



INDIAN CHAMBER OF COMMERCE

ICC Rajasthan MSME Samvaad 2025

“Reinventing and scaling up MSMEs in Rajasthan: Navigating towards Viksit Bharat”

September 3, 2025 | Novotel, Jaipur

Agenda

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| 0900 – 1000hrs | Registrations and Tea & cookies | |
| 1000 – 1100hrs | Inaugural Session | |
| 1000 – 1005hrs | Introduction | Dr Jayshree Periwal Chairperson ICC Rajasthan State Council & Chairperson Jayshree Periwal Group of Schools |
| 1005 – 1015hrs | Welcome Address & Setting the Context | Mr. Jai Krishan Jajoo Co - Chairperson Indian Chamber of Commerce Chairman Shubhashish Group of Companies |
| 1015 – 1025hrs | Industry Perspective | Dr. K.L. Jain President Rajasthan Chamber of Commerce & Industry |
| 1025 – 1030hrs | Industry Perspective | Mr. K. K. Gupta Director Resurgent India Limited |
| 1030 – 1035hrs | Industry Perspective | Ms. Neelam Mittal President Federation of Rajasthan Trade and Industry – Women Wing |
| 1035 – 1050hrs | Chief Guest | Shri Suresh Kumar Ola Commissioner Bureau of Investment Promotion Government of Rajasthan |
| 1050 – 1100hrs | Concluding Remarks | Mr. Debmalya Banerjee Regional Director Indian Chamber of Commerce (ICC) |



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1. Session - 1100 - 1200hrs

Strengthening Rajasthan's MSME Ecosystem: Technology, Policy, Cluster Support & Entrepreneurship Acceleration

- Enabling Policy Frameworks for a Viksit Rajasthan
- How technology help MSMEs grow through capacity building
- Ease of Doing Business and Regulatory Reforms for MSMEs
- State MSME Schemes and Investor Facilitation Mechanisms
- New technology initiatives for Start-ups
- Cluster Development as a Growth Driver for MSMEs
- Ground-Level Support for Entrepreneurship and Business Formalization
- Government-Led Support Systems and Institutional Linkages
- Invest in MSMEs and Start-ups

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| Speaker 1 | Mr. Sumit Saxena Asst. Vice President - SME & Listing BSE Limited |
| Speaker 2 | Mr. Mukesh Gurjar Senior Branch Manager NSIC – Jaipur |
| Speaker 3 | Mr. Girish Kumar Assistant Director MSME DI - Rajasthan Government of India |
| Speaker 4 | Mr. Rajesh Parameswaran Industry expert & Former Executive Director IBM Consulting |
| Speaker 5 | Mr. Dippy Vankani Director – West & South Region, Government Affairs Flipkart Group |
| Speaker 6 | Mr. Amit Mittal Manager ECGC Limited |
| Special Address 1145 – 1200 | Mr. Virendra Singh Shekawat Deputy General Manager Department of Skill, Employment and Entrepreneurship Government of Rajasthan |
| Q&A and Summing-up by Session Moderator | |



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2. Panel Discussion - 1200 - 1300hrs

Session Introduction presentation by **Ms. Nidhi Maheshwari**, Senior Manager, NSE Ltd.

Unlocking Capital: Navigating the SME IPO Journey in Rajasthan

Access to capital remains a critical milestone for small and medium enterprises (SMEs) aspiring to scale sustainably. With growing interest in SME Initial Public Offerings (IPOs), this panel will explore the opportunities, challenges, and regulatory pathways involved in taking Rajasthan-based SMEs public.

Industry experts, financial advisors, successful SME promoters, and regulatory stakeholders will delve into the practical steps, readiness frameworks, and support systems needed to navigate the IPO journey. The session will highlight real-world experiences, investor perspectives, and policy-level enablers aimed at unlocking capital for high-potential SMEs in the state.

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| Moderator | Ms. Rashmi Ranjan Vice President Dhanam Capital Advisors Private Limited |
| Panelist | Mr. Krishnan Iyer Senior Vice President - Product, Relationships & Business Development NSE Ltd. |
| | Mr Amit Jain Director Shri Ahimsha Naturals Limited |
| | Mr Gagandeep Singh Head – Business Development Smart Horizon Capital Advisor Private Limited |
| | Mr Akhil Jain, CA Partner Ummed Jain & Co. |
| Special Address | Mr. C B Naval Additional Commissioner Department of Industries & Commerce Government of Rajasthan |
| Q&A and Summing-up by Session Moderator | |



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3. Workshop – 1300 – 1400hrs

| Orientation on Walmart Vriddhi Supplier Development Program for MSMEs | | |
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| Welcome & Context Setting | <ul style="list-style-type: none"> Brief on Walmart's vision to empower MSMEs through the Vriddhi Supplier Development Program. Highlight: Free training, mentorship, digital tools, and access to markets. | |
| Overview of Walmart Vriddhi | <ul style="list-style-type: none"> Program background & objectives: Develop - Connect - Enable - Grow. Support for MSMEs in modernization, digital adoption, and access to local & global supply chains. | |
| Module Snapshots (Condensed introductions to the five modules) | <ul style="list-style-type: none"> Business Fundamentals: Basics of markets, channels, customer value proposition, and pitches. Digital Enablement: E-commerce platforms, digital marketing, and cataloging for visibility. Cost Competitiveness: Understanding costs, strategies for efficiency, and pricing across channels. Value Chain & Flipkart Onboarding: Steps to get onboarded on Flipkart, strengthening supply chains, and leveraging platforms. Cross-Border Trade: Introduction to exports, certifications, and expanding into international markets. | |
| Success Pathways for MSMEs | <ul style="list-style-type: none"> How Vriddhi supports suppliers to scale nationally and globally. Case based insights on moving from local markets to Flipkart/Walmart platforms and exports. Emphasis on inclusive growth, job creation, and alignment with Make in India. | |
| Closing & Call to Action | <ul style="list-style-type: none"> Encourage MSMEs to actively participate, register, and leverage Vriddhi resources & undertake any 5 modules on the LMS portal and become Vriddhi graduates. | |
| Mr. Shantanu Srivastava Executive Director - Government Affairs Ideas to Impact Foundation | | Mr. Sandeep Soni State Lead - Government Engagement & Partnerships Ideas to Impact Foundation |
| Ms. Surbhi Dhawan Master Trainer Ideas to Impact Foundation | Mr. Samrat Singh Area mobilization manager Ideas to Impact Foundation | Mr. Mohit Panwar Area mobilization manager Ideas to Impact Foundation |
| Networking Lunch – 1400 hrs onwards | | |
