

Industry Meet – Sankalp 2.0



Sankalp 2.0, jointly organized by IIT Madras and ICSR, was held on March 20, 2024. Prof. Thenmozhi's welcome speech was followed by Prof. Manu Santhanam, Dean of ICSR, who made a presentation on

the various Industry activities of the Institute. Prof. V. Kamakoti, Director of IITM, in his inaugural address, emphasized the manufacturing innovation and cybersecurity's role in aiding SMEs and MSMEs. Mr. Ravishankar, Joint Managing Director of Super Auto Forge, delivered keynote address, stressing on India's manufacturing potential and its GDP contribution target of 25%.

DoMS faculty presentations covered management case studies, supply chain sustainability, cybersecurity, gender dynamics, and circular business models. A panel discussion, moderated by Mr. G Shanker, President of Madras Consultancy Group. The panelists were Mr. Mahesh Anand, President of Nippon Paints, Mr. E. Balaji, Global CHRO of TVS Supply Chain Solutions, Dr. Kartik Kumar, Saint-Gobain Research, and Ms. S Muthumala, Congruent Solutions. The importance of entrepreneurship, and industry expectations on academic collaborations were discussed. Emphasis was placed on internships, workshops, and faculty involvement in industry visits.

Ms. Glory Swarupa, Director General, National Institute of MSME emphasized the need for collaboration between MSMEs & academia and skill development, with recognition of IITM's leadership in patents and start-ups. Dr. VSV Verchezian, MD, Sri KVS Industries, and Mr. Rajasekaran, Managing Director, Ace Group of Companies also expressed their views on academic linkage with MSMEs. An exhibition showcased DoMS faculty and research scholars' work, attracting over 60 industry representatives. The event underscored the critical role

of partnerships in driving innovation and empowering MSME growth, advocating for stronger ties between academia and industry to address global challenges.