

# Role of Technology to support MSMEs in Finance & Procurement

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**of @ business**  
#SmartFinancing  
#SmartProcurement



## COMMANDING HEIGHTs of the Economy



Auto and Auto ancillary



Chemicals and  
Pharmaceuticals



Infrastructure contractors



Heavy electrical and  
power plant equipment



Manufacturing of General Machinery



Plastics,  
Polymers and  
packaging

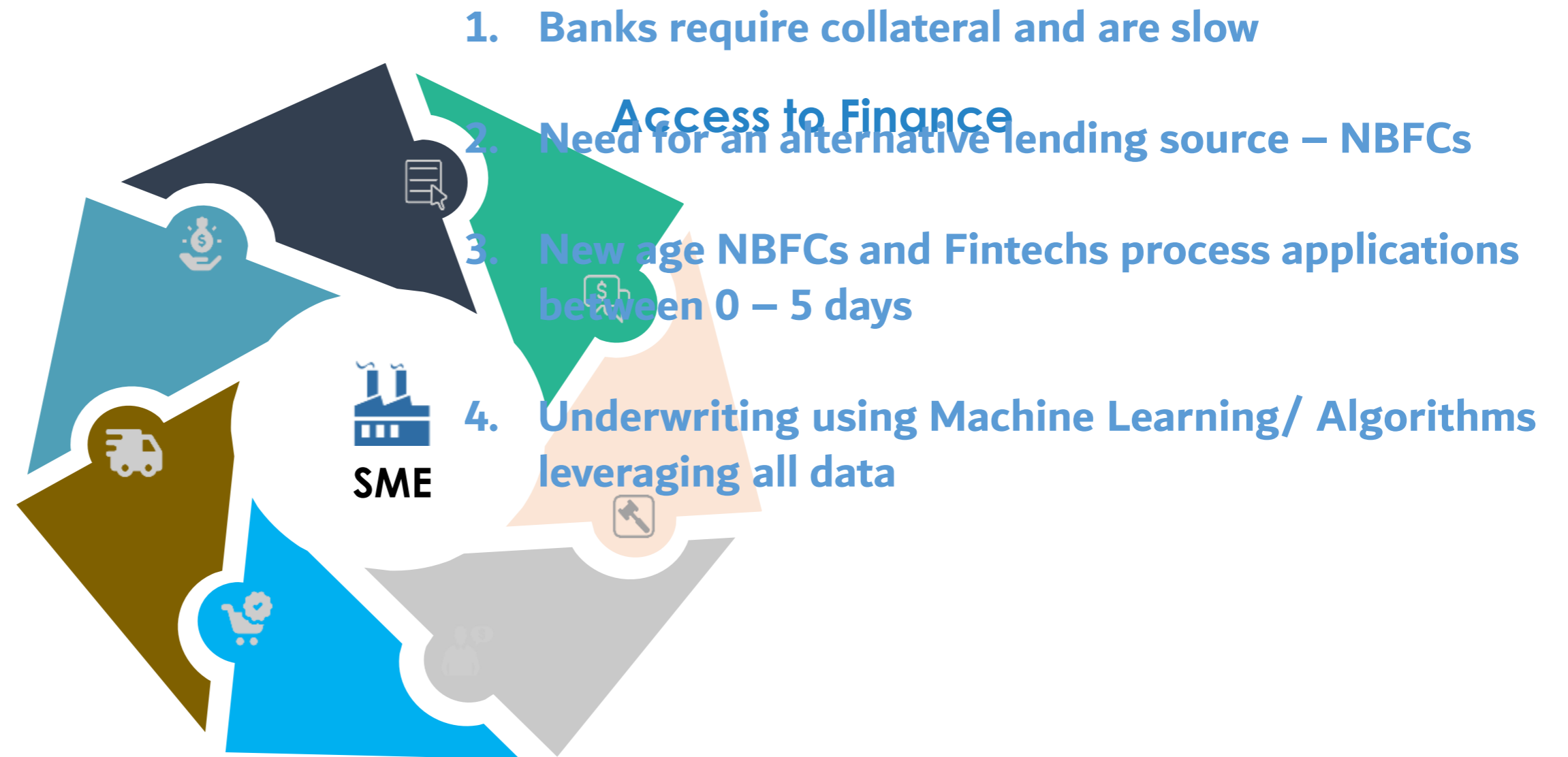


Manufacturing of  
Electrical Goods



- **SMEs are Backbone of Indian economy**
  - 40% of GDP
  - 80 mn employment
  - Size of Core sectors: \$300 bn
- **Fragmented: 30-50 mn**
- **Embracing Technology**
  - Mobile and Web
  - Whatsapp, Listing, Online banking
- **Raw material** is 60- 70% of revenue

