



Confederation of Indian Industry



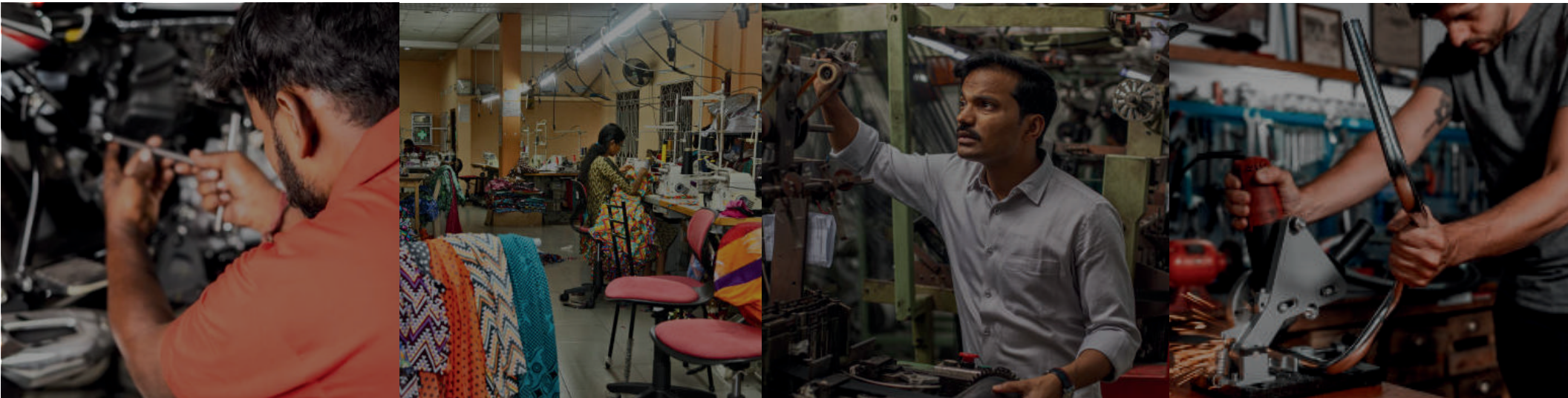
Centre of Excellence on
Employment & Livelihood

Building competitiveness in micro and small enterprises



Special Training on Business & Financial Excellence for Entrepreneurs

IMPACT REPORT



Knowledge Partner

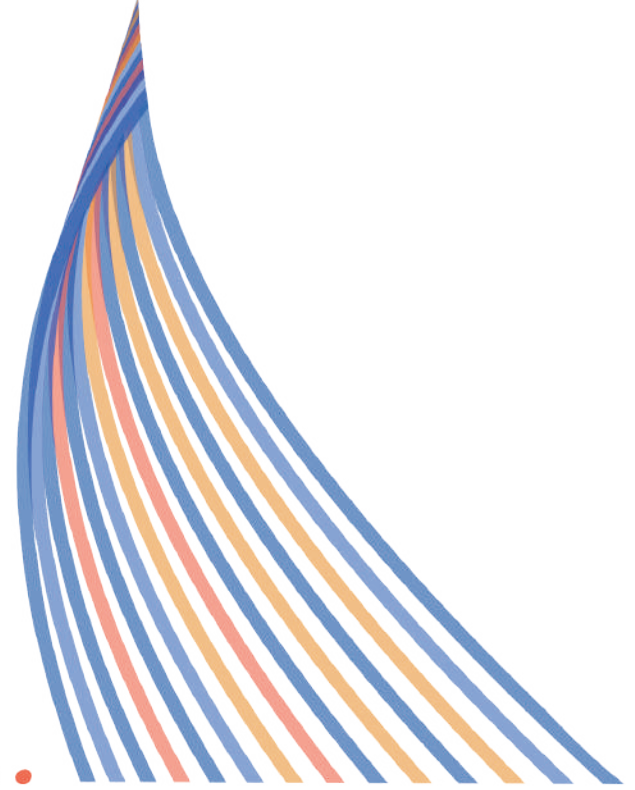


Powered by

TVS MOBILITY

புதிய பயணம்

வளர்ச்சியை
நோக்கி...



**Special Training on Business & Financial Excellence
for Entrepreneurs**



TVS MOBILITY



Centre for Excellence on
Employment & Livelihoods

Building skills and small enter

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TS RAM

CHANDRAJIT BANERJEE

T R B RAJAA

R DINESH

ARCHANA

* During the 'Puthiya Payanam' launch at Chennai, Aug 2024



EXECUTIVE SUMMARY

CII CEL, in collaboration with TVS Mobility, offers 'Puthiya Payanam, Valarchiyai Nokki' – Special training on Business & Finance for Entrepreneurs. This tailored program for micro entrepreneurs, addressing crucial aspects of financial management, leadership, and adaptability in the business landscape, is delivered by the Knowledge partner, Poornatha.

The program aims to impart practical and simplified knowledge, providing essential 'know-how' and 'know-what' for entrepreneurship. The meticulously designed course by Poornatha is delivered in a Simplified, Immersive and Practical manner in vernacular languages.

Puthiya Payanam has equipped 90+ entrepreneurs in expanding their knowledge in management, overcoming the fear of business numbers, assessing people and taking a structured approach to decision making. With in-person sessions delivered in regional languages, with a live-application model handbook, each session received great feedback from participants reiterating the applicability of concepts in their business world.

This report gives a glimpse of the journey of 'Puthiya Payanam' including – the purpose, course structure, languages, states, districts covered, participants' feedback and course impact.

