

**GIZ India and MIA Hingna in association with MSME-DI Nagpur  
organized an exclusive webinar on  
'Recreating Opportunities in Tough Times' by Mr. Sandeep Maity**



**Participants in attendance for the webinar at MIA House**



**Online attendees for the webinar**

**Inset**



**Mr. Sandeep Maity, speaker for the webinar**

GIZ India and MIA Hingna in association with MSME-DI Nagpur conducted an Exclusive free webinar on 'Recreating Opportunities in Tough Times' by Mr. Sandeep Maity, Managing Partner at Mighty Impact Consulting, Bengaluru. This interactive webinar focused on two main issues, which every business/MSME faces while surviving the crisis period when the going gets tough and how to utilize this time to reinvent and march ahead to keep the business updated with changing times. The need for this webinar occurred due to the current unprecedented times of COVID19 global pandemic crisis which brought a sudden shift in market needs and customer expectations, meanwhile, threatening the existing business models of several businesses, especially MSME sectors, which are highly impacted and are struggling to survive this challenge while striving for more resilient and sustainable future for their business.

Mr. Sandeep Maity, an alumnus of VNIT has been associated with many leading businesses in various positions and roles for the last three decades like NELCO (TATA Group), L&T, ABB, Kirloskar-Ansaldo, Danfoss, VACON, LAPP. He carries with him an incredible amount of experience having worked in India, Europe, China and Asia-Pacific regions in various capacities for a range of businesses.

This webinar was intended to benefit many businesses/MSMEs of Nagpur in building a road-map ahead in these crucial times. Many of MIA Nagpur industry partners attended this webinar. The participants received a chance to interact with the person himself who has transformed many businesses around India. This webinar guided businesses on retaining the existing customer base with changing times and needs while moulding the business in such a way to attract new customers alike.

The webinar was initiated by Mr. C. G. Shegaonkar, President of MIA Hingna Nagpur, with a welcome note to the guest speaker and live participants of the webinar. The introduction of Speaker followed by general instruction remarks was delivered by Dr. Ravindra Aher (GIZ India).

The webinar covered four major areas for business improvements, further elaborated as below,

1. Evaluation of business portfolio for identifying exclusive growth opportunities: which explored end customer based segmentation and customer base life cycle.
2. Leverage on changing customer needs: which focused upon recreating business models with new normal, investing in innovating new products and re-engineer existing ones, and discovery of the “real” customer needs.
3. Market penetration with Existing products in Existing markets: Maintaining customer confidence while increasing market share, Building / Re-creating customer (brand) loyalty, and CRM.
4. Market development: Expanding in New markets with Existing products, which covered Comprehensive Digital Strategy including Branding & Promotion.

The webinar concluded with the question-answer session which was conducted and moderated by Dr. Ravindra Aher, Consultant GIZ and Mr. Sandeep Darwhekar, followed by closure remarks and thanksgiving delivered by Mr. S.M. Patwardhan, Vice President, MIA Hingna, Nagpur.