



**Sadhana Educational & Empowerment Foundation's (SEEF)**  
**Sadhana Centre for Management & Leadership Development**  
**(SCMLD)**

Seminar: **“Learning from the Leaders”** - Series XVIII

Theme: **“SMEs in Economic Development & Work Opportunities Vs Employability in SMEs - Challenges & Concerns.”**

Venue: **Queen Mary's Technical Institute, Pune** | Date: **27<sup>th</sup> & 28<sup>th</sup> October, 2012**

**CONCEPT NOTE**

Dear Sir / Madam,

We are a unique institute focusing on employability building and entrepreneurship development. Our students are already graduates. Most of them are drawn from small towns and / or rural areas. Being graduates the eligibility criteria for our programmes further stipulate that one must be honest, truthful, willing to work hard and join SMEs or start one's own business. Our grooming includes experiential processes for attitudinal shift, holistic health, disciplined habit formation and mind-set change besides knowledge imparting. Additional to our coaching we expose our students to four seminars in a year to learn from practitioners. The above seminar is fourth in the year 2012. We offer two Programmes viz Program in Executive Leadership & Advanced Program in Executive Leadership. With this note may I have the honour to invite you to address the above seminar.

Today, SMEs contribute 17% of the GDP of India. It employs more than 60 million people. The projected contribution to GDP is 22% by 2012 end. In fact, SMEs contribute immensely to the all-round development of the country. However, as compared to large Indian and multinational corporations, SMEs are not powerful enough to lobby and influence policies. They are also at the receiving end when the OEMs face a slide down or the economy is in a downturn. Similarly, the youth seeking employment dreams of big employer brands rather than work in SMEs where the involvement, exposure and opportunities to learn and develop are far more intense, comprehensive and multidimensional. Also SME employees are poached by the branded employers. SMEs become training entities for large organizations as far as the work ready manpower market is concerned. However, SMEs are poised for expansion and diversification across sectors. This emerging scenario offers diverse opportunities for youngsters to be entrepreneurs / pursue their professional careers.

On the other side, SMEs need to enhance employment branding to attract more meritorious and talented youngsters with potential, not only to join them but also to stay and keep delivering. We believe that India's unemployment challenges, to a great extent, can be met by facilitating more

youngsters to become SME entrepreneurs. This will expand the SME segment creating more & more employment opportunities. However, employability is and will be an impeding issue. Facilitation of quality vocational skills training for those who do not or are not able to pursue higher education and relevant skilling of and incentives to those who pursue higher education, to work for SMEs, are the supply side challenges. Enabling policy changes will not happen as we wish. Educationists and SME entrepreneurs will have to take a lead in these themselves. Keeping this in mind you may like to share your views and wisdom including your perspective and experience on each component of the above theme. Our views are only indicative of the theme.

You may like to dwell on the topics as you feel right and proper. The objective of the seminar is to inspire a few to be entrepreneurs, and those seeking employment to look at the changing and challenging SME segment as an opportunity.

You may like to structure your talk touching upon:

- a) SMEs and their contribution to the economic development of the country in terms of products, services, taxes-direct & indirect, employment etc.
- b) The macro level policy initiatives / corrections required in the educational and skill development processes and formats for edupreneurs to invest in skilled & competent H.R. development initiatives for the SME segment.
- c) The learning opportunities, challenges and benefits available for the youngsters to pursue careers in SMEs.
- d) Specific employability requirements of SMEs viz. education, skills, attitudes, aptitude, habits, health aspects, expectations and the skill gaps in these as far as right fit HR (for SMEs) are concerned and the challenges in attracting and retaining the available talent.
- e) The opportunities and challenges for youngsters to be entrepreneurs / employers, vis-à-vis acquiring a paper qualification and chasing employment of one's choice & liking - a peculiarity of the Gen "Y".
- f) Other aspects of your experience, and the challenges you have faced in your journey so far.

With this seminar we aim to enlighten our students about the opportunities to be wealth creators of the country, either as entrepreneurs or employees. In all, there will be 200 students pursuing our courses in the audience wanting to be in business as executives or entrepreneurs. We want them to be kindled to choose SME sector to build their careers. They must know that without SMEs sector there cannot be large corporations doing businesses. The enclosed article and our

daily schedule for students will give a fair idea of how SCMLD came into being, and what it is doing as a transformational grooming centre. Besides the students, there will also be a few invitees and faculty members in the audience.

Looking forward to hearing from you,

Yours sincerely,

M.S. Pillai

Founder Director, SCMLD

[www.scmlid.org](http://www.scmlid.org)