TABLE OF CONTENTS

02

ABOUT
CII CEL

03

CHAIRMAN'S
MESSAGE

04

DIRECTOR
GERNERAL'S
MESSAGE

06

ABOUT
PUTHIYA
PAYANAM



09

**STATS AT
A GLANCE**

14

**DISTRICT-
WISE
IMPACT**

27

**ABOUT
KNOWLEDGE
PARTNER**

28

**PRESS
COVERAGE**

30

**WAY
FORWARD**



L-R: Shri Chandrajit Banerjee, Director General, CII; Shri Narendra Modi, Hon'ble Prime Minister of India; Shri R Dinesh, Chairman, CII CEL

ABOUT CII CEL

Micro-entrepreneurs are an economic and social opportunity like no other. They can steer India towards a USD 35 trillion economy by 2047 while correcting longstanding economic, social, and regional imbalances. Thanks to an environment that is becoming increasingly entrepreneur-friendly, this segment is growing like never before. As of March 2024, about 97.75% of the 4 crore plus MSMEs registered on the Udyam portal were classified as micro-enterprises. The present makes a case for a pan-India, industry-led movement to empower micro-entrepreneurs and build on this momentum.

The Confederation of Indian Industry (CII) has set up the CII Centre of Excellence on Employment and Livelihood (CII CEL) to transform India's microentrepreneurial landscape, and shape micro-enterprises into a powerful social and economic force.

Since Industry has the power to catalyse this change, CII CEL is working in a mission mode to ensure collaboration between industry and key stakeholders, implement impact-driven projects and facilitate important policy dialogues. In the long run, the Centre intends to create an entrepreneurial ecosystem that empowers millions to realise their potential and be a powerful economic voice in the country.



Shri. R. Dinesh

Chairman
CII Centre of Excellence on
Employment and Livelihood

CHAIRMAN'S MESSAGE

At CII CEL, we are committed to breaking down the barriers faced by micro-entrepreneurs and providing them with the resources, knowledge, and connections they need to succeed. I strongly believe that corporates, with their expertise and strength, can contribute significantly to strengthening the entrepreneurship ecosystem in India.

CII CEL will serve as a bridge between established corporates and micro-entrepreneurship stakeholders, enabling them to come together on a common platform to impact the micro-segment on a larger scale.

We envision creating a more inclusive and resilient economy, where every micro-enterprise has the chance to flourish.

In addition to direct interventions, CII CEL is also committed to policy advocacy and dialogue. Research and studies that shed light on the unique challenges faced by micro-enterprises will be conducted, and solutions to unlock their full potential will be advocated.

CII CEL is a call to action for corporates to create a movement for micro-enterprises, ensuring they operate and excel to their full potential: More hands for a New India! Together, we can make a meaningful difference in the lives of many micro-entrepreneurs and help build a brighter future for all.

Shri R Dinesh

Chairman, CII CEL

DIRECTOR'S MESSAGE

By the establishment of this CII Centre of Excellence on Employment & Livelihood (CII CEL), our mission is to create an ecosystem where micro-enterprises can not only survive but thrive and expand. We recognize the challenges that these enterprises face, from limited access to markets and finance to the need for continuous skill development.

CII CEL is dedicated to addressing these challenges by facilitating strategic collaborations between industry leaders, experts, enablers, policymakers, and micro-entrepreneurs. These partnerships will bring projects that have a tangible and lasting impact on the ground.

Our programs are designed to address the specific needs of micro-enterprises, from skill development and capacity building to access to markets and finance.

One of the core areas of our work is to provide micro-entrepreneurs with the tools and resources they need to scale their businesses. This includes mentorship programs, capacity-building workshops, and access to market opportunities through our extensive network of industry connections.

By connecting micro-enterprises with larger players, we are helping to integrate them into broader supply chains, thereby enhancing their growth potential and sustainability.



Shri. Chandrajit Banerjee

Director General
Confederation of Indian
Industry (CII)

Shri Chandrajit Banerjee

Director General, CII

THE LAUNCH OF

With the support of TVS Mobility, the CII Centre of Excellence on Employment & Livelihood launched a project under the name, 'Puthiya Payanam, Valarchiyai Nokki' on 13th August 2024, at Chennai, in the presence of TRB Rajaa, Minister for Industries, Tamil Nadu.



PUTHIYA PAYANAM

Puthiya Payanam: Valarchiyai Nokki, a specialized program crafted for Tamil Nadu's micro-entrepreneurs is delivered with Poornatha as the knowledge partner. This initiative addresses key areas essential for growth, including financial management, leadership, and the skills needed to navigate today's dynamic business landscape.

Through this case-study based training program, the growth-stage micro-entrepreneurs take-in fresh perspectives of business functions, leadership and financial decisions, while more established participants utilize this as strategic growth platform.

Dr T. R. B. Rajaa, Minister for Industries, Government of Tamil Nadu:

"Our government is fully dedicated to supporting MSMEs... ready and willing to support all micro-enterprises as they embark on this new journey, making Tamil Nadu a leader in innovation and economic growth."

Ms. Archana Patnaik, IAS, Secretary – MSMEs, Government of Tamil Nadu:

"Micro-enterprises are the backbone of the Indian economy, especially in terms of employment generation."

Dr R. Nandini, Chairperson, CII Southern Region & MD, Chandra Textiles:

"The micro-entrepreneurs, who account for 97.8% of Tamil Nadu's MSME sector, are the lifeblood of the state's thriving economy."

PUTHIYA PAYANAM

The special training program empowering micro-entrepreneurs with essential skill sets for professionalizing their businesses and deepening their understanding of financial and managerial aspects.



