



सिद्धिमूलं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE



INDIA SME
ACCELERATOR
NETWORK



MSME DIGITALISATION ACCELERATOR PROGRAM

An Exclusive Program for MSMEs Powered
by **India SME Accelerator Network** and **IIM Indore**

Faculty in-charge: **Prof. Saurabh Kumar**
Programme starts: **15th Feb 2025**

DID YOU KNOW



A study by McKinsey shows that SMEs leveraging digital tools can increase their revenue by up to **75%** due to expanded market reach.



73% of SMEs using digital CRM systems report better customer retention rates.



SMEs using automation report a **10-50%** increase in task completion rates and reduced manual errors.



Companies adopting cloud services reduce IT costs by **30-50%** and downtime by **32%** as per Gartner study.



Digitally enabled SMEs are **5** times more likely to export successfully as per UNCTAD.

ABOUT THE PROGRAM



IIM Indore and India SME Accelerator Network present MSME Digitalisation Accelerator Program, a 5-weeks program for MSMEs desirous of enabling digital transformation of their businesses taking it to its next level. The program will be delivered in a hybrid format with virtual and physical sessions and workshops from Industry experts and academic experts, to facilitate digital transformation of **your own business**.



PROGRAM STRUCTURE (ON CAMPUS + ONLINE)



Academic Perspective and Industry Perspective

The Programme is designed for a cohort of 30 enterprises for 7 days over 5 weekends.



Week 1: Online Sessions

- Day 1:** Orientation and expectation setting
Opportunities of Digital Age.

Week 2: Online Sessions

- Day 2:** Digitalisation of business processes.
- Digital customer connect.
- Ecommerce & Digital marketing.
- Project management.
- Finance automation
- Cloud-based data collaboration.

Week 3: Online Sessions

- Day 3:** Digitalisation for Manufacturing enterprises.
- Industry 4.0 focus initiatives.
- Digitalisation for Service enterprises.
- Customer service, engagement and experience focus.

Week 4: Online Workshops

- Day 4:** Self assessment of readiness.
- Change Management.
- Project Management.
- Building own digital roadmap.

Week 5: On-campus Sessions

- Day 5:** Strategy for Digital transformation.
- Leveraging emerging technologies.
- Day 6:** Design Thinking.
- Privacy and Security in Digital Enterprises
- Day 7:** Finance for Digital Transformation.
- Presentations and Valedictory.

WHO SHOULD PARTICIPATE IN THIS PROGRAM

- Enterprises with an annual turnover above INR 5 Cr..
- Promoters, Partners, Managing Directors, Chief Executive Officers of enterprises, willing to commit 5 weekends towards the program.



PROGRAM METHODOLOGY

- Instructor-led classroom learning**
- Workshop activity- based learning**
- Virtual interaction- based learning**
- Case studies from Industry**

PROGRAM OUTCOMES FOR ENTERPRISES

The program has been designed to develop an advanced understanding of technology, digital transformation drivers and get a holistic perspective to leveraging latest technology for businesses. Expected outcomes of the structured program are –

Clear Understanding for:

- Strategic planning towards deployment of latest technology for your business.
- An actionable roadmap to digitalisation of key business processes in own business.
- Increasing operational efficiency with automation.
- Enhancing competitiveness by leveraging digital technologies.

PROGRAM BENEFITS

Participants shall get following benefits from the program:

- Interactive discussions with senior faculty at IIM Indore and experienced business leaders from Industry who have led digital transformation in small businesses.
- Access to self-paced learning content on how to leverage technology.
- Access to knowledge bank comprising Case studies, Research Reports, Videos, etc.
- Opportunity to alumnus status at IIM Indore *

* Participant who completes the programme successfully will be eligible for the Executive Education Alumni status of IIM Indore. The participant is required to apply separately along with the necessary fee of Rs. 1,000/- + applicable taxes per person (for two years) and Rs. 10,000/- + applicable taxes (for Lifetime) to register his name with IIM Indore Executive Education Alumni.

CERTIFICATE

Upon successful completion of the Program, participants will be awarded certificate by **IIM-Indore** and **India SME Accelerator Network**



PROGRAMME FEES



- Total Programme Fees : INR 85,000 (+GST)
- The Programme fee includes cost for residential stay and food at IIM- Indore Campus for 3 days of on-campus programme days. Travel cost, if any, to be borne by the participants.

HOW TO REGISTER



Participants interested in the programme can click here to register online

<https://forms.gle/1Pbx4fSyiZel2mcU7>

CONTACT



For details, clarifications, you can reach us on -

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Or

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FACULTY IN-CHARGE

Prof. Saurabh Kumar is an associate professor of information systems at IIM Indore. He has completed his FPM degree (PhD) from the Indian Institute of Management Lucknow. Prior to joining IIM Indore, he was working as a faculty at Indian Institute of Management Nagpur, India. He has also served as a Visiting Research Scholar at Beedie School of Business, Simon Fraser University, Canada. Before his FPM degree, he served at Tata Consultancy Services in Bangalore. He holds an engineering degree in computer science from SASTRA University, Tamil Nadu. He has various publications in reputed journals like Industrial Marketing Management, IEEE Transactions on Engineering Management, Business Strategy and Environment, Behaviour & Information Technology, Expert Systems with Applications, and so on. His research and teaching interests include business analytics, data mining, soft computing techniques, privacy and security issues in big data.

ABOUT IIM INDORE

The Indian Institute of Management Indore (IIM-I) is an autonomous public business school located in Indore, Madhya Pradesh, India. Instituted in 1996, IIM Indore is the sixth addition to the Indian Institutes of Management (IIM) family of management schools. IIM Indore stands with pride, with the Triple Crown of triple accreditation, first from the Association of MBA's, AMBA in 2016 (a UK-based accreditation agency); second from the AACSB in 2019, and third and latest from the EFMD Quality Improvement System (EQUIS) by EFMD, the globally recognized international organization for management development, in December 2019. IIM Indore is the second IIM in the nation to receive triple accreditations. IIM Indore, due to its consistent efforts in improving academic standards and achieving academic excellence in all its programmes, has achieved commendable rankings by various National and International ranking agencies. Presently, IIM Indore is ranked 8th in the NIRF ranking (a Ministry of HRD, Government of India initiative) and 25th rank (Asia) in QS World Rankings for our global MBA.

ABOUT ISAN

India SME Accelerator Network (ISAN) is an exclusive business accelerator for MSMEs, dedicated to building future ready MSMEs across the country. ISAN provides a structured and methodical approach to dealing with critical business challenges, guided by industry experts in specialised domains through mentoring of business owners, in association chambers, industry trade associations and apex bodies of SMEs in India.

