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प्रेस विज्ञप्ति/ PRESS RELEASE

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## **Indian Bank starts fourth batch of "MSME Prerana"**

Indian Bank started its fourth batch of MSME Prerana from 7<sup>th</sup> December, 2020 for MSME entrepreneurs of Indian Bank Branches in Tamil Nadu. Dr. V. L. Indira Dutt, Chairperson and Managing Director, KCP Limited has e-inaugurated the programme in the presence of our MD & CEO Ms. Padmaja Chundurur. The fourth Batch programme will be from 7<sup>th</sup> December to 19<sup>th</sup> December, 2020.

MSME Prerana, Business Mentoring Program for MSMEs entrepreneurs was launched by Hon'ble Union Minister of Finance and Corporate Affairs, Smt. Nirmala Sitharaman on 6<sup>th</sup> October 2020. MSME Prerana is a first of its kind initiative by a Bank in the country for the MSME sector. This is for empowering entrepreneurs through skill development and capacity building workshops in the local languages. The programme is in collaboration with Knowledge Partner M/s Poornatha & Co, a firm that designs Entrepreneurial Development Programmes in vernacular using online web based interactive sessions and case studies.

In her welcome address Ms. Padmaja Chundurur, MD & CEO, Indian Bank said "MSME Prerana programme received very good response from Bank's MSME entrepreneurs and participation of more women MSME entrepreneurs is overwhelming. The aim is to equip them necessary skills to handle professionally in volatile and uncertain situations and build confidence in them for a viable and sustainable business growth".

In her inaugural address Dr. V.L. Indira Dutt said "MSMEs are drivers of growth of Indian economy. Lauding the efforts of Indian Bank for launch of Business mentoring programme like 'MSME Prerana' which would be a shot in arm of MSME industry. Launch time of 'MSME Prerana' is also very appropriate, given the stress in MSME due to prevailing pandemic conditions. This programme benefits MSME Customers holistically".

Shri. K. Chandra Reddy, FGM Chennai, Shri. K. Sudhakara Rao, GM (MSME) also addressed the MSME Entrepreneurs. Senior Executives of Bank, Zonal Managers

and Branch Managers participated in this online inaugural program along with MSME Entrepreneurs. 'MSME Prerana' will spread its outreach from South to North, East and West in their local language shortly.



Dr. V.L. Indira Dutt, Chairperson and Managing Director, KCP Limited.

A screenshot of a Zoom meeting interface. The main area shows a grid of 20 video thumbnails. The top-left thumbnail is highlighted with a blue border and labeled 'Speaking: sudhakar'. The grid includes participants like Poornatha (Host...), sudhakar, Padmaja Chunduru..., The KCP Limited, Abig Jones, Aishwarya P, Ashok, chinnappa, Deepalakshmi, Dinesh (Cohost), Indra, Latha super bazaar, M K Anand, M.DAMODARAN, FGM CHENNAI, mahalaxmi, MEGA ENTERPRISES, MIM COMPUTER SYS, Nagaraj, P C DASH, P Kumarappan, Poornatha (Cohost), prushothaman, RAJAGANAPATHY S., and rajalakshmi. On the right side, there is a 'Participants (102)' list with a search bar and icons for each participant, including Poornatha (Host, me), Dinesh (Cohost), Poornatha (Cohost), Sharon Jennisha (Cohost), Suresh Thirunavukkarasu - Po... (Cohost), 1585333699, A Balaji, abhilakshit kaushal, and Abig Jones. At the bottom, there are controls for Mute, Stop video, Share, Record, Breakout sessions, and a red 'X' button.