# What do the Indian MSMEs need & where do they lack?

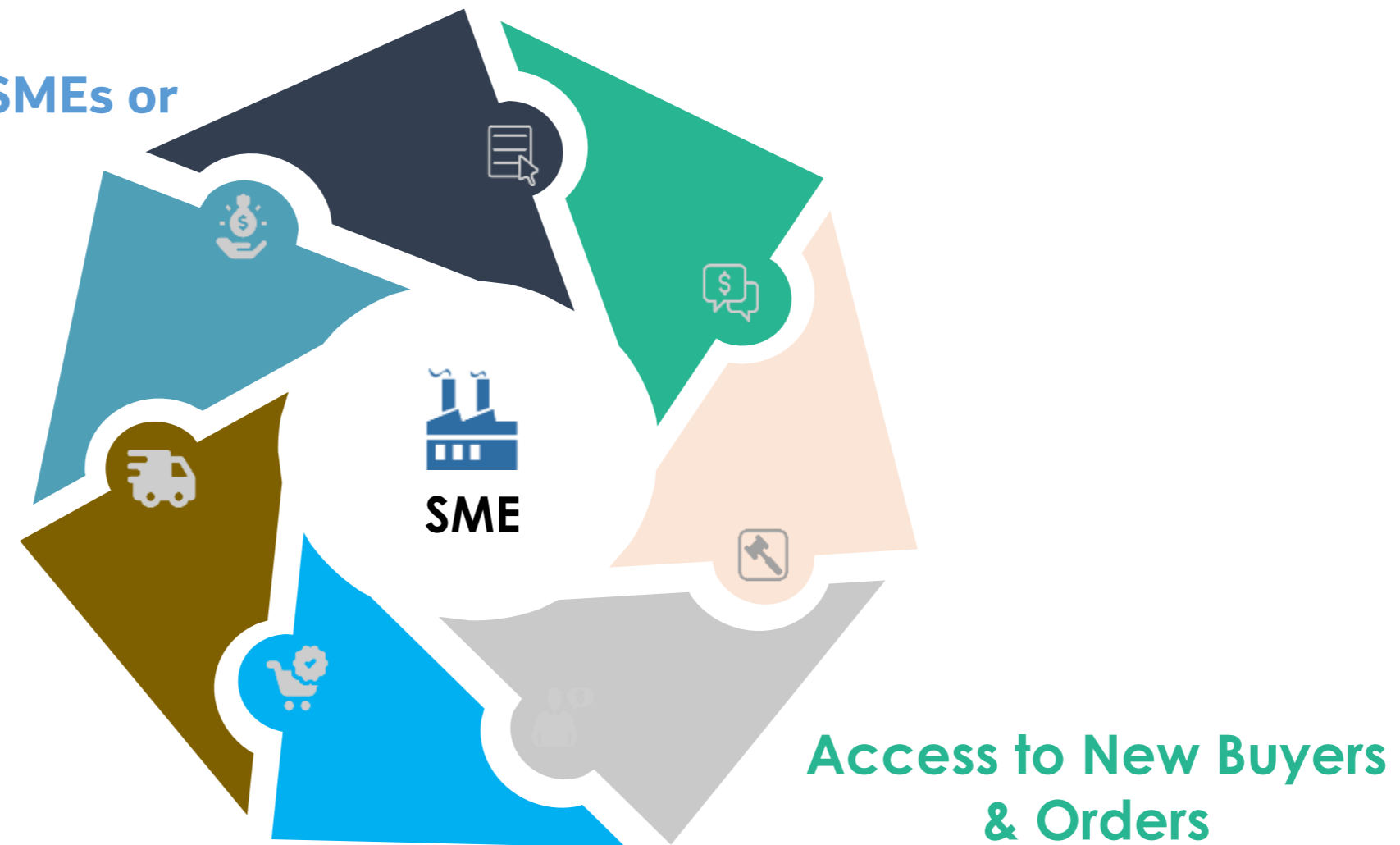


# What do the Indian MSMEs