FOCUS GROUP

*Micro
Entrepreneurs*



MODE

*Offline
In-person*



DURATION

*2
Days*



LOCATIONS

*Madurai
Coimbatore
Erode*

VALARCHIYAI NOKKI

TOPICS COVERAGE

LEADERSHIP AND DECISION MAKING

Understanding business frameworks that support effective management and long-term growth in key functions like:

- Business functions & Leadership
- Building a great team
- Marketing
- Sales

BUSINESS NUMBERS

Simplified methods to manage financial mismanagement by understanding concepts like:

- P&L, COGS
- Balance Sheet
- Cash Flow
- Net Worth



STATS AT A GLANCE



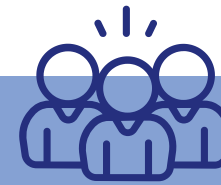
6
DAYS



3
BATCHES



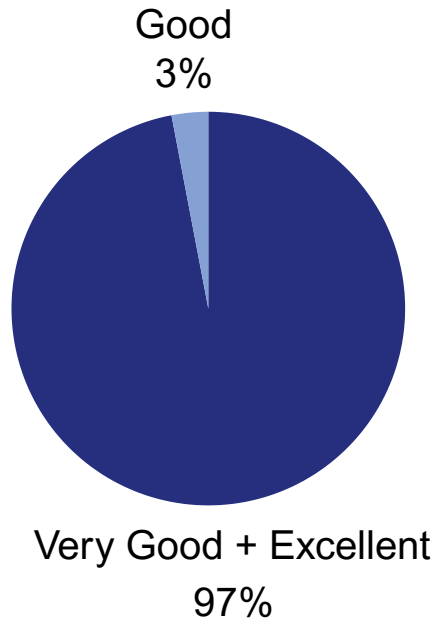
3
DISTRICTS



91
PARTICIPANTS

OVERALL FEEDBACK

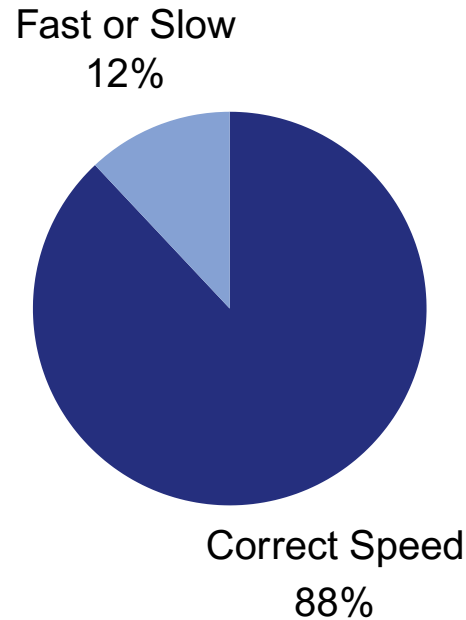
Overall Rating



97%

*of the participants rated
the session as
Excellent + Very Good*

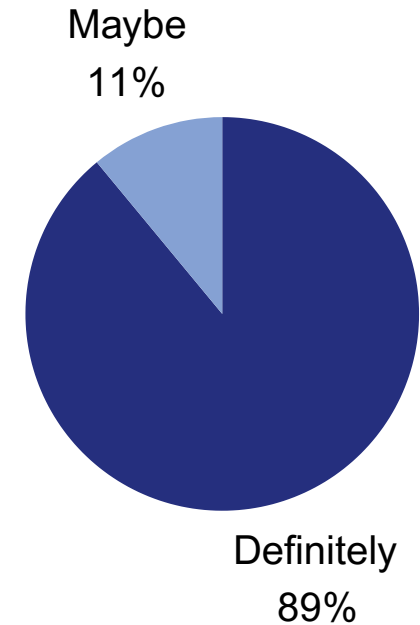
Session Pace



88%

*of the participants felt that
**pace of the facilitator in
class was correct***

Recommendation

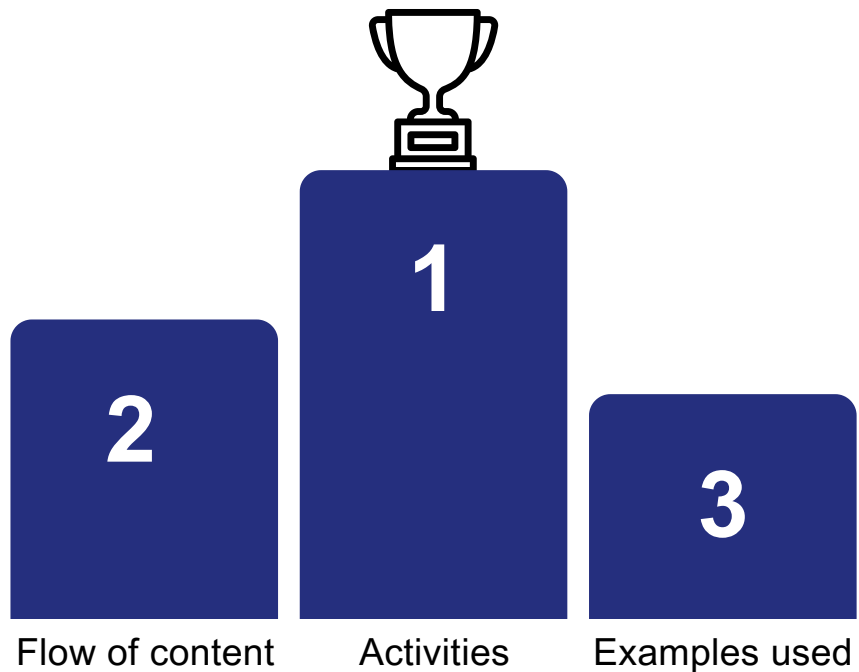


89%

*said they will **definitely
recommend the
program** to their friends*

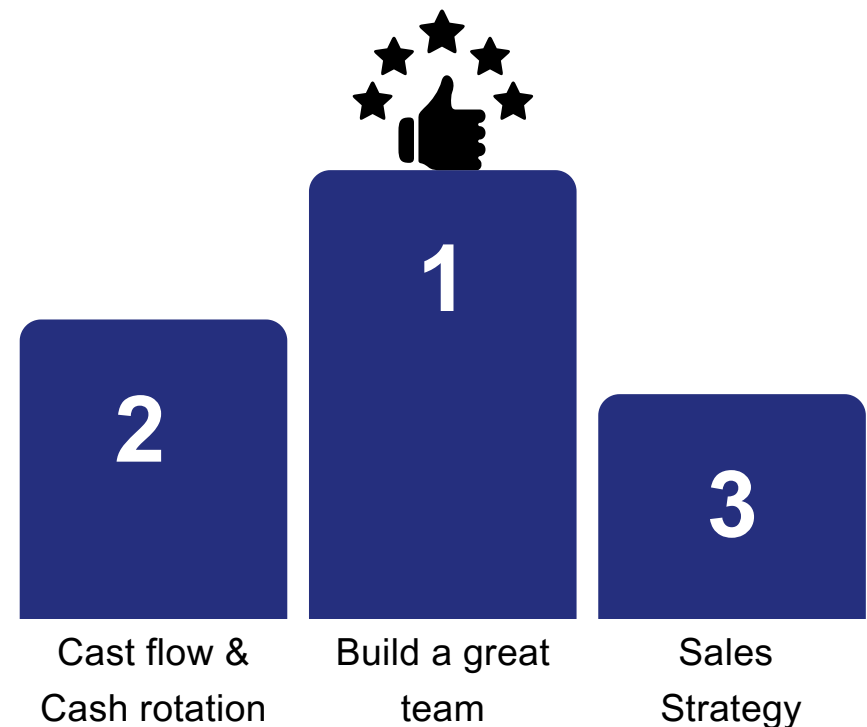
OVERALL FEEDBACK

Ranking of Session Highlight



Activities
*conducted in class were ranked as
most liked by participants*

Most-liked Module



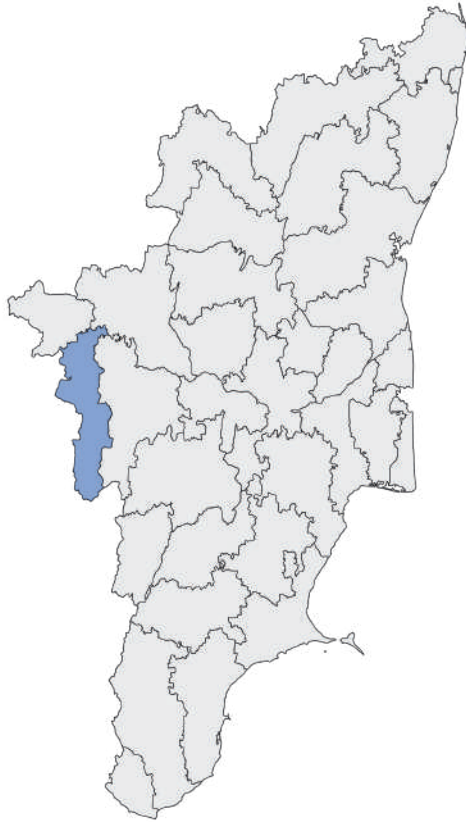
*Participants rated
build a great team
as the **most liked module***





DISTRICT-WISE IMPACT

COIMBATORE



PROGRAM STATS

32

Participants

18 - 19 Oct 2024

Session Date



Application deep-dive

Well-established entrepreneurs utilizing the discussion space as a strategy growth platform and motivated to scale up to the next level.



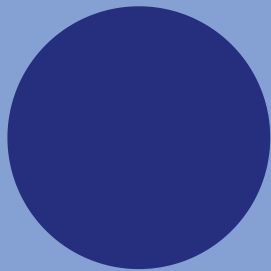


Scan here for to watch the videos

TESTIMONIALS

FEEDBACK ANALYSIS

OVERALL RATING:



Very Good
100%

100% of the participants rated the session as **Excellent + Very Good**

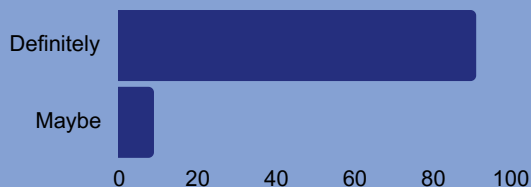
