



## SAF Day

Every year on the 1st of July we celebrate the brave men and women of the Singapore Armed Forces.

In light of Covid-19, Defence Minister Ng Eng Hen officiated at a live-streamed ceremony involving various trade chambers, as well as Singapore Indian Chamber of Commerce & Industry (SICCI).

The programme for the ceremony included screening of the SAF Day video. Dr Ng commended the SAF for carrying out its duties, diligently and effectively in the national fight against the Covid-19 pandemic. In his SAF Day message, Lieutenant-General Ong led SAF personnel in reciting the SAF pledge and singing of the National Anthem and presentation of a token of appreciation from SAF to SICCI.

Four representatives from the SAF joined the Chairman of SICCI, Dr. T. Chandroo, Vice-Chairman, Mr. Chandra Mohan Rethnam and Board Directors, Mr. Parthiban Murugaiyan, Mr. Muralikrishnan Rangan and Mr. Raj Kumar S/O Perumal and SICCI staff, Sunitha M took the Pledge together, while complying with safe distancing measures.

We thank all our servicemen and women for their hard work and dedication, and their families for their support!



## SICCI and NTUC U SME Memorandum of Understanding

On 20th July, a Memorandum of Understanding (MoU) signing ceremony between SICCI and NTUC U SME, was held at the Singapore Indian Chamber of Commerce and Industry. The MoU was represented by the Chairman of SICCI Dr. T. Chandroo and Assistant Director-General of NTUC and Director of NTUC U SME Mr. Yeo Guat Kwang and witnessed by SICCI Vice-Chairman Mr. Chandra Mohan Rethnam.

The MoU is an important step in reinforcing continuous collaboration to build a long-term and strategic partnership between SICCI and NTUC U SME. The agreement highlights the role of SICCI in providing its members with insights, connections and support services to give their companies a competitive edge in the global market.

After the signing of the MoU, there was an extensive discussion on the challenges faced by businesses and workers during COVID-19 and ways of adapting to the developing situation.



(From Left to Right: SICCI Board of Director Mr. J K Saravana, Vice-Chairman of SICCI Mr. Chandra Mohan Rethnam, Chairman of SICCI Dr. T. Chandroo, Assistant Director-General of NTUC and Director of NTUC U SME Mr. Yeo Guat Kwang, SICCI Board of Director Mr. Parthiban Murugaiyan and Assistant Director of NTUC U SME Ms. Susan Woo)



# Introducing SME Centre@SICCI Board of Directors (2020 - 2022)

On July 2, 2020 the first board meeting for SME Centre@SICCI was conducted by Mr. Chandra Mohan Rethnam, Chairman, SME Centre@SICCI. He appointed a new Board of Directors comprising Mr. Prasoon Mukherjee and Mr. Rajakumar Chandra. Mr. Raj Mohamad will continue serving, marking his second consecutive term. Each of these Honorary Board Directors come from varied backgrounds and bring extensive experience to the table.

The Centre, an initiative of Enterprise Singapore in collaboration with SICCI, will continue to work closely with Enterprise Singapore and other government agencies such as Info-communications Media Development Authority (IMDA) and Workforce Singapore (WSG) to help Small Medium Enterprises (SMEs) start, sustain and grow their businesses.

## Webinars hosted by SME Centre@SICCI and SME Centre@Little India

SME Centre@SICCI & SME Centre@Little India organised the following capability development webinars over the last few weeks which benefitted around 300 participants.

### **1. Managing Workforce to ensure Business Continuity in the New Normal (18th June)**

This webinar benefitted business owners and HR managers to reinvent and ramp up their business models, to adapt the post-pandemic ways of working and to manage and build a resilient workforce.



(From Left to Right: Chairman of SME Centre@SICCI Mr. Chandra Mohan Rethnam and SME Centre@SICCI Board of Directors: Mr. Rajakumar Chandra, Mr. Raj Mohamad and Mr. Prasoon Mukherjee)

### **2. Branding to Sell When No one is buying (26th June)**

Faced with the prospect of slow growth, companies are confronting a 'new normal'. The speakers shared the strategies entrepreneurs and sales leaders need to apply to acquire new customers while retaining the existing ones amid uncertainty.

### **3. Running a Business Amidst a Crisis (29th June)**

SME Centre@SICCI and Law Society Pro Bono Services organised this webinar. Insights of the COVID-19 (Temporary Measures) Act 2020 and legal nets to help businesses navigate through this crisis was discussed.

### **4. Financial Management for Start-ups & SMEs (17th July)**

This webinar furnished start-ups & SME owners with the financial knowledge, resources and information they need to make the best decision for their business, both now and in the future.



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