



**O.P. Jindal Global University**  
*A Private University Promoting Public Service*



# **JINDAL INITIATIVE FOR SME COLLABORATION**

*(A Jindal Global Business School Network)*



## O.P. JINDAL GLOBAL UNIVERSITY

O.P. Jindal Global University (JGU) is a non-profit global university established by the Government of Haryana and recognised by the University Grants Commission (UGC). JGU was established as a philanthropic initiative of its Founding Chancellor, Mr. Naveen Jindal in memory of his father, Mr. O.P. Jindal. JGU has been awarded the highest grade 'A' by the National Accreditation & Assessment Council (NAAC). JGU is a research intensive university, which is deeply committed to its core institutional values of Interdisciplinary and innovative pedagogy. JGU has established eight schools: Jindal Global Law School (JGLS), Jindal Global Business School (JGBS), Jindal School of International Affairs (JSIA), Jindal School of Government and Public Policy (JSGP), Jindal School of Liberal Arts & Humanities (JSLH), Jindal School of Journalism & Communication (JSJC), Jindal School of Art & Architecture (JSAA) and Jindal School of Banking & Finance (JSBF).

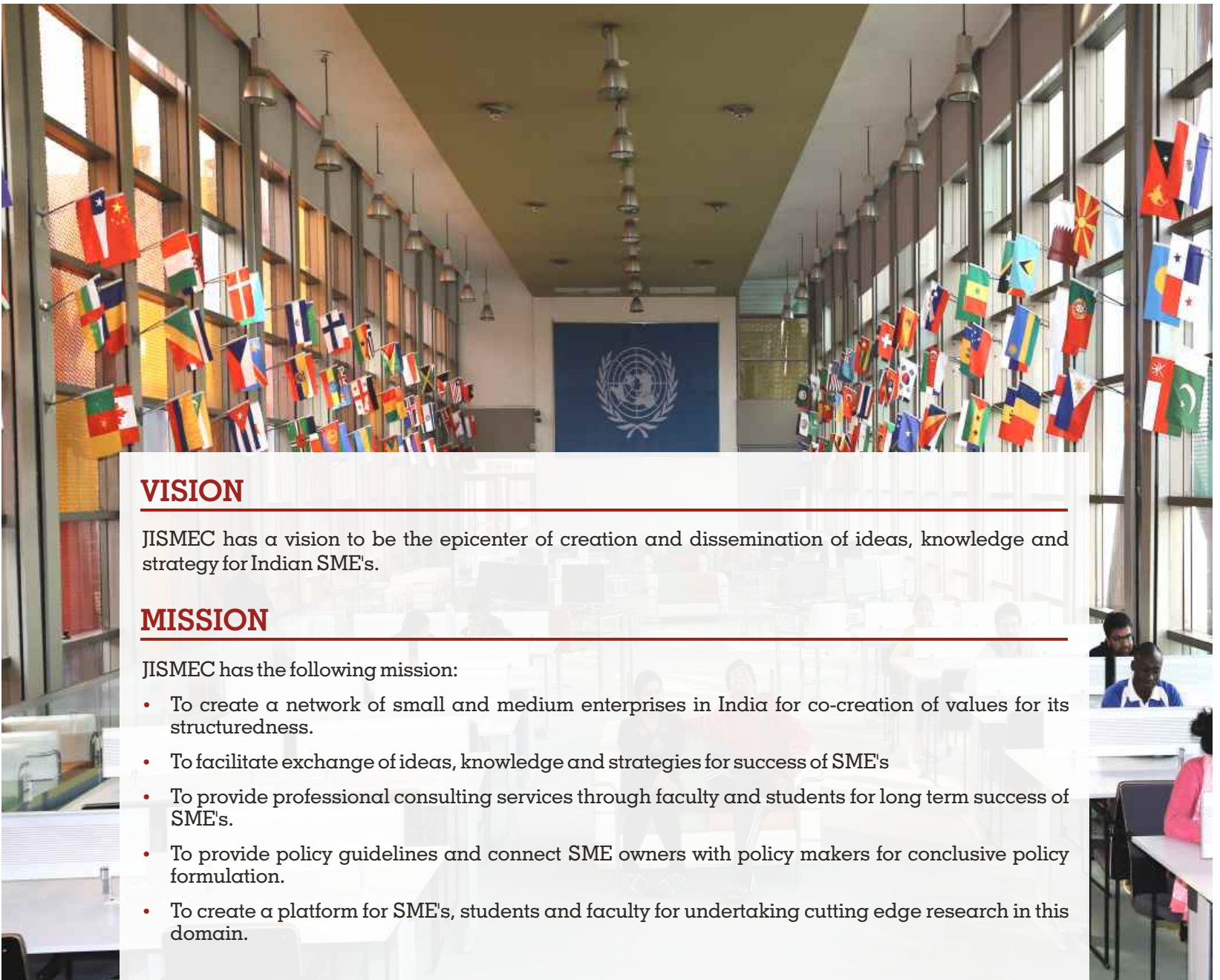
## JINDAL GLOBAL BUSINESS SCHOOL

Jindal Global Business School (JGBS), the second school established in 2010, offers a multidisciplinary global business education to foster academic excellence through industry partnerships and global collaborations. The curricula are designed on the outcomes based teaching and learning model. The pedagogy emphasizes learning through discovery rather than from classroom instruction, problem-solving instead of rote-learning and critical thinking as opposed to acquiring knowledge as information. In other words, the curriculum focuses on discovery and self-reflection promoting lifelong learning skills. In this pursuit, activities like live projects, field assignments and simulation games form an integral part of the programme. The programmes incorporate industry internships to achieve holistic learning and a comprehensive understanding of the contemporary business environment.

## SMEs: The Life Blood of Indian Industry

Small and Medium Enterprises (SMEs) have a strategic and significant role in the economy. This sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. SMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. SMEs are complementary to large industries as ancillary units and this sector contributes enormously to the socio-economic development of the country. SME's also play a significant role in Nation's development through its high contribution in domestic production, significant export earnings.