SESSION HIGHLIGHT RANK:



Flow of content Activities Examples used

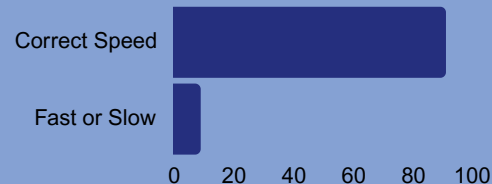
Activities conducted in class were ranked as **most liked by participants**

RECOMMENDATION:



91% said they will **definitely recommend** the program to their friends

SESSION PACE:



91% of the participants felt that **pace of the facilitator in class was correct**

"The workshop on scaling up MSME was interactive & very useful to learn from basics. It helps to think of how we can scale up to next level. Basically **Coimbatore's Micro Industries are precision manufacturing, well knowledgeable, and qualified firm. They can go next mile with these kind of programs.** Thank you, CII."



Mr. Nageshwara Kumar
Ramwin Engineering Services

"As a mechanical engineer, I struggled with finance. I gained a understanding of the ideal business mindset. I learned how to handle basic accounting things in business. The session was good and highly it is useful."



Mr. Arun Senthil
Duratech Company

"The CII bootcamp was incredibly valuable, we found the session to be very useful. **Breaking down complex concepts into simple, which is more relevant to micro-enterprises. I hope they take it forward to offer this program in more locations** and many entrepreneurs will benefit from it."



Mr. Keshav Narayanan
Karthigeetha Associates

"The event organizers gave done it very well. They taught us like teaching an elementary kid with the booklets & fantastic way of teaching." Thanks to CII.

I crave more events like a shock treatment for us, as they foster significant growth & enhancement in our business."



Mr. PV Hari Krishna
Fabro Craftz

"The '**Business 360**' session surprised me with valuable insights. . The way the presented was very interesting. The session was from how to maintain our cashflow, not only for a particular sector, but managed to cover all type of sectors. I'll definitely join future sessions." Thanks a Lot for CII."



