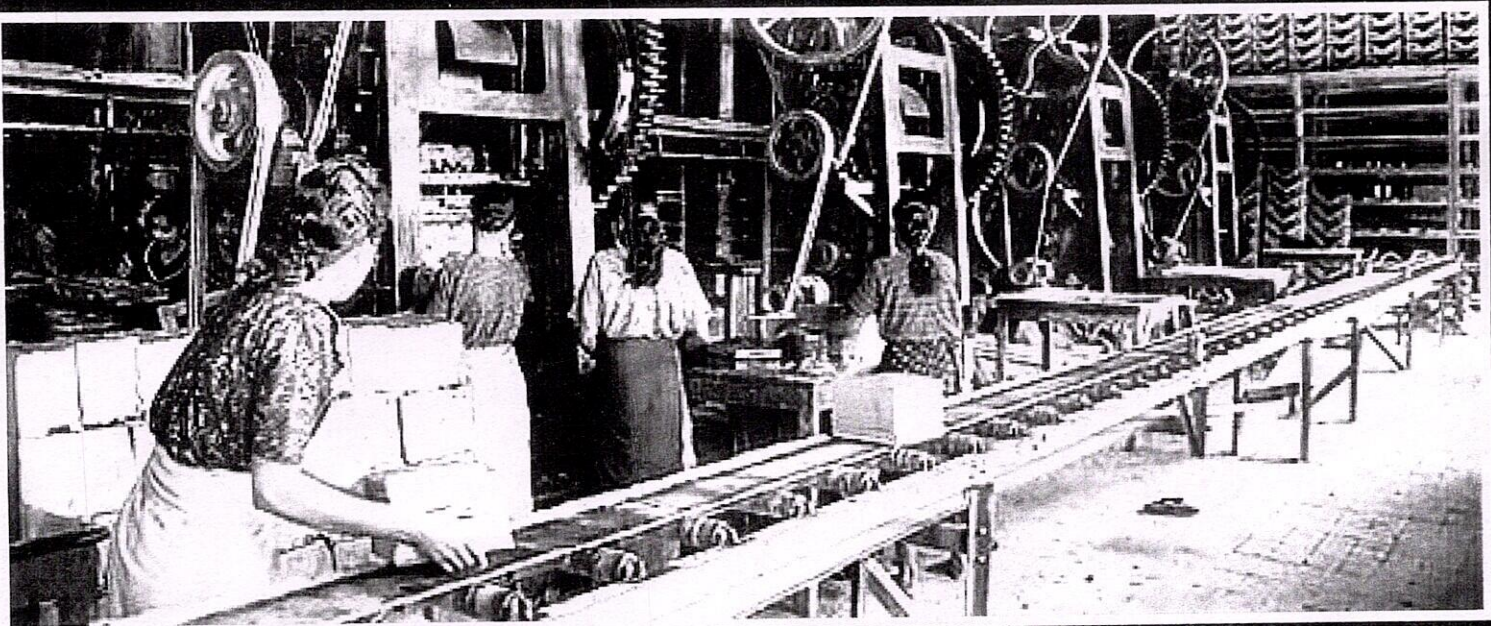
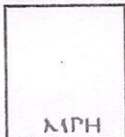


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ROLE OF MSME SECTOR IN INDIAN ECONOMY PROSPECTS & CHALLENGES



EDITOR
N. SURESH



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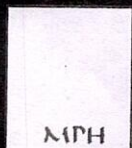
About the Book:

This book is the conglomeration of research papers and articles presented by the delegates in UGC sponsored two day national seminar conducted by the department of Commerce, MVS Government Arts & Science College, Mahabubnagar in the month of March 2015 to provide a common rostrum for researchers and small scale entrepreneurs to share their magnificent ideas on the prospects of MSME sector in India. This book mirrors multiple facets of small scale industries covering the rural and woman enterprises, policy frame work corroborating the growth of MSMEs, export potential and vulnerabilities encountered by MSMEs in the context of Foreign Direct Investments being forayed into Indian markets. Few chapters have meticulously emphasized on sector wise performance of MSMEs like Dairy farming, Fisheries and Chemical industries. It not only elevates the contemporary HR and marketing strategies fostered by Indian MSMEs but also brought forward few case studies on MSME milieu in the states of Telangana and Andhra Pradesh which have been endeavouring to culminate the prospects of MSMEs.

About the Editor

Mr. N. Suresh is currently working as Assistant Professor of Commerce at MVS Government Arts & Science College, Mahabubnagar and conducted UGC sponsored two day national seminar on MSME Sector, the proceedings of which, are brought in the form of this book. He holds ten years of teaching experience and served at prestigious Sai Sudhir PG College of Hyderabad in the department of Management Sciences and guided more than two hundred live projects in Finance and Entrepreneurial Development. He has also extended his services in the capacity of nodal IQAC and NAAC Coordinator and Convener of Faculty Forum at MVS Government Degree College with innumerable best practices to his credit.

Suresh took his M. Com and MBA from Osmania University with Finance as his specialization and qualified UGC NET in Commerce. He is currently pursuing his research work on Export Promotion Schemes of MSMEs in India. He has delivered extension lectures in seven government degree colleges and published papers in eighteen international and ten national journals on International Finance, Business Environment and Business Law which are his core areas of interest.



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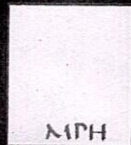
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