



**WORLD TRADE CENTER™**  
**NAVI MUMBAI**



**Bringing The World Together**

**Trade Investment Promotion Services**  
**TIPS News Bulletin**

**July to September, 2022**



**WTC Navi Mumbai is the Regular Member of the World Trade Centers Association (WTCA) New York**

# WTC Navi Mumbai TIPS Bulletin

## July - September 2022

### Contents

#### ***Editorial***

**Prime Minister Shri Narendra Modi Speech on 75th Independence Day**

#### ***WTC Navi Mumbai Activities***

WTC Navi Mumbai Special Session on MSMEs

WTC Navi Mumbai Supporting CIIA Innovation Event 2023

#### ***WTCA and WTC's around the World***

Asia Pacific Members Celebrate the 20th WTCA Day.

WTC Pune ARISE Collaboration for MSME growth.

The U.S. International Development Finance Corporation

Connect India 2022

A FORECAST ABOUT THE INDIAN ECONOMY FOR 2022-23

MSMEs and Way Forward

Union Minister for MSMEs flags off ICAI's MSME Yatra in Mumbai

World Trade Center - Membership Benefits Details.

World Trade Center - Membership Application Form.

## Editorial

### India @ 75 Years

India has successfully completed its 75 years and is in the process of celebrating its Amrit-Mahostava. Indeed, it is a great achievement. No doubt India has come a long way in all the areas and doing well in many areas. Most important it has embraced the democracy in its true spirit and is the largest democracy in the world. Let us have a look at few significant economic achievements:



\*\* India's GDP has crossed 3.4 Trillion USD and is ranked ahead of UK at 4th place in the world. Annual Economic growth rate has substantially increased from say 3 percent three decades ago to nearly 10 percent before Pandemic. No wonder therefore India is considered as a Shining Star among Global Economic Uncertainty today.

\*\* Indi's rank in Ease of Doing Business has improved a great deal during last decade from around 150 to 50. Without doubt a great achievement. India has therefore started receiving rising interest and serious consideration not only in international trade and investment but also in the other areas like international diplomacy, politics, social, science and technology and so on.

\*\* India's Exports are accelerating rapidly. We are counted among leaders in many product groups and our Quality is admired in most of the Countries/Markets in the world. The latest fact of export of Brahmos Aircraft of Defense assumes greater significance.

\*\* Similarly ISRO has plans to launch as many as 50 Satellites in 2023 which is an indicator of our space achievement.

\*\* India has become a home for the Start-up Community. Ideas, Innovations and Incubations have become Mantras in modern day and the rate of growth of Unicorns has gone up substantially over last few years. Government is planning to invest as much as Rs.73 billion in this field very soon.

\*\* Our Foreign Trade Policy has been continued till end March 2023 and thrust is now on Export Led Growth in District Hubs.

\*\* Of course there is an urgently felt need to improve our Human Resources Development Index, Education, Healthcare and Environment and so on. But we are confident of achieving these slowly and steadily.

This TIPS Bulletin issue covers few articles highlighting 75 years of India and we hope the Readers will find these of interest.

WTC Navi Mumbai expresses its best wishes for completion of India @ 75, to its Members, Associates and Readers.



## PRIME MINISTER MODI SPEECH ON 75TH INDEPENDENCE DAY

India celebrated its 75th year of independence on 15th August 2022. On the occasion of independence day our Prime Minister Shri Narendra Modi addressed the nation from the Red Fort and in his 88 minute long speech he called for “Panch Pran” or five pledges to move forward in order to fulfil the dreams of freedom fighters by making India a developed nation by 2047 which will mark the 100th year of Indian independence. PM Modi urged the youth to dedicate the next 25 years to work towards the development of our nation.

His vision of “Panch Pran” includes five pledges which are the following:

First, moving forward with big goals in order to fulfil the vision of a developed India by 100th year of Indian independence.

Second, erase all the traces of servitude.

Third, take pride in our heritage

Fourth, the power of unity and togetherness which can be achieved by bringing gender equality

Fifth, fulfilling the responsibilities as the citizen of this country.

He also mentioned in his speech that diversity is the greatest strength of India. He also specified that the world looks up to us with aspirations. Hence, following and fulfilling the “Panch Pran” will transform India into “vishwaguru” by 100th year of independence.

Some of the other major initiatives announced are as follows:

- Pradhan Mantra Gati Shakti national master plan for infrastructure for which INR 100 crore has been allotted.
- The 75 Vande Bharat trains to be rolled out connecting every corner of India.
- Distribution of fortified rice by 2024 to fight malnutrition.
- Allowing the enrolment of girls in Sainik schools for the 1st time ever in India.
- E-commerce platforms will be launched for the self help groups to promote and sell their products.



