affiliation, complete address, E-mail and telephone no. should be mentioned on cover page only.

Paper presented at the seminar will be considered for publication in seminar proceeding having ISBN no.

Quality papers will be considered for publication in the institutes' journal having ISSN number.