India MSME Communication Program (IMCP) has gained significant interest and attention within the country and outside. This unique program, through its twin pillars, the prestigious annual publication, ‘India Micro, Small & Medium Enterprise Report’, and ‘India MSME Darshan’, an extension pipeline, makes an integrated initiative for development communication. The Program for the year 2022 was kick-started on December 1, 2021. Consultative Meetings, one International and the other at National level, will draw the contours and agenda of the forthcoming Report to be released on June 27, 2022, which also marks the United Nations ‘International Day of SMEs’. Project IMCP has been facilitated by its two vital components, the Technical Assistance Component involving the business of the consultative committees, and the Partnership Component involving funding as well as research cooperation.