## WTC Navi Mumbai Special Session on MSMEs

WTC Navi Mumbai in cooperation with IMC Chamber Navi Mumbai organized a Special Session on “How to Improve MSMEs Competitiveness and Partnering in Progress” on August 16, 2022, for the benefit of Members of the IMC Chamber Navi Mumbai. Mr. Bhaskar Dastidar CEO of Global Expo India and Associate of the WTC NaviC1 Mumbai was the Guest Speaker at this Session.

Mr. Jayant Khadilkar Chairman of IMC Chamber Navi Mumbai Committee welcomed the participants and underlined importance of the session in present circumstances. He mentioned that the MSMEs should continuously update themselves and always look for new opportunities emerging from time to time.

Mr. Jayant Ghate Advisor WTC Navi Mumbai introduced the Guest Speaker and explained his close association with the WTC service activities such as trade education, trade promotion, events and so on. Mr. Ghate also touched upon the Session Theme MSMEs Competitiveness and explained how this theme was evolved in the past. He referred to Five Principles or Forces as expounded by Prof. Michael Porter of Harvard Business School nearly four decades back such as: Bargaining Power of Customers, Bargaining Power of Suppliers, Competitors, Threat of New Entrants and Threat of Substitute Products.

Mr. Bhaskar Dastidar spoke at length about How Exhibitions and other Events participation helps MSMEs to improve their competitiveness. He touched upon various aspects like New Opportunities, Joint Ventures and Technologies, International Trade and Investment that bring benefits to the MSMEs. He gave excellent guidance to the participants on how to derive benefits of participation and visits to the Expos and how to plan for effective results. He explained the attendees about how to dare to participate in the exhibitions and events.

He also invited IMC Chamber and its Members to participate in the Global Expo India exhibition at Goa during November 8 – 10, 2022. He added that this expo has received the support of Government of India, State Government of Goa, and many WTCs in the world besides many countries. Further there will be tourism and golf sport opportunity for all the participants following the expo.



**D Y PATIL**  
UNIVERSITY  
SCHOOL OF  
MANAGEMENT  
NAVI MUMBAI



**WORLD TRADE CENTER™**  
NAVI MUMBAI  
*Bringing the World together*

**IMC**  
Chamber of Commerce and Industry

**Cordially invite you to the Seminar.**

## **CREATING UNICORNS FROM INNOVATIONS**

**\* Ideas      \* Innovation      \* Incubation**

**Shankar Jadhav**  
BSE &  
BSE Investments  
Ltd

**Baldevkrishan**  
Sharma  
B S Marshalls  
Foundation

**Ninad Karpe**  
100x.vc

**Dr. R. Gopal**  
D Y Patil  
University  
School of  
Management

**Jayant Khadilkar**  
& R K Jain  
IMC  
Navi Mumbai

**Jayant Ghate**  
World Trade  
Center  
Navi Mumbai



Participation is complimentary **To Register** [CLICK HERE](#)

<https://forms.gle/s8C8qmJ5asy6e6Ko6>

or email your details to [js@ciia.co.in](mailto:js@ciia.co.in)

19th October 2022 - 2.30 to 5.30 pm

Venue : D Y Patil University School of Management,  
DnyanpushpaNiketan, Plot No. 10, Sector 04,  
CBD Belapur Bus Depot, CBD Belapur, Navi Mumbai 400614

## WTC Navi Mumbai Supporting CIIA Innovation Event 2023

WTC Navi Mumbai has become a Supporting Organization for the CIIA Innovation Event 2023. As a collective Nation building responsibility, Creative Ideas and Innovations in Action (CIIA) has launched an initiative to encourage innovations at grass root level in Schools, Colleges, Engineering, Pharma & Chemical Technology Institutions and involving Startups and Incubation Centers and others to get onboard.

CIIA as catalyst for future Scientists, Researchers, Inventors, Innovators and others by providing the platform through inter-institution innovations exhibition & competition with Rewards, Awards, Certificates for the winners, and through highly promoted exhibition, to expose them to relevant All kinds of Industries, Government bodies, Angel Investors, Venture Capitalist, HR's & others so as to provide a head-start in their long term and healthy career or Job opportunity in the Innovation and Technology Solution field. It will help nation to develop a multi-trillion economy.

CIIA had organised its First Innovation Competition Event in March 2022. Its highlights are given below.

- \*\* 290 Innovations Applications
- \*\* 2000+ Visitors
- \*\* 14 Awardees
- \*\* 100 Selected Exhibitors
- \*\* 1435 Expression of Interest
- \*\* 57 Empanelled Institutions



CIIA 2 will focus upon sectors such as Engineering, Agriculture, Automobiles, Electronics, Energy, Defense, Space, Robotics, Telecommunications, AI, Healthcare and so on.

