

## **AiMeD, Wadhwani Foundation support MSMEs in the medtech sector**

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**Select 200 MSME partners of AiMeD could benefit from the 'Sahayata Program' powered by the Wadhwani Foundation**



Association of Indian Medical Device Industry (AiMeD) has entered into a strategic partnership with Bengaluru based Wadhwani Foundation, a global non-profit organization to help the *MSMEs* address the various challenges faced by them at this critical time of Covid-19 pandemic to create an Aatma Nirbhar Bharat.

Through this partnership, Wadhwani Foundation in coordination with AiMeD will provide soft assistance to AiMeD's Progressive MSME Members to enable them to survive and grow amidst the current crisis through the Sahayata Program. The Sahayata Program aims to provide a growth path for small businesses by addressing their strategic, operational and talent needs.

AiMeD and Wadhwani Foundation will jointly select around 200 of its Progressive MSME partners to engage with through the Sahayata program, over the next few months. Under this outcome-oriented program, the MSMEs will receive personalized, actionable content in the form of videos, readings, articles, playbooks and infographics curated by the Wadhwani Foundation, one-on-one mentorship from experts and access to consultants and advisors for further guidance on finding solutions to MSME's key business challenges. MSMEs will have bespoke engagement models based on their business requirements.

The main objectives of the Sahayata Program are:

1. To ignite growth of Progressive MSMEs in the MedTech sector and generate employment
2. To inculcate the habit of operational, strategic and technological excellence among MSMEs in MedTech so that they can expand their competitive advantage
3. To provide and train MSMEs on best practices in supply chain, manufacturing, Go-To-Market, etc.
4. Help build a sustainable eco system as an identified growth driver under the AtmaNirbhar Program launched by Govt of India
5. Help build both soft and hard infrastructure to accelerate and sustain growth

This is the first of its kind initiative in the Indian MedTechMSME ecosystem and aims to provide the targeted expertise to the MSMEs across varied areas. The Sahayata Program coupled with the various stimulus measures announced by the government will help the MedTech sector to grow during the current difficult times.