

SEMINAR ON TECHNOLOGY AND TECHNOLOGY FINANCING FOR MSMEs

Indore, Madhya Pradesh

After an encouraging turnout in Hyderabad, Faridabad and Ahmedabad the forth of the series of six cities seminars was successfully organized by FICCI with support of Pithampur Audhyogik Sangathan (PAS) in Indore on January 17, 2013.

The programme of the seminar was designed in such a way that participants were introduced and got familiar with emerging concepts like technology based marketing tools & digital inclusion for MSME through Internet, Clean Technologies, etc besides special focus on important role played by financial institutions in providing timely and affordable credit.

Easy access to finance and increased usage of latest technological tools by MSMEs was the highlight of the inaugural session. Dr. Darshan Kataria, Joint President, Pithampur Audyogik Sangathan delivered the opening remarks. The welcome address in the inaugural session was given by Mr. Sanjay Bhatia, Chairman, FICCI, MSME Committee and Chairman & Managing Director, Hindustan Tin Works Ltd.

The chief guest of the occasion was Mr. Sanjay Dubey (IAS), Managing Director, Madhya Pradesh Finance Corporation (MPFC). He informed the participants that out of total financing that MPFC provides, 75-80 per cent goes to the MSMEs. He mentioned that MPFC also focuses on first generation entrepreneurs and most of the industries started their operations in last 40 years in Madhya Pradesh have been associated at least once with MPFC. He informed that MPFC is very much flexible to provide tailor made financial solutions for MSMEs as per the requirements of the applicant company.

Mr. Anukool Bhatnagar, Dy General Manager(B&O) Indore, State Bank of India (SBI); Dr. R R Alluri, Director- Centre for Clean Technologies & Sustainable Business, Amity University; Mr. Vijay Garge, Assistant Director, MSME DI- Indore, Govt. of India; Mr. Pramod Joshi, General Manager, Indo German Tool Room – Indore also addressed the audience during the inaugural session.

The inaugural session was followed by a panel session on 'How to bridge Finance and Access Gap?' The session included a panel of experts from mainstream nationalized banks such as SBI (Mr. Naveen K Dheeman, AGM TCFC Indore, State Bank of India), financial organizations focused on SMEs such as SIDBI (Mr. A. Sreenivas, General Manager, Indore Regional Office, SIDBI) and also from NBFC (Mr. Milind Satpute, BDM, Bell Finvest India Limited). The panelists shared their views on the parameters that MSMEs should keep in mind while approaching financial institutions and the various products that financial institutions can offer to help MSMEs meet their long and short term financial requirements.

Thereafter a session on Leveraging Information and Communication Technologies (ICT) for ease of Business operations of MSMEs was conducted. As part of which, a live workshop was hosted by Facebook. Ms. Preeti Shivane, Advertising Specialist, Facebook educated MSMEs on how to use the Facebook platform to drive awareness and engage with their target demographic. During this session, the four steps to success on Facebook were discussed to show MSMEs how to build a Facebook presence, connect with their target demographic, engage with their fans, and influence customer decisions. Free ad-credits for advertising in Facebook page was also provided to the participating MSMEs.

The seminar was followed by networking dinner.