need & where do they lack?



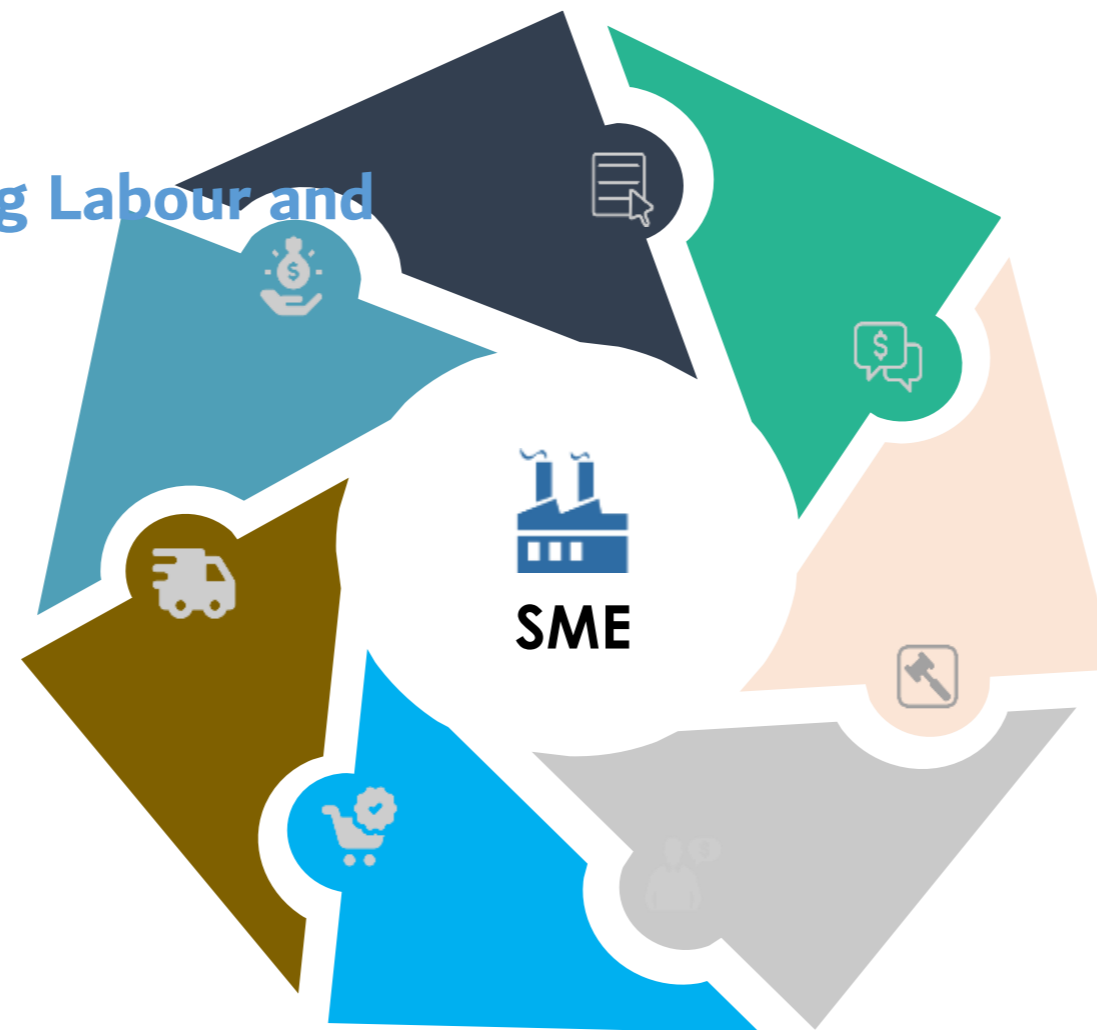
# What do the Indian MSMEs need & where do they lack?

