

WTC Navi Mumbai MSME Interactive Session

WTC Navi Mumbai in cooperation with the Maharashtra Chamber of Commerce, Industry & Agriculture (MACCIA) and Indo-Global Chamber of Commerce (IGCC) organised a MSME Interactive Session on the theme of “Role of Digital & Social Media Marketing in Business Development” on 4th July 2019. As many as 75 MSME delegates participated in this important session.

Today, the subject of Digital & Social Media Marketing has become critically important and most of the MSME’s are increasingly making use of the same. However, they are not familiar with the intricacies and complexities of the topic when it comes to actually using it. The session was therefore organised to give insights into the topic for the benefit of the participants.

The Chief Guest of the Session was Mr. Rajiv Gupte, Former Director of MSME Development Institute (Mumbai) under MSME Ministry of Government of India. He highlighted the importance of the topic and made a presentation on the MSME Portal of the Government and how it can help MSME’s in promoting their businesses. He said that this portal specially made for the MSME’s will be launched very soon.

Mr. Akshay Chaskar, Founder of HillsnDales Digital Solutions, made a technical presentation on various platforms such as Facebook, LinkedIn, Twitter, YouTube, etc and how these can be utilised by MSME’s. He made a comparative analysis of such platforms and recommended use of LinkedIn as a focused B2B platform. He also explained website development and Search Engine Optimisation that can be useful for the MSME’s. Mr. Jayesh Khade, Director, IGCC shared his practical experience of using various platforms. He particularly mentioned how WhatsApp can be used effectively to create a wide network for business development.

While welcoming the participants, Mr. Jayant Ghate, WTC Advisor stressed upon the importance of the theme in the context of Global E-commerce business. He mentioned that Global E-commerce Business is estimated at USD 28 Trillion which is more than International Trade at USD 23 Trillion.

In her opening remarks, Ms. Shubhangi Tirodkar, Vice President of MACCIA mentioned about some Special Digital portals for the benefit of Women Entrepreneurs in India. She also, gave a few examples of members of MACCIA who have successfully utilised Social Media to develop their businesses.

It was a successful session which provided the participants with networking opportunities.