

प्रेसविज्ञप्ति/ PRESS RELEASE

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### Indian Bank launches 'MSME Prerana' in the state of Rajasthan

**Chennai, December 26, 2022:** Indian Bank, one of the leading public sector banks in the country, has launched its flagship business mentoring program for MSME entrepreneurs – 'MSME Prerana' – in the state of Rajasthan.

Indian Bank's unique program, "MSME Prerana", is a first-of-its-kind initiative for MSME Sector in the country by any bank. It aims at empowering MSME Entrepreneurs through skill development and capacity building training in their local languages, assisting them in acquiring necessary financial and managerial skills, capacity to handle crisis in business, understanding of dynamics of credit rating and risk management. The training program is in collaboration with M/s Poornatha & Co, a firm that designs entrepreneurial development program in vernacular languages using online web interactive sessions and case studies. Indian Bank has already conducted this online program in 7 languages across 10 states.

While inaugurating the program, Smt. Usha Sharma, Chief Secretary, Government of Rajasthan appreciated this proactive measure of Indian Bank in handholding the MSME entrepreneurs in the state.

Shri Shanti Lal Jain, MD & CEO, Indian Bank further added that the MSME sector is a huge and potential sector and Indian Bank believes that 'MSME Prerana' will complement the efforts of Govt of Rajasthan by equipping them with necessary skills to navigate and grow in the marketplace efficiently.

Shri Mahendra Kumar Parakh, Commissioner, Industries, Govt of Rajasthan, Shri Narendra Sharma, GM (MSME) and Shri. Ravinder Singh, FGM (Delhi), Indian Bank and other senior officials of State Government and Bank were present at the event.