1. Currently very limited market reach
2. No platform for getting orders for MSMEs or showcasing their products
3. Trust issues between Buyers & SMEs
4. No Unified Hygiene checks



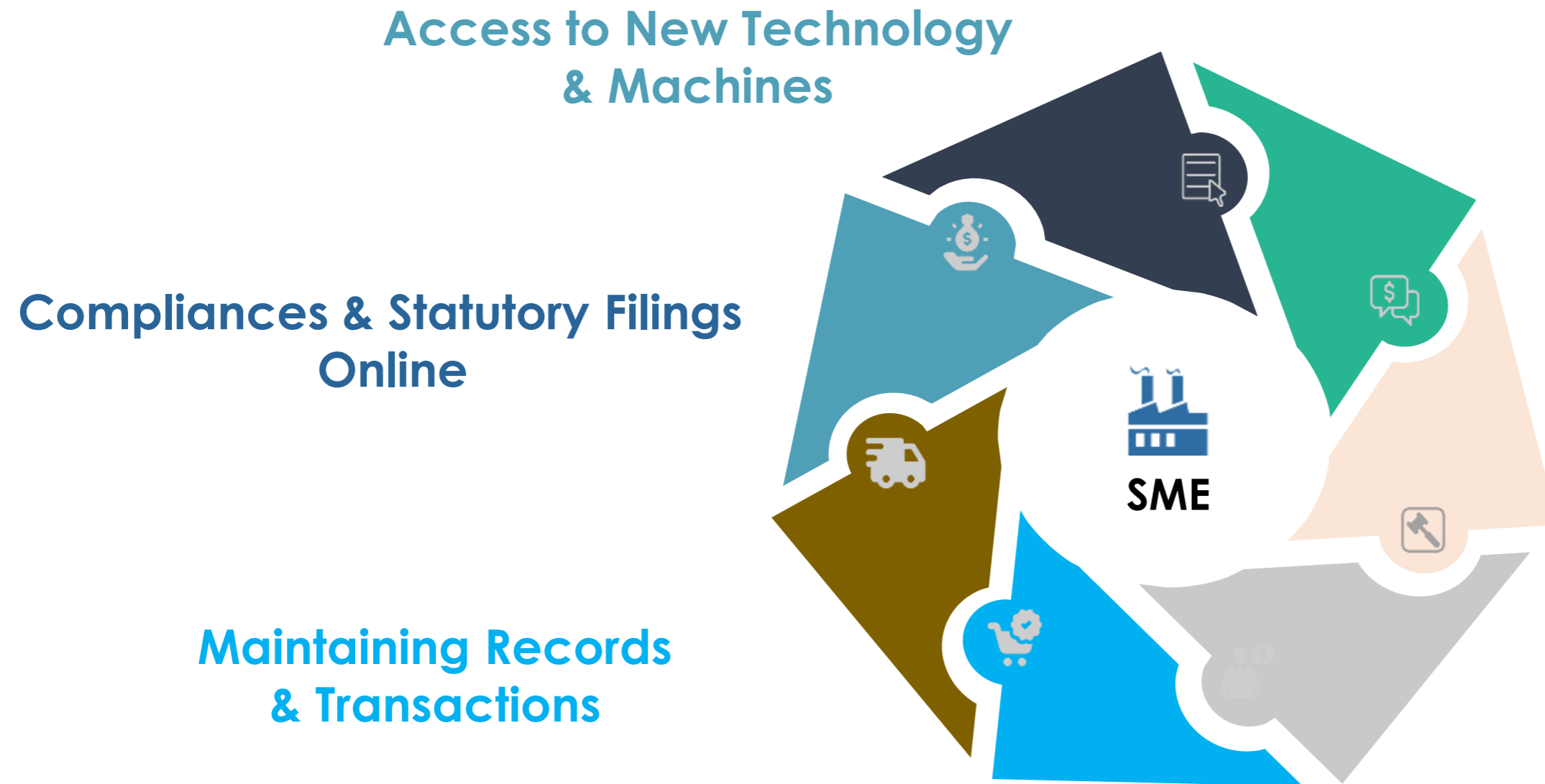
# What do the Indian MSMEs need & where do they lack?

