

## BRANDING OF MSME PRODUCTS

- Type of Programme:- Symposium organised by GMA jointly with AIMA and MSME Directorate, Guwahati.
- Date : 5th July 2019 Time :2.00 PM to 5.00 PM
- Venue : MSME Meeting Hall; Guwahati .
- Participants : 55
- Speakers : Mr. M. Sreenivasulu, Director MSME Guwahati, Mr. Rupankar Gogoi Chairman IRIDGE Business School,Guwahati & Mr. Arun Kapoor, Dy. Director Centre for Management Education, AIMA.

MSME Entrepreneurs from various places of Assam assembled. Mr. M. Sreenivasulu Director MSME Guwahati inaugurated the symposium with a introductory talk, where he elaborated various schemes available to the MSME entrepreneurs and how entrepreneurs can avail benefits. Mr. Rupankar Gogoi, an MBA from Leeds University and a successful entrepreneur, who has started a business school at Guwahati, spoke extensively about benefit of branding, how to get patent, trade mark etc. He also referred to consultancy service available in this regard. Also he had highlighted the need of value creation of products.

Mr. Arun Kapoor from CME AIMA in his closing remarks also elaborated about enhancement of product value through branding.



Mr S B Sarma, President GMA welcoming the guests and participants .