

TITBITS OF SME HISTORY

From

ISED Small
Enterprise
Observatory

India MSME Communication Programme

INDIA MSME COMMUNICATION PROGRAMME

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MESSAGE



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I am glad to learn that the Institute of Small Enterprises and Development, nearing its Silver Jubilee celebrations, is bringing out a comprehensive document which reports its prestigious “**India MSME Communication Programme**”.

The recent global experience of economic slowdown offers several lessons for India’s MSME sector. Government of India has been implementing several programmes in order to enhance the strength and vibrancy of the MSME sector.

I am confident that the present Document will contribute immensely to sharing of knowledge and information for the benefit of MSME entrepreneurs, and for the design and meaningful implementation of MSME programmes.

I wish Institute of Small Enterprises and Development, and this document entitled “**Swimming Against the Tides: Communicating the MSME Agenda in India**”, every success.

(Virbhadr Singh)

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