1. COVID has created a massive headache due to unavailability of Labour
2. Again, no platform exists for providing Labour and workers to the SMEs

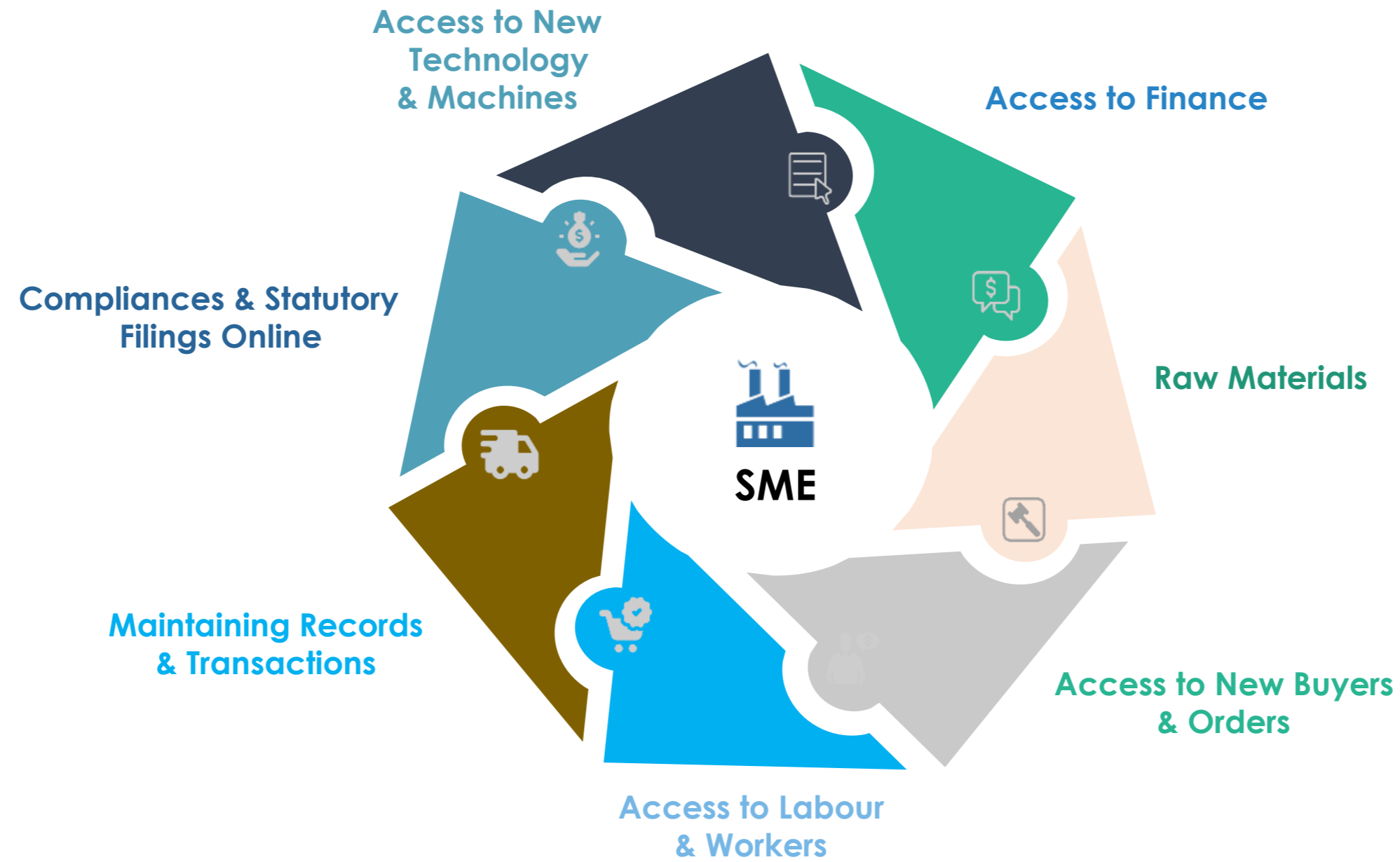


Access to Labour  
& Workers

# What do the Indian MSMEs need & where do they lack?



# What do the Indian MSMEs need & where do they lack?





# Thank You!



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