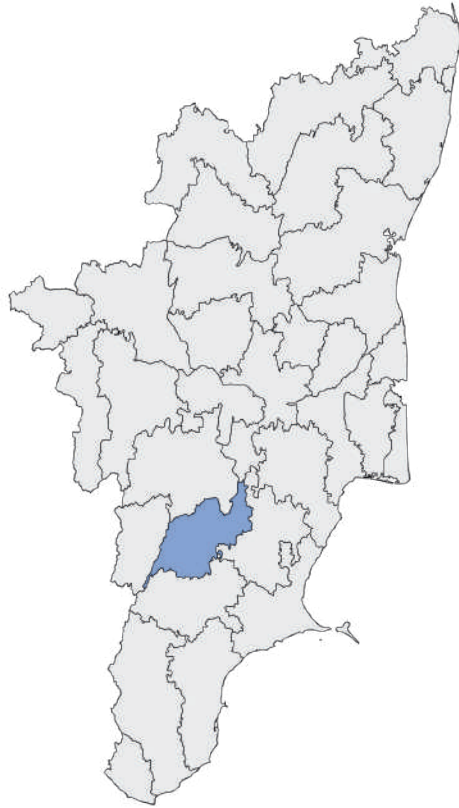
Ms. Savitha
Kleur Prints

"As an entrepreneur, **I gained crucial insights on transitioning from small to medium-scale enterprise, identifying areas for correction,** and implementing growth strategies. The sessions instilled confidence and provided numerous takeaways."



Ms. Yamuna
Yamuna Machine Tools

MADURAI



PROGRAM STATS

26

Participants

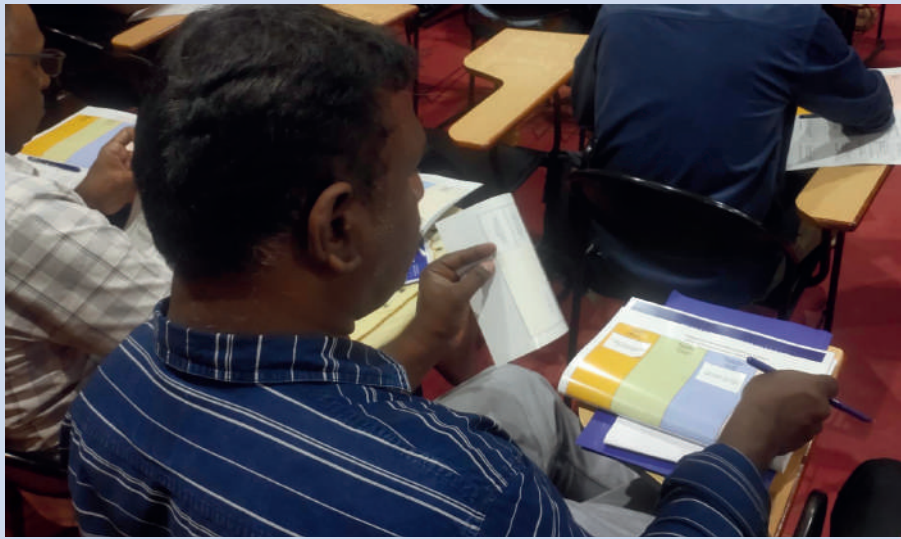
18-19 Oct 2024

Session Date



Immersive Learning

Emerging business entities, with a good mix of men and women business owners, immersed in the financial know-how and getting to know their cash cycles



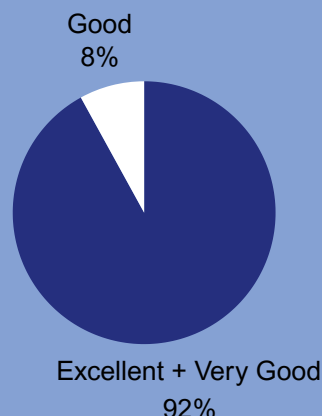


Scan here for to watch the videos

TESTIMONIALS

FEEDBACK ANALYSIS

OVERALL RATING:



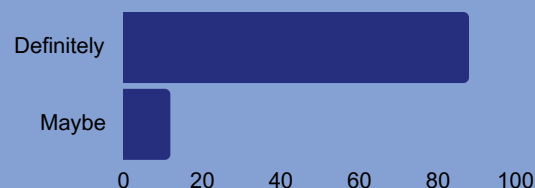
92% of the participants rated the session as **Excellent + Very Good**

SESSION HIGHLIGHT RANK:



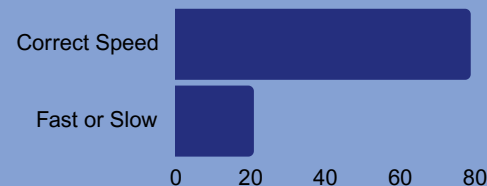
Activities conducted in class were ranked as **most liked by participants**

RECOMMENDATION:



88% said they will **definitely recommend** the program to their friends

SESSION PACE:



79% of the participants felt that **pace of the facilitator in class was correct**

"Thank you for this **golden opportunity**. The learning were immense. This will be very useful for a 1st Generation entrepreneur. The information provided will be **eye-opening for business owners, as it covers a wide range of topics, starting from the basics.**"



Mr. Abilash A.B
Fixwatt Pvt Ltd

"**My knowledge of business and finance was minimal before attending Puthiya Payanam**, but after attending the program, my **understanding has improved**. Thanks to CII, TVS Mobility and Poornatha."



Ms. Gowri RG
Yellow Bag Foundation

"The session exceeded my expectations. **As a 1st generation entrepreneur, I had many doubts, but the closed community setup made it comfortable to ask without hesitation.** The session was informative, clear, and addressed our specific needs as MSMEs."



Ms. Janani
Vkey Edu Solutions

"The sessions on **finance, sales, and marketing were explained clearly**, making it easy for startups to understand. **After 7-8 years of attending similar sessions, this one stood out with new insights.** Thanks to CII, Poornatha, and TVS Mobility."