CIIA 2 Innovation Competition, Exhibition & Awards will be held on 1 to 3rd February, 2022 at Nehru Science Centre, Mumbai. Visit [www.ciiA.co.in](http://www.ciiA.co.in) for details.

# Inviting Young Tech Geeks with Innovative Ideas.

**WIN** CASH REWARD OF  
**₹6 LAKHS,**  
 TROPHIES AND A CERTIFICATE  
 OF EXCELLENCE



If you have an 'IDEA' that can be translated into a Working Model / Prototype / Gadget / Equipment etc. with a big utility value, then CiiA promotes and supports to find users and buyers for your innovation model.



Discovering & showcasing the young Indian Talent Pool of Inventors, Innovators, Researchers, Scientists & others, among the Students from High Schools, International Schools, Science Colleges, Engineering, IIT, Pharma, Biotech, Chemical Technology & others. For CiiA-2 we have included a new Professional & Start-ups category and relaxed the age limit up to 28 years for participation.

**CiiA**  
**EXHIBITION**  
 Nehru Center, Worli  
**1-3 FEB 2023**

**CiiA AWARD CEREMONY**  
 Nehru Center Auditorium  
**3 FEB 2023**  
 Time: 3 to 6 pm

**marshalls**  
 India's No. 1 Wallcoverings  
 presents

**CiiA**  
 Innovation Competition, Exhibition & Awards

A PROJECT BY



SUPPORTED BY



**CREATIVE IDEAS & INNOVATIONS IN ACTION (CiiA)**

79000 87599 | [js@ciia.co.in](mailto:js@ciia.co.in)

INDUSTRY ASSOCIATION PARTNERS



MEDIA PARTNER



OFFICIAL PARTNERS



To participate call 79000 87599 or visit [ciia.co.in](http://ciia.co.in)



## Asia Pacific Members Celebrate the 20th WTCA Day.

This year marks the 20th anniversary of the UN-designated World Trade Centers Association (WTCA) Day. In celebration, the WTCA Asia Pacific Regional Office (APRO), in collaboration with the APAC Trade Services Member Advisory Council (MAC), hosted the “2022 WTCA Day Celebration Special – Asia Pacific: Shape Up WTC Business Operations for a New Era” webinar on July 6. The program was attended by 80 representatives from 23 World Trade Center businesses and their local communities across the region.

The webinar examined the major trends shaping up WTC business operations in the region, and discussed their impact on WTC facilities and services from both WTC business executives and outside experts. The program aimed to help regional Members and their business communities navigate today's changing environment in international business and prepare them for the new normal at the post-pandemic era.

“Bringing people together to share their expertise and be there for one another is exactly what we do at the WTCA. In this time of crisis, our incredibly resilient international network has proven an indispensable tool for businesses to stay connected. Today, we are here to celebrate WTCA Day-- — the special day to recognize our mission to facilitate global trade, which is now more important and relevant than ever. Our value proposition is as strong as it has ever been. And we will continue to grow in the Asia Pacific region where there is so much opportunity as a key hub of the global economy,” said Mr. Robin van Puyenbroeck, WTCA Executive Director-Business Development, in his opening remarks.

### About WTCA Day

In 2002, former New York City Mayor Michael Bloomberg proclaimed June 12 to be "WTCA Day," which was subsequently acknowledged by the office of the Secretary General of the United Nations, to recognize the WTCA and its network of WTC businesses for encouraging and facilitating trade, promoting economic development and fostering peace.



### **WTC Pune ARISE Collaboration for MSME growth.**

Arise is a fraternity of successful entrepreneurs supporting and assisting MSMEs for their growth

The Association of Rising and Inspiring Syndicate of Entrepreneurs (ARISE) is a non-profit organisation. Its main objective is to strengthen the collective power of MSMEs for growth in the sectors of Manufacturing, Projects, Services, Automation, Packaging, Electrical/Electronics, Infrastructure, IT/Telecom and FMCG.

World Trade Centre Pune will guide ARISE MSMEs to grow their reach in global market, exports, fundraising, marketing and branding. We look forward to developing a strong partnership with ARISE.



## **The U.S. International Development Finance Corporation**

As the Chairman of the World Trade Center Indianapolis and in my previous service in federal and state government, I have worked with many business leaders. I've noted that when American businesses look to expand, they don't always look as far as Sub-Saharan Africa or Southeast Asia but there are many reasons why I believe that they should. These markets have a great need for investment in infrastructure, healthcare, and technology, and offer significant potential for innovative businesses.