However, SME sector has its own challenges. From inadequacy of capital to unavailability of quality manpower play the role of impediment in the growth of this sector. The SME's have high potential to generate greater employment opportunities provided they have access to greater capital, quality manpower with professional competency and a suitable strategy to adapt and succeed in evolving global market place.



### VISION

JISMEC has a vision to be the epicenter of creation and dissemination of ideas, knowledge and strategy for Indian SME's.

### MISSION

JISMEC has the following mission:

- To create a network of small and medium enterprises in India for co-creation of values for its structuredness.
- To facilitate exchange of ideas, knowledge and strategies for success of SME's
- To provide professional consulting services through faculty and students for long term success of SME's.
- To provide policy guidelines and connect SME owners with policy makers for conclusive policy formulation.
- To create a platform for SME's, students and faculty for undertaking cutting edge research in this domain.

## Objective

- To create a network of SM Enterprises across India.
- To undertake academic and practice based research to identify and develop feasible solution to SMEs
- To provide consulting and training services to SMEs for enhancing their effectiveness and impact on Indian Economy.
- To collaborate and partner with SMEs trade associations, government and quasi government bodies for advocacy and development of Indian SMEs
- To provide an opportunity to business school students to understand the challenges of SMEs, learn lessons on entrepreneurship and small business management through industry visits, internship, conduct panel discussions and workshops and nurture future entrepreneurs.

## Executive Committee

- Prof. Shubhomoy Banerjee
- Prof. Ashish Trivedi
- Mr. Manas Ranjan Mohanty

## Student Cordinators

- Mr. Adithya S Nair, MBA 2017
- Mr. Angadh Shishodia, MBA 2017
- Mr. Anish Sanjay Gupta, IBM 2015
- Mr. Anshul Sindhwani, MBA 2017
- Ms. Radha Nema, IBM 2016
- Mr. Vishnu M Unnithan, MBA 2017
- Mr. Yash Jain MBA 2017



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