

## **Seminar on Technology and Technology Financing For MSMEs**

### **February 22, 2013 - Bangalore, Karnataka**

After an encouraging turnout in Hyderabad, Faridabad, Ahmedabad, and Indore the fifth of the series of six-city seminars on 'Technology and Technology Financing for MSMEs' was held in Bangalore on February 22, 2013 at Hotel Goldfinch, Bangalore jointly with Federation of Karnataka chambers of Commerce & Industry (FKCCI). The focus of the programme was on technology and financing that attempted to built capacity of MSMEs which can spur growth of an individual enterprise by adopting, exploring and utilizing latest technologies for their business promotion and consumer outreach activities. As technological up-gradation requires easy access to finance, the seminar also focused on important role played by banks and other financial institutions in providing timely and affordable credit to the MSME sector. The seminar was attended by MSMEs from sectors including machine tools, powerloom, electronic goods, readymade garments, leather products, light engineering, etc.

Mr. Sanjai Chhaunker, Member, Karnataka State Council- FICCI delivered the welcome address and Mr. K. Shiva Shanmugam, President, FKCCI delivered special remarks in the inaugural session.

A special address was given by Dr. M. Shankara, General Manager – IES, Finance & Law, Karnataka State Small Industries Development Corporation Limited (KSSIDC) in the Inaugural session. During his address he informed the participants that KSSIDC is planning to have Satellite Industrial Estates for MSMEs in and around Bangalore and stated that KSSIDC is concentrating on providing quality infrastructure to MSMEs.

Mr. Anil Sareen, Deputy General Manager (SME), State Bank of India, Local Head Office, Bangalore and Mr. V. Ravi Shankar, Head- South zone Activity of Design Clinic Scheme of GOI, National Institute of Design (NID).

The inaugural session was followed by a panel session on 'How to bridge Finance and Access Gap?' The session was chaired by Mr. J. Crasta, Member, MSME Committee, FICCI & CEO, C M EnviroSystems Pvt Ltd. The session had panel of experts from nationalized bank (State Bank of India), State specific financial corporation (Karnataka State Finance Corporation), financial organization focused on SMEs (SIDBI) and NBFC (Religare Finvest Ltd). The panelists in the sessions shared their views on the parameters that MSMEs should keep in mind while approaching them for finance and the various products that they can offer to help MSMEs in order to meet their long as well as short term financial requirements. The panelists also touched upon the institutional modifications that have to be undertaken by businesses and banks to reduce the financing gap with MSMEs.

The audience also had an opportunity to hear Ms. Vandita Sharma (IAS), Managing Director, Karnataka State Finance Corporation (KSFC) in the finance session. In her address she stated that the annual turnover of KSFC has increased in the last few years and KSFC has funded more than 1.65 lakh units so far. She also pointed out that till date more than 60-65% of MSMEs in the backward regions and 50% of the first generation entrepreneurs of Karnataka have been funded by KSFC.

Thereafter, a session on Leveraging Information and Communication Technologies (ICT) for ease of Business operations of MSMEs was also conducted. As part of which, Microsoft conducted a session on "Office on the go - Be Productive anywhere anytime" in Bangalore for participating MSMEs. During the session the participants were informed about the package of Office 365 and provided with a holistic

view of its utility which covered from creating one's own website, audio & video conferencing, document sharing to office web applications.

Besides Microsoft, Facebook also hosted a workshop for participants that constituted of four steps to success on Facebook that can help MSMEs how to build a Facebook presence, connect with their target demographic, engage with their fans, and influence customer decisions.

Under the umbrella of this series FICCI & Facebook are helping MSMEs to meet ever evolving business demands by providing them with educational resources and free advertising to help them explore the full potential of the social media and grow their businesses online. In these seminars the participants received hands-on training on how they can use Facebook to create an online presence, build and maintain a Facebook Page, engage Facebook users and access customers through Facebook's global user base of more than 955mn. Participating MSMEs also got the SMB Boost voucher worth Rs. 2500/-, which will give them an advertising credit for free advertising on the Facebook platform.

The seminar was concluded by a vote of thanks by Mr. M. C. Dinesh, Chairman, MSME Committee, FKCCI. The seminar was followed by Networking Lunch.

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