Not only are the vast majority of the world's consumers located outside of the United States but many of the world's fastest-growing economies such as India, Vietnam, and Rwanda, are developing economies. Several of these countries have also committed to improving business climates to attract more investment to serve the needs of their growing, increasingly urban populations.

The U.S. International Development Finance Corp (DFC) is a U.S. Government agency that works to support private investors in these markets by providing financial tools and products to address the challenges of investing in distant emerging economies.

DFC offers loans and guaranties, political risk insurance, as well as equity investments and technical assistance grants for younger businesses that might not be able to take on debt. DFC was launched in 2019 as an expanded and modernized development institution, building on the almost 50-year history of the Overseas Private Investment Corporation (OPIC).

Today DFC has active transactions in approximately 100 developing countries across the Western Hemisphere, Eastern Europe, Africa, the Middle East, and Asia. By working with private investors, DFC has helped to build ports and other modern infrastructure, while expanding access to vaccines, clean water, electricity, and technology. Many DFC clients have offered innovative solutions to longstanding challenges of climate change, food insecurity, gender inequality by helping rural communities access off-grid electricity or establishing e-commerce sites to serve markets where there is no brick-and-mortar retail and investing in women-owned and women-led businesses.

At the core of all DFC investments is a commitment to achieving a positive and sustained impact in developing countries. To that end, potential projects are carefully screened. For a full list of eligibility requirements, visit DFC's website. If your business or WTC association is interested in learning more about the DFC financial tools, please reach out to [events@dfc.gov](mailto:events@dfc.gov).



Online  
Exhibition  
2022  
**CONNECT INDIA**  
INTERNATIONAL TRADE SHOW  
August 1 - November 30, 2022

**GROW YOUR BUSINESS**  
with Power of Networking

<b>8+</b> BUSINESS SECTORS	<b>10+</b> COUNTRY PAVILIONS	<b>500+</b> COMPANIES	<b>1000+</b> NETWORKING MEETINGS	<b>10X</b> BUSINESS GROWTH
-------------------------------	---------------------------------	--------------------------	-------------------------------------	-------------------------------

"Connect India 2022" focuses on investment and business opportunities in India. In addition, WTCs and TPOs will be able to promote their regions / sectors and members. It will feature an online exhibition and AI-powered matchmaking meetings.

**It is free and open to all members of Trade and Industries.**

**Benefits**

**COMPANIES**

- Showcase products and services to the participating delegates
- Opportunity to test the products/ services in the marketplace
- Create a brand visibility of your company and explore partnership opportunities, joint ventures and franchises with international companies
- A platform to network with potential technology partners, exporters, importers, dealers, suppliers, financial institutions and other stakeholders from across 10 Countries including India
- Understanding the significance of competitiveness to integrate MSMEs in global markets
- First hand information on transfer of technology, better human resource practice improved productivity and success stories of MSME

**For registration**

<https://wetrade.org/connectindia>

## A FORECAST ABOUT THE INDIAN ECONOMY FOR 2022-23

The outbreak of COVID 19 which resulted in a global pandemic had significantly impacted the Indian economy. It was a relief when early this year, the Indian economy was finally recovering and had returned to a predictable stage. However, with conflict looming on the horizon, supply systems were once more interrupted, and inflation seeming to persist, but this is predicted to stay only for a temporary phase.

Considering the situations, the economics research team of bank of Baroda has put together a prognosis on what can be expected in FY23.

FY23 has started by indicating a mixed impact on the Indian economy. On the positive note, GST collections have been strong, the services PMI is improving, and exports have been growing steadily and industrial growth has been impressive too.

While on a negative note, the impact of the war has increased the level of uncertainties. The economy of different countries are suffering both because of the war and sanctions imposed as a result of the conflict. Though, there has been some positive impacts but in this environment of uncertainties there lies a huge question mark whether the economy will continue to experience these positive signals in the long run or not.

Given the present situation and considering both the positive and negative impacts the research team of bank of Baroda have produced their estimates for a variety of economic parameters which are as follows-

### **GDP GROWTH**

Some factors resulting in the growth are-

Good farm output on the back of a normal monsoon.

Pent up demand to drive consumption to a certain extent

Industrial growth to be supported to an extent by the PLI scheme.

The factors hindering the growth –

High inflation specifically on food basket

Government cutting down on capex to meet fiscal targets as expenses on free food, fertiliser subsidy have increased.

High interest rates

## **INVESTMENT**

The rate of investments in the last few years have been decreasing. Moreover, it's stated that the investments will be more restricted to the infra- related sectors like steel, cement etc in FY23.