Mr. Jafer Ali J
isquare Business solutions Private Ltd

"CII and TVS Mobility's 2-day training, led by Poornatha, was highly beneficial. **I gained valuable insights on financial discipline, overcoming challenges, and business strategies. Despite the busy Deepavali season, attending was well worth it.**"



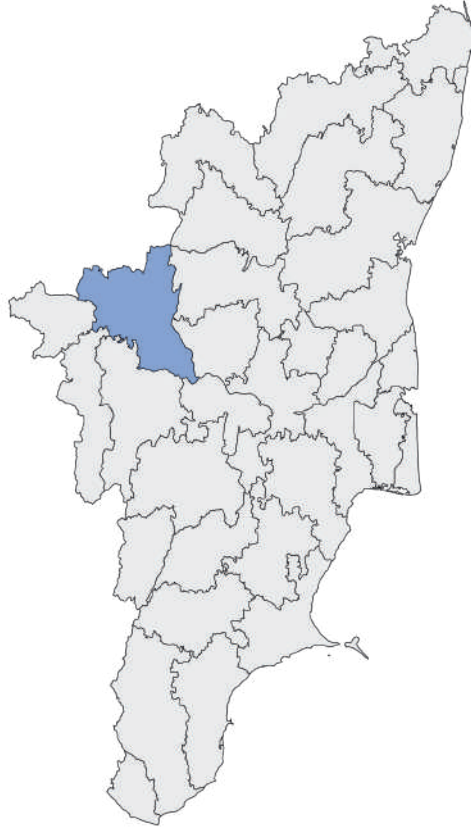
Ms. Kaverikani
Penmayil Apparels Pvt Ltd

"The **excellent teaching team covered concepts from scratch.** I've gained valuable insights, developed a learning habit, and even shared my knowledge with my family. This program **feels like a short MBA course, and I'm grateful for this transformative experience.**"



Ms. Mekala TS
Sai Startz

ERODE



PROGRAM STATS

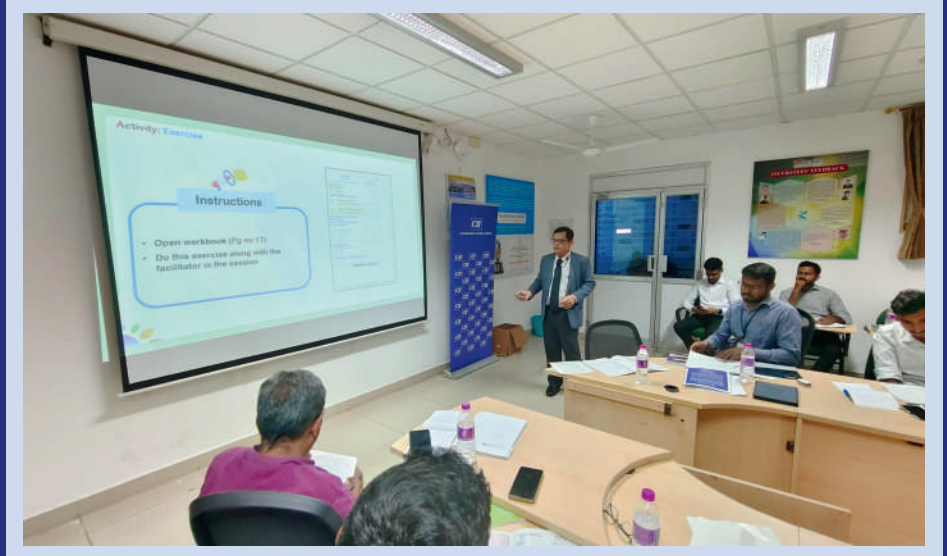
30
Participants

23 - 24 Oct 2024
Session Date



Know-how of business context

Emerging business entities, entrepreneurs with their spouses, diving deep into strategic discussions, financial management and drawing insights towards next stage.

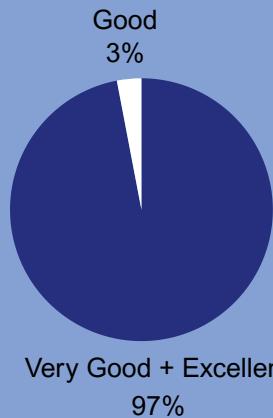




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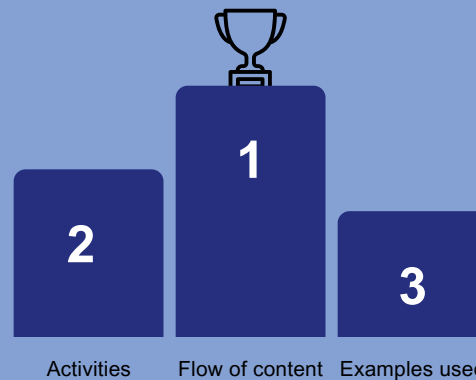
FEEDBACK ANALYSIS

OVERALL RATING:



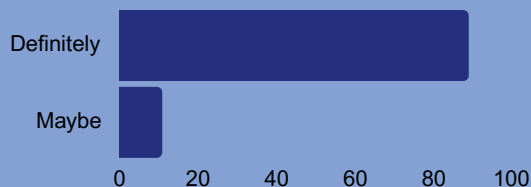
97% of the participants rated the session as **Excellent + Very Good**

SESSION HIGHLIGHT RANK:



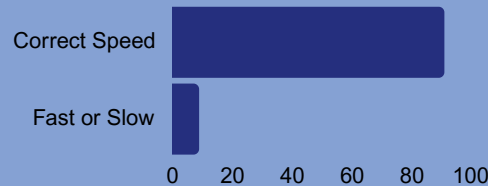
The **flow of conduct** of the class was ranked as **most liked by participants**

RECOMMENDATION:



89% said they will **definitely recommend** the program to their friends

SESSION PACE:



91% of the participants felt that **pace of the facilitator in class was correct**

TESTIMONIALS

"The **content was in Tamil and was easy to understand**. All our **doubts were cleared with patience** and the faculties handled the sessions really well. Thanks to CII, TVS Mobility and Poornatha."



Mr. Nayagan B
Annai Aluminium

"I've been running a textile business for a year and a half and have faced challenges in finance and marketing. **I feel every entrepreneur should attend this program**. The content is practical, and the **booklets are excellent guides** that will help us now and in the future."



Mr. P V Nisshanth
P V Nisshanth Garments

"The **sessions on ownership, balance sheets, staff analysis and recruitment were exceptionally clear and simple. Even a 1st-generation entrepreneur can understand very well.** I find the **materials used are amazing and easy to understand.** Thank you, CII and team."



