

Amritsar The Holy City

Golden Temple

One of the most visited religious destinations in the country.

Attari Wagah Border

The culturally and historically significant outpost is located 28 kilometres from the city of Amritsar.

The Jallianwala Bagh

The public garden which houses a memorial to commemorate the massacre of peaceful protestors by the British forces.

Partition Museum

Located in close proximity to the famous Golden Temple, the museum whispers stories of great significance.



Indian Institute of Management, Amritsar, is the 15th IIM and an institution of National Importance established by the Ministry of Human Resource Development with the support of the government of Punjab and the Government of India in 2015. IIM Amritsar offers a two-year General Master of Business Administration (MBA) program and a specialized MBA in HR and Business Analytics. The institute also provides a two-year EMBA Program in the hybrid mode, and various customized short and long-duration Management Development Programs to cater to the dynamic requirements of the industry for students and working professionals. IIM Amritsar has also pioneered a fully offline EMBA Programme in Delhi from 2023. The institute firmly believes in imparting sustainable educational foundations and values in the thoughts and actions to develop leaders with wisdom and integrity.

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INTERNATIONAL
CONFERENCE
ON MANAGEMENT
OF **MSMEs**

ICMM 2023

Fostering an
Innovation
Ecosystem



Courtyard by Marriott,
Amritsar



20th - 22nd January 2023



Our Vision

To become a pioneer in the effective collaboration ecosystem of the Academia and the Industry in the state of Punjab, for the strengthening of MSMEs, providing them with the right frameworks, direction, and encouragement.

Our Mission

To become a coveted conference with active, effective, and creative participation from academicians and industrialists from around the world for the common goal of uplifting the MSME ecosystem in India.

About the Conference

The second International Conference on the Management of MSMEs comes with a theme of **"Fostering an Innovation Ecosystem"**, discussing the constraints MSMEs face in the era of disruption, and their continued relevance to sustainable development, among others. In this VUCA world where innovation is one of the key drivers in sustained value creation and value extraction, discussing the same for India's backbone, assumes the utmost importance.

Aim

Through this conference, we aim to bring out the various dimensions of the problems in innovation ecosystems, focusing on the role MSMEs could play in these ecosystems. While MSMEs lack resources, they are very agile. Cooperation with resource-rich entities such as corporates and governments can help these agile MSMEs spearhead a multitude of incremental yet critical innovations for the future. We plan to explore these dimensions further through this conference.

Schedule

Day 1

Inaugural Ceremony	Panel Discussion 1
Panel Discussion 2	Session 1 - Academic

Day 2

Session 2 - Academic	Session 3 - Academic
Panel Discussion 3	Session 4 - Academic
Panel Discussion 4	Guided Visit to Wagah Border
Gala Dinner	

Day 3

Session 5 - Academic	Session 6 - Academic
Workshop for MSMEs	Session 7 - Academic
Valedictory	