Factors impacting the pace of investment will be-

Improvement in capacity utilisation.

Interest rate regimes specifically when it involves investment by the MSMEs.

## **AGRICULTURE TO HOLD CLUE**

As per their analysis there is going to be good monsoon this year, but besides good monsoon spatial distribution, arrival, progress and withdrawal of the monsoon are also some important factors for good agriculture output. Another important thing to be noted is that food procurement will be less this year. From the perspective of demand and supply the prospects of agricultural output will be crucial.

## **INDUSTRIAL PROSPECTS LOOK MIXED**

The significant factor for industrial growth is the PLI which is an incentive based scheme introduced by the government with an outlay of 1.97 lakh crore. The sectors that are predicted to witness a steady growth in FY23 are steel, cement, chemicals etc. however, the consumer based industries like the FMCG, automobiles etc are likely to face challenges as a result of high inflation.

Furthermore, the present power crises will also become a hindrance in the growth of electricity and manufacturing sectors.

## **SERVICES SECTOR TO RISE**

The PMI for services is a rapid gauge of how the services sector is doing; it has significantly improved since February 22 as the lockdown restrictions were relaxed. The tourism industry has benefitted from the reopening of the economy and the lifting of travel restrictions. In FY22, the number of air passengers carried increased to 189 MN from 115 MN in FY21.

Stamp duty collections have accelerated; particularly in states like Gujarat, Maharashtra, Tamil Nadu, Karnataka, UP, and Telangana.

As visitor arrivals improve and business travel resumes as usual, it is anticipated that the hotel sector will likewise have a rapid recovery this year.

As a result of the limitations being lifted, trade will return to normal at both the wholesale and retail levels.

With increased trade and the need for the farm products storage, which is currently the biggest issue, warehousing and storage facilities will see more growth.

A consistent increase in deposits and credit will support the continued growth of banking and finance.

The rise in demand will also be beneficial for the real estate sector.

Public administration and other services is also expected to grow as per trend rate.

## **INFLATION: NOT A SHOCK BUT A HABIT**

Both CPI inflation, which the MPC monitors, and WPI, which shows how producer prices are lining up, are causes for concern. Many variables influence the price environment. The first is Agricultural prospects and price changes. Secondly, the cost of crude oil on a worldwide scale will impact the cost of both gasoline and its derivatives. disruptions in the supply, third. Lastly, the government has increased MSPs.

## **MONETARY POLICY ACTION**

It is anticipated that the repo rate will rise by 50 to 75 bps this fiscal year. Even in the repo rate range of 5.4%–5.65%, the real interest rate will be negative given that this year's average CPI inflation is predicted to be about 6%.

## **BANKING TO BE STEADY**

The banking industry will continue to experience steady commercial expansion. Overall GDP growth will be the primary driver of bank credit expansion. Savings will be transferred to banks when deposit rates and repo rates rise. The capital market will continue to experience volatility, which will increase the appeal of bank savings. Alternatives like cryptocurrency will be less appealing in light of the market environment and tax regulations, which will be good for the banking sector.

## **BOND YIELDS TO RISE**

Not simply the repo rate, but also market conditions, have influenced bond yields. First, the amount of debt that the government owes. The inflation rate comes next. Thirdly, changes in the forex market, etc.

## **FISCAL TENUOUS ALL THE TIME**

### **Factors in favour of fiscal balances being maintained -:**

In April and May of FY 22, revenue collections were strong, and the compliance rate increased, resulting in stronger tax collections.

High rate of inflation has risen up the nominal GDP growth rate etc.

### **Hindrance in achieving the fiscal target of 6.4%**

RBI transfer of Rs 30,307 crore is much lower compared to last year which will result in higher contributions needed from PSU's financial institutions.

The free food relief extended by the government will involve higher outflows which is estimated to cost the ex- chequer Rs 80,000 crore.

Reduction in the excise duty on petrol and diesel will have a significant affect on the revenues of the centre, as this duty isn't shred with states.

### **FOREIGN INVESTMENT**

Due to the government's proactive initiatives, FDI may expand by US\$ 90 billion this year after reaching a record US\$ 83 billion in FY22. Less money will be moving around the world in search of different markets to invest in, which may provide issues. Given the sharp increase in foreign investment, it is believed that India is still regarded as a lucrative location for investments.

### **FOREIGN TRADE**

We anticipate consistent export growth for FY 23, although much will depend on how the world economy performs over the year. India may seize possibilities for exports in industries like agricultural exports, textile and footwear exports, etc.

In FY 23, India's imports are anticipated to increase. Oil imports, coal imports, and other industries are expected to witness a rise in import.

