

## **Press Release, 1000 Visionary SME Programme Launch, 17 July 2013, New Delhi**

### **Big M approach an imperative to transform Indian SMEs**

**Sharing the secret of transformation, Mr Furuhashi Takeyuki**, JICA Expert said “ Visionary SME programme focuses on holistic view of manufacturing (Big M) rather than looking only on production (small m). Mindset change of all the project members starting from the CEO is the secret of success. Tier 1 learns first and diffuse to Tier 2 by Do and Demonstrate. This journey does not end in 1 year but continues further to expand and sustain activities.” He was speaking on the occasion of 1000 Visionary SME Programme Launch on 17th July 2013 in New Delhi.

**Mr Ajay Shankar**, Member Secretary, National Manufacturing Competitiveness Council said “This is an eye opener program with realistic solutions to the problems of SMEs of the Indian Industry. It is an absolute example of manufacturing excellence. Everyone sitting in the room should join the program for the transformation.”

**Mr S N Tripathi**, Joint Secretary, Ministry of Micro Small & Medium Enterprises announced the full support of his ministry towards this initiative for the MSMEs of India who are of key importance to the Indian Economy and are the strength, energy and power for India economic and industrial growth.

**Mr Deep Kapuria** Chairman CII National MSME Council said that the VSME programme which started three years ago transformed the customer-supplier relationships, maximized productivity, efficiency and business growth for both the customers and suppliers. There have been many success stories of participating VSME companies like Anand group, Sona Group, Harita, and Tata Motors which are really very encouraging and motivating.

**Pravesh Srivastava**, Group President for Excellence in Manufacturing and Education, Anand Automotive Limited shared the success story. With learnings from VSME we have started our own “SSI Sahastra SME Institute”. Under the leadership of Mr Deep Anand we have dedicated team of more than 150 managers and 250 engineers to transform our tier 2 companies in 3 years. We will also help other companies through CII to develop their SME’s to achieve the target of 1000 SME’s in next 3 years.

**Concluding the programme on an inspiring note, Prof Shoji Shiba**, Chief Adviser, CII VLFM Institute urged aspiring entrepreneurs to transform their businesses through Visionary SME approach. Earlier he shared the Chinese story to emphasize the role of outsider to visualize other’s daily problems. He said “ by human nature we work hard and spend most of the time to solve current problems however an outsider’s view can eliminate daily problems to prevent the occurrence of future problems”. This he said is the essence of 1000 VSME activity.