

BITS Pilani inks MoU with Laghu Udyog Bharati for growth of MSMEs

NT Reporter
Panaji

To accelerate innovation and strengthen India's Micro, Small and Medium Enterprises (MSME) ecosystem, the BITS Pilani University has signed a memorandum of understanding (MoU) with Laghu Udyog Bharati (LUB) National, the apex body representing MSMEs across the country.

This partnership brings together the academic excellence, research strength, and innovation ecosystem of BITS Pilani with LUB's extensive national network of MSMEs. The collaboration aims to create a dynamic platform that accelerates competitiveness, fosters in-

novation, and enables sustainable growth for MSMEs across India.

Under this MoU, BITS Pilani and LUB will collaborate on a wide range of initiatives including technology adoption and upgradation for MSMEs, joint R&D projects addressing sector-specific challenges, innovation, incubation, and entrepreneurial support, training and capacity-building programmes, strengthening industry-academia linkages, joint access to national and global funding opportunities.

Speaking on the occasion, Prof. Sounak Roy, Dean - Research and Innovation, BITS Pilani, said that the partnership would

enable the institute to translate high-quality research into tangible societal and economic impact for the backbone of the Indian economy - the MSMEs.

Prof Suman Kundu, Director, BITS Pilani K K Birla Goa Campus, said that the BITS Pilani will open its laboratories, expertise, and research ecosystem to support the technological and educational needs of MSME units across India.

LUB All India president Madhu Sudan Dadu said that the MoU bridges the long-standing gap between academia and industry, creates new opportunities for students, and fosters innovation-led MSME growth nationwide.