Mr. Saravanan Kumar
Thulir Baby Shop

"The workbook activity helped identify strengths and weaknesses. The program **encouraged diverse perspectives, idea-sharing, and innovative thinking. I can now analyze and rectify minor mistakes.** It was a great opportunity. I thank CII and Poornatha."



Mr. Dhanush
Lakshmi Gears

Attending CII's session **was eye-opening.** I learned to evaluate employees' skills and commitment through a new lens, categorizing them effectively. Additionally, I **gained valuable insights** into balance sheet management, **previously unfamiliar to me. These new perspectives will definitely benefit my business.**



Mr. P Kavim,
Yellow Raft Kinetics Pvt Ltd

*

"**The booklets and engaging teaching style made complex management tools accessible. I highly recommend this program to all entrepreneurs - don't miss it!** I wish everyone to grow along in the path via the "Puthiya Payanam" initiative."



Ms. Booma Mahendrarvarman
SS Air Conditioning

ABOUT KNOWLEDGE PARTNER



An education entity providing large-scale, tech-enabled learning solutions on entrepreneurship, financial literacy and leadership in regional languages. The courses designed by Poornatha take a first principle approach and are jargon free, relatable and practical, making it easy for the participant to apply it in real life.

LEARNING PROGRAMS

Entrepreneurship

Programs for **entrepreneurs** to **scale their businesses** through **knowledge on financial concepts, people management and leadership**.

Financial Literacy

Programs for **students** to **build an understanding of Capital Markets** for **informed financial decisions and wealth creation**.

Corporate Leadership

Programs for **managers** with **focus on customer centricity, strategic growth skills and financial literacy**.

COURSE LANGUAGES



POORNATHA'S PRESENCE



INDIA



SENEGAL



VIETNAM

PRESS COVERAGE

CII hosts special training on business & financial excellence for entrepreneurs under Puthiya Payanam project

By CII Media Desk - Dec 19, 2024



Tamil Nadu

In August 2024, Confederation of Indian Industry (CII) and TVS Mobility launched a **Centre of Excellence on Employment & Livelihood** to support micro-entrepreneurs across Tamil Nadu. This center aims to support 1,000 micro-entrepreneurs from nine districts across Tamil Nadu via a special project called 'Puthiya Payanam: Nadarchiyal Naki'.

In its first phase, it has targeted to support 320 entrepreneurs across 8 districts in Tamil Nadu. The grand ambition of the project is to empower 1000 entrepreneurs. According to a recent report, this target is on schedule. The 320 entrepreneurs belong to Chennai, Coimbatore, Madurai, Tiruch, Tiruppur, Erode, Salem, and Karur; and they will be supported through a Special Capacity Building Program from October 18 to November 22, 2024.

The inaugural program commenced in Coimbatore on Friday as a two-day Special Training Program on Business & Financial Excellence for Entrepreneurs, and it had the participation of K. Senthil Kumar Puri IAS, District Collector, Coimbatore as a special speaker.

The session was a two-day program and it was attended by over 40 micro-entrepreneurs from the city as part of the development program. The entrepreneurs of Puthiya Payanam will later be enrolled into the CII Tamil Nadu Micro-Entrepreneurs Forum, which would in turn be led and guided by the CII Tamil Nadu District Leadership. Through this forum, the entrepreneurs will have the opportunity to work closely with CII leadership and membership support.

R. Narasim, Chairperson - CII Southern Region and Managing Director, Chandra Textiles, mentioned that Prime Minister launched an initiative in February 2024, emphasizing the crucial role of micro-entrepreneurs in employment generation and economic growth. He also highlighted that this is the first time CII has established the headquarters of a national center of excellence in a tier 2 city, Madurai, signifying the importance of tier 2, tier 3, and rural economies for national progress.

She emphasized CII's ability to leverage its core strengths—membership base, policy advocacy, and expertise in skill development—to promote micro-enterprises. Through a collaborative approach, these initiatives can create an ecosystem that drives sustainable socio-economic development and contributes to India becoming a developed nation by 2047.

Bargan, Past Chairman, CII Coimbatore Zone & Vice President, Bangannur Shree and Malloobes, Rajesh Doraiswamy, Vice Chairman, CII Coimbatore & Joint Managing Director, Salco Electronics Ltd, Srikanthavelu, Managing Partner, Teknuk Industries also addressed the pathfinders.

Efforts of entrepreneurs vital in driving the nation's economic aspirations

Published - October 24, 2024 9:15 pm IST - India

THE HINDU BUREAU



An entrepreneur couple receiving their certificates after completing a special training on business and financial excellence at Perundurai Erode district on Thursday. | Photo Credit: M. GOVARTHAN

Micro entrepreneurs are indeed the backbone of the economy with over 10.76 crore individuals being employed and are a significant contribution to the country's gross domestic product. Hence, efforts of entrepreneurs are vital in driving the nation's economic aspirations, said D. Shanmugasundaram, chairman of Confederation of Indian Industry (CII), Erode Zone, here on Thursday.

The CII had recently launched a Centre of Excellence on Employment and Livelihood (CII CEL) with an aim to transform India's micro-entrepreneurial landscape and establish it as a transformative force for the country. The centre announced a project, 'Puthiya Payanam' by which the CII will support existing micro-entrepreneurs and create new entrepreneurs in the State. Under the project, a two-day training on business and financial excellence for entrepreneurs was held at Konga Engineering College, Perundurai, in which 40 entrepreneurs from the district took part.

At the valediction, Mr. Shanmugasundaram said the training and resources that entrepreneurs had gained were designed to strengthen business acumen and position them for a great success. He asked them to leverage the knowledge acquired during the training as the days were filled with opportunities that required resilience and innovation. "If you want to achieve, you have to work towards it. It's all in the mind. Set a goal and work towards it, you will achieve," he said.

The chairman said entrepreneurs, who had undergone training would be inducted as members into the CII CEL Micro-Entrepreneurs Forum that would help them discuss the challenges they faced with a vibrant community that were ready to uplift and guide them. He said they would have the opportunity to interact with mentors and take their guidance.

