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Indian Bank starts fifth batch of “MSME Prerana”

Amid Covid 19 pandemic, Indian Bank continues to encourage and provide non financial handholding support to MSME Entrepreneurs who have been worst hit because of economic shock. Besides the support from Govt / RBI to MSME Sector in form of stimulus packages and policy changes. Indian Bank has conducted series of online business mentoring program “ MSME Prerana” for empowering MSME Entrepreneurs. “MSME Prerana”, Business Mentoring Program for MSME entrepreneurs was initially launched by Hon’ble Union Minister of Finance and Corporate Affairs, Smt. Nirmala Sitharaman on 6th October 2020.

Inaugurating the 5th of batch of “MSME Prerana” program, **Shri K. G. Baalakrishnan**, an imminent Industrialist and Philanthropist, Chairman, KG Group, Coimbatore said that *“MSMEs are backbone of Indian Economy next to Agriculture. Indian Bank has taken a lead role in supporting MSMEs at very appropriate time. Many MSMEs associated with my companies are very happy to be with Indian Bank. ‘MSME Prerana’ will definitely help the Entrepreneurs in boosting their capabilities to handle the business professionally.”*

On this occasion, Mr Sudhakar Rao, GM (MSME), Shri A Ganesaraman, FGM, Coimbatore and Sri S.K. Suri, GM (CLO) also addressed the Entrepreneurs about the program ‘MSME Prerana’ and it’s objective.

“MSME Prerana” is supporting MSME Entrepreneurs in their efforts to equip themselves in various skill sets – Managerial, Financial and Banking related aspects. This web based interaction program facilitates them to understand the concept of balance sheets, management of their cash flows, inventories and receivables, assess the potential risks for mitigation in volatile and uncertain situation and take advantage of various schemes / incentives by Govt. of India and RBI.

Online Sessions are handled by Faculty of Training system of Indian Bank and Knowledge partner “ Poornatha and Co” in local dialects using simple terminologies without jargons. The program has been so far well received and appreciated by

MSME Entrepreneurs. Trainers and Coaches help provide insights and guidance to Entrepreneurs, the ways and means to cope with operational and financial stress generated by Covid -19 pandemic. On completion of the program, a certificate is issued to participants jointly by Indian Bank, M/s Poornatha & Co and Michigan Academy for Developing Entrepreneurs (MADE), USA

Sharing her personal experience about the program “ MSME Prerana” , Ms Chitra, an Entrepreneurs from Puducherry says “During these difficult times, the Entrepreneurs are like boats sailing across the sea not knowing where the shore is. “MSME Prerana” is like a light house that has shined light on the path. Now we know, how to get to the shore.”

Mr Chandra Kumar, an Entrepreneurs from Tiruvannamalai says “The sessions were very useful and excellent, even 10th standard student can understand the concepts easily. We can enhance our business profitability. This program should reach all MSME Entrepreneurs.

Indian Bank will roll out next online programs in the Northern part of India to help the MSME Entrepreneurs to expand their capabilities and build sustainable business that add value to MSME Sector.



Shri KG Baal Krishnan, Chairman, K G Group, Coimbatore