



# **MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY**

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Approved by AICTE, Ministry of HRD , Govt. of India

Ministry of HRD , Govt. of India  
(Affiliated to Guru Gobind Singh Indraprastha University, Delhi)

## **Department of Management, MBA**

### **Report on**

## **SIIC, IIT KANPUR A-MDP FINANCIAL STRATEGIES FOR VALUE CREATION**



**Organizer: Department of Management, Maharaja Agrasen Institute of Technology**

**Date: 19<sup>th</sup> January to 23<sup>th</sup> February**

**Timings: 9:45 AM to 5:15 PM**

**Venue: IIT Kanpur Outreach Center, Sector 62, Industrial Area, Noida, Uttar Pradesh**

**Faculty Coordinators: Dr. Sanjeev Kumar**

A 5days certificate program was offered by SIIC, IIT Kanpur an initiative of MSME, Advanced MDP on Financial Strategies for Value Creation. The program aimed to provide essential knowledge about Financial Analysis and Planning. The agenda behind the program was to apply the various techniques of financial decisions in real life situations and their practical application.

### **Day1 (Basics of Finance)**

Prof. Jagriti Arora from Great Lake Institute of Management, taught us about Financial Analysis and Planning. The techniques for financial forecasting and Budgeting. Importance of Ratio Analysis and then taking the important decisions in the firm was the prime information we gained.

### **Day 2 (Financial Management)**

Dr. Timcy Sachdeva from VIPS, IPU shared her valuable teachings about profit maximization and wealth maximization. Her expertise helped us to know more about major decisions required to be taken in the firm i.e, Financing Decisions, Investment Decisions and Liquidity Decisions.

### **Day 3 (Market Structure)**

Dr. Niti from IIFT, directed the students towards Financial Market Structure and Time Value of Money. She showed the students and even made them to practice on excel various calculations such as PMT, FV, PV etc. Capital Structure was the main topic of discussion.

### **Day 4 (Mergers , Acquisitions and Divestiture)**

CA Ashish Jain from IIFT, with his 21+years of experience provided students with insights on Mergers, Acquisitions and Divestiture. He elaborated the importance of synergy and economies of scale. Due Diligence best practices and integration

panning should be taken into consideration.

### **Day 5 (Investors and Stakeholders)**

Dr. Meenakshi Gandhi from VIPS, IPU ended the program on the most important topic that is Investor Relations and Stakeholder Management. Consumers are the prime stakeholders to be taken care of. Techniques for effective communication with investors and other stakeholders were also taught.

The program included interactive lectures, group discussions, case study analysis and business life examples. Students provided positive feedback, appreciating the hands-on approach, the relevance of the content to MSME challenges, and the opportunity to network with peers. The training successfully met its objectives, with participants demonstrating a significant improvement in their understanding of financial management concepts and expressing confidence in applying these skills to their respective businesses





## **Conclusion**

This 5 day training program was more than just being a program. It was a valuable initiative, contributing to the enhancement of financial management practices among participating MSMEs. The positive feedback and outcomes indicate a strong foundation for future training programs .