K.M. Shanmugapermal, convener, MSME and manufacturing Panel, CII Erode Zone, recalled his personal experience and explained how his dream of becoming an entrepreneur was realised.

G. Aravind, vice-chairman, CII Erode Zone, G. Shivek, Director, CII CEL, Erode and V. Babusamy, President of the college, were present.

CII empowers micro-entrepreneurs with 'Puthiya Payanam'

Editor, October 31, 2024



As part of the Confederation of Indian Industry (CII) recent launch of the Centre of Excellence on Employment and Livelihood, CII began its first capacity building programme under Puthiya Payanam at a private hotel, Coimbatore, recently.

It is a two-day program to empower micro-entrepreneurs which held on the 18th & 19th of October 2024.



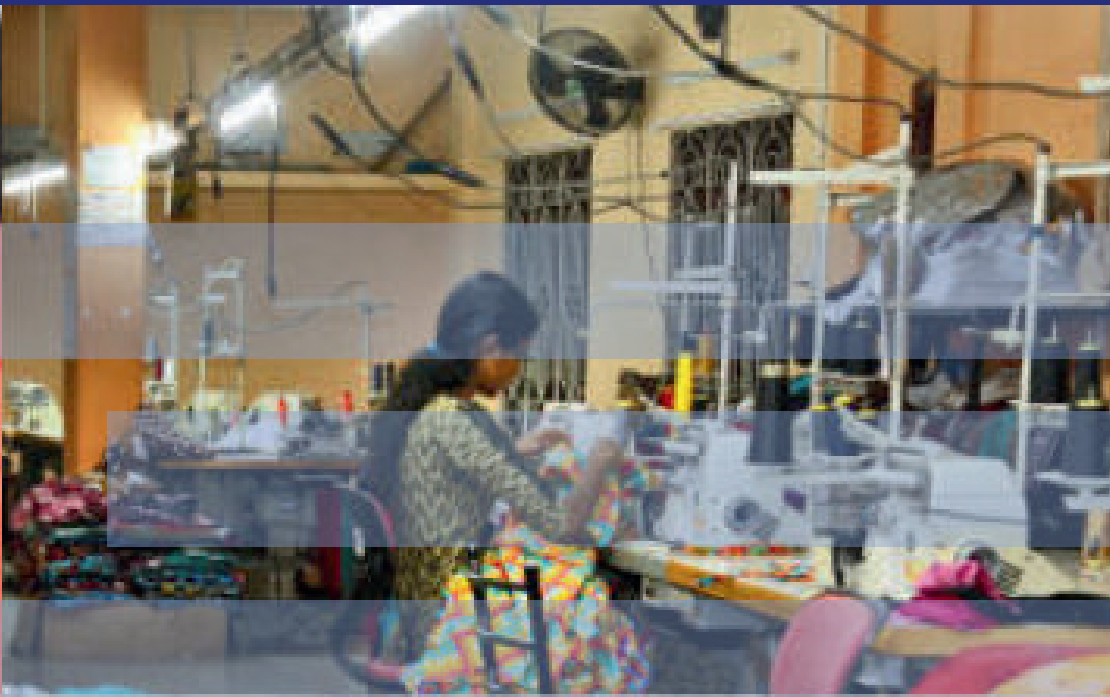
The programme's valedictory commenced on the second day and was attended by Ganapathy Rajkumar, Member of Parliament, Government of India; Nandini, Chairperson - CII Southern Region and Managing Director, Chandra Textiles; Karthikeyan, President of CODESSA and Managing Director of Sukhuma Dynamic Private Limited and Kalpakrishnan, Chairman of CII Coimbatore and Founder & Managing Director of Sagar Sports Tech Equipments Pvt. Ltd.

Ganapathy Rajkumar addressed the session and mentioned that Coimbatore micro-entrepreneurs face challenges in adjusting to changes in regulations and the business environment. Growing up for these challenges, he highlighted that the permission to construct and expand Coimbatore International Airport from the state government is an important gateway for business in Coimbatore.

He noted the presence of many women entrepreneurs at the session, which boosts the state government's initiative to encourage them. He also mentioned that many companies are now considering Coimbatore as a destination after Chennai and Bangalore. He emphasized that micro-entrepreneurs should engage in capacity building programs to capitalise on growth opportunities. He thanked and appreciated CII for organizing such initiatives, which are very helpful for both the government and industries.

Nandini mentioned that Prime Minister launched the initiative in February 2024, emphasizing the crucial role of micro-entrepreneurs in employment generation and economic growth. She also highlighted that this is the first time CII has established the headquarters of a national center of excellence in a tier 2 city, Madurai, signifying the importance of tier 2, tier 3, and rural economies for national progress. Nandini emphasized CII's ability to leverage its core strength—membership base, policy advocacy, and expertise in skill development—to promote micro-entrepreneurs. Through a collaborative approach, these initiatives can create an ecosystem that drives sustainable socio-economic development and contributes to India becoming a developed nation by 2047.

The session ended with participants giving their feedback about the session, and Ganapathy Rajkumar presented participation certificates to all the participants who completed the two-day training program.



A large dark blue circle with two white chevrons pointing right above the text "WAY FORWARD" in white, bold, sans-serif capital letters. The circle is set against a background of horizontal light blue bars and a vertical strip of images on the left showing people and a market.

WAY FORWARD

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CII CEL, supported by TVS Mobility, operates in mission mode to facilitate collaboration between industry and key stakeholders, implement impact-driven projects and facilitate key policy dialogues to break systemic and social barriers that impede the exponential growth possible in this sector.

The Project *Puthiya Payanam, Valarchiyai Nokki* (A New Journey, Towards Growth) is a tailored programme for Micro entrepreneurs, addressing crucial aspects of financial management, leadership, and adaptability in the business landscape.

Puthiya Payanam aims to reach 1000+ micro entrepreneurs Tamil Nadu in 9 districts, with plans for further expansion across states, supporting the growth journey of micro-entrepreneurs nationwide.

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