### **CURRENT ACCOUNT BALANCE**

Current account balance is probably going to get some boost from invisibles. Software receipts and remittances in particular are expected to continue growing.

### **CURRENCY**

On July 12, 2022, the INR reached a low of 79.6 /\$. Both internal and foreign forces have an impact on the rupee. It has been seen that all other currencies tend to depreciate when the dollar gains strength on the international market.

Compiled by - Ananya Bhattacharya, Intern, WTC NM

[Extract from Bank of Baroda Report: An Economic Perspective of FY 22-23: A Prognosis.]

## MSMEs and Way Forward

By Kunj Kumar

India is growing rapidly for last 3 decades and its diversified economy is poised to take centre stage in the world. Our share of overall world GDP is expected to be larger in next decade from current 7% to ~15 % (PPP). In terms of market exchange rate India would be an economy of >\$10tn and >\$16tn (in PPP) contributing to in excess of 20% of global growth. In the process we will be second largest economy with vibrant democracy, robust infrastructure driven by meritocratic entrepreneurial zeal, open market and demographic dividend. The sense of pride of being called Indian rooted in values and culture will make this country Neighbour's envy.

For Indian economy to not only sustain rational potential growth, but to leapfrog at different level of GDP growth rate, it's imperative to bring new approach of seeing, thinking and doing business for MSMEs of our country.

Role of MSME in employment generation is also very important and approx.11 crore people are employed by these enterprises. MSMEs are contributing ~ 48% of total Indian exports , and expected to go up seeing china plus one strategy of almost all major economy and government targeting \$1 trillion exports by FY 27.

### New Approach

Covid 19 and its wide impact have shown all of us that if we can breath, we can run. Every adversity beacons an opportunity, we have seen unprecedented resilience of individuals/MSMEs and continued support from government in terms of keeping the knowledge, capability and HR of every enterprises intact by providing moratorium on loan repayment, MSME dedicated stressed debt fund, SIDBI fund of fund of 10000 cr and economic stimulus like emergency credit line 100% guaranteed by NCGTC to FIs upto 4.5L cr. Now the time requires a complete transition in approach of companies to not only come out stronger but to thrive and rise. The systems and processes need to be formalised to grab new opportunities. With new trade alignments taking place, new supply chain need to be explored and instead of just relying on one or two relationship market/seller, time to utilise ecommerce and international trade forum to showcase product in collaborative manner to many markets/sellers.

At present we should look at challenges of MSMEs in two parts a) Pre Covid problems like Capital requirement (Debt & Equity), unorganized, New Market for growth, Technology capability, professionalism and transparency, Standardization, old machinery and capacity enhancement

**b) Pandemic effect** – wherein every sector is almost disrupted beyond imagination. Businesses are getting closed, no liquidity, inventories going up and revenue is shrinking. Default in payment, migration and now resettlement of labors, inflation and higher fixed/variable cost, supply chain bottlenecks and many others.

The new approach is about Innovation, Process & Data Driven, Digital transition, resilient and optimistic environment (Ease of doing business), Easy access to growth capital (Equity & Debt), continuous government support, protective discrimination like reservation in tendering, Priority sector lending, Cluster incentive program and GI schemes. Special incentive to sectors which have niche in exports market like sporting goods, readymade garments, and leather products wherein MSMEs contribute in excess of 80% of total exports, Solution oriented marketing and Knowledge & Skill up gradation

## **Innovation**

There is a need for innovative approach at product and process level to not only survive but thrive in this VUCA (Volatile, Uncertain, complex and ambiguity) world,

Innovation is a culture,

People matter: - Invest in people who can adapt and learn for better tomorrow

Ideas matter – Reward it,

Network outside your comfort zone and bring and respect diversity

Improve within and adapt for future, Bring positivity for outside, fresh change

Adoption of new technology, way of communication, new practice, and clarity regarding cause and seeking solution are processes which bring about culture of innovation.

## **Digital Transition**

We are now in an information age a post industrial era wherein there is change in the social and economic interaction among people. It is about serving people with the power of information. Core of success of service delivery is well being all around in mental gratification. There are four underlying technologies which are bringing whole new capabilities to face and create real value propositions – cloud computing, Big Data, Artificial Intelligence and Internet of Things. These technologies are sector and industry agnostic and vital for every enterprise to customize and evolve business models. Unlock the potential of relevant data and gain clarity around pricing, Profitability, marketing campaign, Loyalty program, productivity, project, location, and many other areas leveraging new technologies.

