



THE COTTON TEXTILES EXPORT PROMOTION COUNCIL

(Sponsored By Government of India)

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Engineering Centre, 5th Floor, 9, Mathew Road, Mumbai - 400 004. Maharashtra State, INDIA

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Sub : Webinar on Transforming MSME's to realize India's aspirations

Dear Member,

Growth Matters Forum is a vibrant online community designed exclusively for business owners to connect and engage with people in their field of business. In association with SAP India, they are organizing a webinar on "Powering a Digital India: Transforming MSME's to realize India's aspirations."

Technology transformation is powering the growth of the MSME segment as it becomes one of the key players in the rising India story. On the journey to becoming a \$5 trillion economy, the Indian MSMEs will need to embrace technology as a key enabler to compete at a global level.

The Webinar being organized to better understand this role, is bringing together a panel of experts who can help chart a roadmap for your company's growth story.

Join Mr Arvind Gupta, the Chairman of Digital India, Ms Delna Avari, Business Transformation Consultant and Mr Subramanian Ananthapadmanabhan, Vice President and Head of Mid-Market Business, SAP India, to learn about engines of digital growth and resilience, even as MSMEs emerge as the powerhouses of India's new economy.

The webinar will cover key areas of digital focus for MSME growth. The panel will cover government initiatives for the mid-market, challenges that MSMEs face in technology transformation and digital resilience stories to name a few.

The Webinar is scheduled to be held at 3.15 p.m. on 23rd March 2022 followed by a Q & A session. Kindly register for the webinar on the below link or alternatively you may call Ms. Sharada on [9667783293](tel:9667783293)

<https://growthmattersforum.com/webinar/how-technology-can-enable-the-future-focused-msme-businesses?source=keystone>

Request you to please join the webinar.

Regards,

Dr. Siddhartha Rajagopal
Executive Director

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**JOIN US TO ENSURE
COVID APPROPRIATE
BEHAVIOUR**

An initiative by
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THE COTTON TEXTILES EXPORT PROMOTION COUNCIL
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**VACCINATION
FOR ALL**

- "Vaccination for All" at a faster pace is the only possible measure to save lives and revive the economic activity.
- The Council appeals to the exporting fraternity to undertake "Free Vaccination Drives" for all their Staff, Workers, Employees and their Families so that the status of 'NIL COVID-19' positive cases is achieved across country at the earliest.

- TEXPROCIL partners you in actively promoting the "Vaccination for All" initiatives undertaken by your company and requests you to send details on the LINK provided below.
- Along with the details, kindly also share photographs so that the Council can publicise the same through TEXPROCIL Enewsletter and social media platforms.

**TEXPROCIL SUPPORTS THE NATIONAL ENDEAVOUR TO ENSURE
COVID APPROPRIATE BEHAVIOUR & VACCINATION FOR ALL**

WE SUPPORT THE VACCINATION DRIVE (CLICK HERE)
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