## **Access to capital**

MSMEs are mostly run as family business and are unorganised in their approach towards business activities and each one have got different opportunities/capability and challenges. Understanding each business and customising their requirement is very important. There are poor accounting

disclosures, but with impetus on cashless transaction and turnover/GST transparency every FIs can get fair understanding of the vintage, ability to pay and cash flow situation. But businesses especially MSMEs do not work in planned manner and may always face uncertainties on every front be it business, payment, legal, HR or any other unrelated areas. Risk on one person to provide solution to every challenge is too much of asking.

There is need for innovation in capital formation. P2P lending is regulated and RBI role is more banking oriented. MSME ministry is seeking SIDBI as anchor for MSMEs. There is need for new framework for lending as it should be to understand the nature of business & very requirement of MSMEs and providing lending based on its future cash flow, Background of promoter and potential rather than standardised product offering, Most of the lending to MSMEs are Collateral based, and there is scope for mezzanine and structured funding looking at vintage, potential and business capabilities of different companies. Working capital loans/Short term credit and non fund facilities can be assessed not only on balance sheet analysis but also on qualitative and quantitative parameters. Risk assessment parameters may include non structured data and qualitative parameters to predict overall credit risk. Credit Guarantee program like CGTMSE is very successful in easing the credit flow. We need to understand that FIs/Banks are extremely big institutions and dealing with Individuals/MSMEs. Rather than ruthless profit seeking, survival and growth of borrower should be main purpose of business interest. Banking institution can get more revenue from non credit and non fund products if work in customised manner for their working capital and lending requirements.

Technology has really been enabler recently in Trade finance products. RXIL (Receivable exchange of India) a JV of NSE & SIDBI is a platform for discounting receivables and making immediate payment to the seller within 48 hours at competitive Interest rates. Funds disbursed through RXIL are considered priority sector lending. There are also immense developments in supply chain financing with overall corporate linked schemes for vendors and suppliers.

Any form of debt has utility value and it's imperative not to fall in trap of over leverage and ambition. Always Work with Clarity, transparency, and increase trust capital to take the businesses to next level.

Raising Equity for MSMEs is still in very nascent stage as traditional approach is prevalent wherein companies raise equity capital from family, relatives and friends. The current Private equity and Venture capital funds are seemingly not focussing on the opportunities in MSME sector due to less growth expectation and scarce exit opportunities. Raising equity through BSE SME exchange has huge potential and many SMEs from every part of the country have raised funds through public listing. There are many benefits for companies once listed in SME platforms like they be part of organised sector which will help in attracting & retaining talent and bring professionalism, exit opportunity for friends/relatives, corporate governance, broader market access with wider accessibility, raising equity for growth in phased manner with performance yardstick, higher business valuation and finally migrating to main exchange which will give access to plethora of diverse investors.

## Government Support

Government has taken many steps to organize, promote and support MSME sector seeing the role they play in Indian economy. As per government notification the definition of MSMEs are as follows:

	Micro Enterprises	Small Enterprises	Medium Enterprises
Investment In Plant & Machinery or equipment	Up to Rs. 1 Crore	Up to Rs. 10 Crore	Up to Rs. 50 Crore
Turnover	Up to Rs. 5 Crore	Up to Rs. 50 Crore	Up to Rs. 250 Crore

**Udyam Registration:** Udyam registration through [www.udyamregistraion.gov.in](http://www.udyamregistraion.gov.in) is very useful to all entrepreneurs/MSMEs for formalization of their work and is mandatory for availing benefits/support of government for this sector. Government has also launched robust and informative Champion portal with an objective to promote MSMEs.

An initiative by GOI, Jansamarth portal ([www.jansamarth.in](http://www.jansamarth.in)) is unique and intuitive portal linking 13 credit schemes for the MSMEs and a worthy effort to provide all benefits with the help of digital process and analytics.

**MSME SAMADHAAN** – Delayed Payment Monitoring System is an excellent mechanism put in place where in registered MSMEs can file complaint regarding pending dues from any party/Buyer. This is applicable to both Manufacturing and Service industry. In the case of delay in payment beyond 45days, MSEs Suppliers may approach the Micro and Small Enterprises Facilitation Council (MSEFC) constituted under the MSMED Act 2006 in all State/UT. [www.samadhaan.gov.in](http://www.samadhaan.gov.in) will really go a long way in providing sense of responsibility, bringing transparency, curbing exploitation/Harassment, inculcating discipline, formalizing the unorganized sector and stopping haphazard approach of payment either due to bureaucratic or sense of impunity among payers.

Ministry of MSME Connect India 2022 Government e market place (GEM) is a national portal for procurement of goods and services in transparent manner by central & state government and PSU. The portal provides all MSMEs direct access to huge market , product listing and opportunity to sell their products which was earlier not so easily accessible ,25% goods reserved to be bought from MSME with L1+15% price preference, and Integrated payment system. There are ~4.5 Laks sellers and ~ 60000 buyers registered on the portal with transaction value in excess of Rs. 2.55 Lakh crore. More than 50% of order value in from MSMEs.

{Mr. Kunj Kumar @ MPG Consultancy Services - [www.mpgindia.net](http://www.mpgindia.net)}



## Union Minister for MSMEs flags off ICAI's MSME Yatra in Mumbai

Shri Narayan Rane, Union Minister of Micro, Small and Medium enterprises, flagged off the Institute of Chartered Accountants of India's (ICAI) MSME Yatra in Mumbai. A symbolic Bus was flagged off by Union MSME Minister Narayan Rane at the Indian Merchants Chamber in Mumbai on 19th August, 2022. The Yatra will cover 75 cities in 75 days conducting 75 meetings. It will start with the Western Region of the country followed by North, Central, East, South and culminate in Mumbai on November 18.

As part of the yatra, ICAI officials will conduct awareness programme with MSMEs around government schemes, easy and cheaper financial options, attending to grievances, providing assistance in training and skill development, digitisation & compliance and other professional support required to set up a business. MSMEs currently contribute to more than 30% of the GDP, 48% of the exports and has created 11 crore jobs. The objective of the programme is to enhance the capacities and capabilities of MSMEs, upgrade them professionally and make them future ready. The Yatra has been supported by SBI, SIDBI and NSIC.

"ICAI MSME Yatra is a unique way of celebrating the 75th year of the country's independence. I admire and appreciate ICAI's support for the MSMEs, whose development is crucial to make the country Atma Nirbhar. The support of the Chartered Accountants will accelerate the government's development programme around MSMEs as their assistance is necessary for making government schemes simpler, digital, ensuring compliance across the country. Modi government has spent Rs 5 lakh crore in restructuring the MSMEs post covid, in which CAs have played a key role. A strong growth of the MSME sector is crucial in ensuring growth in the country's employment, productivity, per capita income and the GDP," said Union MSME Minister Narayan Rane.

"The government aims to increase the MSMEs export contribution to 60 % in the near future from the present 48%. The government will provide all necessary support to the entrepreneurial youth of the country. The subsidies in the range of 35 to 90%."

"There are 6 crore MSMEs in the country, however only 90 lakh has been registered with Udyam. Our aim is to get it completely covered in this yatra. There will be a special focus on subsidies and low interest financing to MSME members. We are targeting to cover more than one lakh people during the yatra," said CA Dheeraj Khandelwal, Chairman, Committee on MSME and start-ups, and the brain behind the Yatra.



WORLD TRADE CENTER™  
NAVI MUMBAI

Bringing The World Together



## WORLD TRADE CENTER NAVI MUMBAI

### WTC Navi Mumbai Membership Benefits

#### Membership advantages / Benefits:

- Global Recognition.
- WTCA and WTCA Network is a Global Brand known for Best Quality Practices.
- Your Membership Brings you Global Recognition to start with. 330 WTC's operating in 92 countries provide reciprocal Membership Services Such as: Office Space, Business Centre, Exhibition / Meeting Rooms, B2B Opportunities, Seminars / Workshops,
- WTC Club, Hotel Discounts, etc.
- WTCA / WTC card to the Member for access to these services.
- There are 750000 Business and other organizations are 15000 experts are associated with WTC's Network. You can Count on this for any of your International Business Needs.

#### National & Local Benefits:

- WTC Navi Mumbai offers significant benefits in terms of Access to the Global WTC's Network.
- Knowledge Services include: Trade Information, Education and Trade Mission.
- International Trade Library & Databases for Reference.
- Participation in Seminars & Training Programs, Mentor Events.
- B2B Meetings with incoming Trade Delegations.
- Referrals to Overseas Embassy's / Consulates in India for Visa purpose.
- Facilities: Temporary Offices & Meeting Rooms.
- Value-added Market / Export Surveys, Industry Studies, Research (@cost).



**WORLD TRADE CENTER™**  
**NAVI MUMBAI**



**Bringing The World Together**

**Membership Application  
Form**

Name of the Company in BLOCK letters: .....

GST No.: Pan Card No. : .....

Year of Establishment: .....

Office Address: .....

Contact No. & Fax No. (if any): .....

Email id: .....

Company Website: .....

Representative Name/ .....

Mobile Number: .....

Email Id: .....

Company Profile (Attach brochure, Business Interests (Pls specify), Export Import Countries & Products, Investment & Technology. ....

Annual Fees: Rs. 2950/- All inclusive. Payable by cheque / DD in favour of "Raheja Universal Pvt. Ltd."

Authorise Signature & Company Seal