

REGIONAL MSME SUMMIT 2023

JUNE 27, 2023
NI-MSME, Hyderabad

THEME Digitalization for MSMEs & Way-forward towards Sustainable Growth

The **Institute of Directors**, Hyderabad Region, celebrated the International MSME Day on **June 27, 2023** at the **Regional MSME Summit 2023** held at Ni-MSME, Hyderabad. The theme of the event was '**Digitalization for MSMEs & Way-forward towards Sustainable Growth**'. The summit highlighted the accelerated growth of MSMEs in India through digitalization and proactive government policies.

The '**Welcome Address**' was delivered by **Mr. G. Sambasiva Rao**, Managing Director, Sravan Shipping Services Private Limited, Visakhapatnam, and Life Member of IOD Hyderabad Region.

The '**Inaugural Address**' was delivered by:

Dr. Dibyendu Choudhury

Faculty Member
Ni-MSME, Hyderabad

Dr. Choudhury emphasized the significance of digitalization and shared the initiatives undertaken by Ni-MSME to support MSMEs. He said that new technologies are implemented to simplify work; 86% of the population is in the process of adopting technology. He ended with a quote, 'today's MSMEs are tomorrow's big businesses'.

The '**Special Address**' was delivered by:

1. Mr. K. Siva Rama Prasad

Assistant Director
MSME-Development & Facilitation Office, Hyderabad

2. Ms. Malavika Jaggi

Director of Telangana State GlobalLinker, Hyderabad

3. Mr. K. Naveen Reddy

Assistant Director
Commissioner of Industries, Government of Telangana

Mr. Prasad talked about the Ministry of MSME, Government of India's initiatives for digitalization, MSME Department designed MY MSME website to be user-friendly as all the MSME schemes are digitalized, it will be convenient for the MSME to know the

schemes and accessible to it. He also explained various MSME schemes, Certifications and support system extended to the MSMEs. He commented saying, Indian industries are not coming forward to avail the schemes created by Central and State Government to upgrade and adopt new technologies for the industries. He also added that, food processing has great potential in Indian industry and also for the export business, if MSMEs can focus on delivering high quality products; there is lot of export opportunities available for them. He concluded saying, MSME Department is digitalized everything, it's just visit the website and avail the right scheme to upgrade your business.

Ms. Jaggi said that one of the key initiatives of the Telangana State Government's is the **Telangana State GlobalLinker**, which is essentially a social networking platform for companies (much like Facebook, LinkedIn, etc.). It is a platform for business networking and a means to explore different aspects of doing business. She also discussed other 'Made in Telangana' projects.

Mr. Reddy shared information on the State Government's initiatives and success stories, and also mentioned that all the schemes are digitalized and the department is working in a time bound manner. He also talked about various schemes, incentives and support extended to the industry.

The '**Keynote Address**' was delivered by:

Mr. Nitin Nair

Senior Vice President
Open Network Digital Commerce (ONDC)

Mr. Nair explained the role of ONDC and the initiatives taken by it to penetrate the e-commerce business in India. ONDC is working towards e-commerce business growth in India. He mentioned that e-commerce businesses are primarily flourishing in Tier I and Tier II cities as of now. Spreading e-commerce business across India is the primary goal for ONDC. He further explained how ONDC works and how businesses can

PLENARY SESSION-I: INAUGURAL SESSION



Mr. G. Sambasiva Rao
Managing Director
Sraavan Shipping Services Private Limited
Life Member of IOD
delivering the **'Welcome Address'**



Dr. Dibyendu Choudhury
Faculty Member
NI-MSME, Hyderabad
delivering the **'Inaugural Address'**



Mr. K. Siva Rama Prasad
Assistant Director
MSME-Development & Facilitation Office
Hyderabad
delivering the **'Special Address'**



Ms. Malavika Jaggi
Director of Telangana State GlobalLinker
delivering the **'Special Address'**



Mr. K. Naveen Reddy
Assistant Director
Commissioner of Industries
Government of Telangana
delivering the **'Special Address'**



Mr. Nitin Nair
Senior Vice President
Open Network Digital Commerce
delivering the **'Keynote Address'**



Dr. E. Vishnu Vardhan Reddy, IFS
Special Secretary
Investment Promotion & NRI Affairs;
Joint Managing Director
Telangana State Trade Promotion
Corporation Limited (TSTPC)
delivering the **'Chief Guest Address'**



Mr. Sandeep Chatterjee
Supply Chain & Sustainable Leader
IBM Consulting
Member, IOD Hyderabad Region
delivering the **'Closing Remarks'**

PLENARY SESSION-II:

ENHANCING COMPETITIVENESS OF MSMES THROUGH DIGITAL TRANSFORMATION & DIGITALIZATION IS KEY TO BUILD MSME



Mr. Ganesh Balakrishnan
Partner
Deloitte Haskins & Sells
Hyderabad



Ms. Preeti Ubale
Director
SMBXL, Hyderabad



Ms. Malar Vili K.
Senior Director
Digital Transformation at Sutherland
Global Services, Hyderabad



Mr. Lakshmi Narasimha Moorthy
Co-Founder &
Chief Executive Officer
NicheBrains, Hyderabad

be a part of it through various collaborations with the Government and Industry stalwarts in India.

The '**Chief Guest Address**' was delivered by:

Dr. E. Vishnu Vardhan Reddy, IFS

Special Secretary, Investment Promotion & NRI Affairs;
Joint Managing Director, Telangana State Trade Promotion Corporation Limited (TSTPC)

Dr. Reddy emphasised the necessity for innovation in the MSME Sector. The government of Telangana has made 'innovation' and 'entrepreneurship' its top goals. Being a recently constituted State, it has flourished and developed an ecosystem for innovation and entrepreneurship during the past nine years, giving rise to T-HUB, T-Works, WE HUB, TSIC, and other ventures. He spoke about how ChatGPT operates and how businesses have embraced it. He placed emphasis on MSMEs' need to upgrade their digital skills. The dynamics of the 'Raising and Accelerating MSME Performance (RAMP)' initiative, which is backed by the World Bank, were also discussed by him. This scheme shall address the challenges of achieving the results identified by the 'MSME Competitiveness: A Post COVID Resilience and Recovery Programme' (MCRRP) and support to the delivery of higher-quality integrated services to MSMEs. He also added that Telangana State is currently in the first stage of having a dedicated MSME Green Industrial Park. He concluded by saying, 'Today's Start-Ups can be tomorrow's MSMEs.'

The '**Closing Remarks**' were proposed by **Mr. Sandeep Chatterjee**, Supply Chain and Sustainable Leader at IBM Consulting and also Member, IOD Hyderabad Region. He mentioned that MSME in India contributes as much as **30%** of National GDP and as much as **40%** of gross exports, with an ambitious target of **50%** by 2025. While digitalization is slow, **64%** of MSMEs have an online presence. On a closing note, he emphasised Sustainability and the need to adopt a responsible approach to the way business leads.

Session II: Enhancing Competitiveness of MSMEs through Digital Transformation & Digitalization is Key to Build MSME

The session was chaired by **Ms. Malavika Jaggi**. Other distinguished speakers were **Mr. Ganesh Balakrishnan**, Partner at Deloitte Haskins & Sells; **Ms. Preeti Ubale**, Director of SMBXL; **Ms. Malar Vili K.**, Senior Director of Digital Transformation at Sutherland Global Services; and **Mr. Lakshmi Narasimha Moorthy**, Co-Founder & Chief Executive Officer of nicheBrains, Hyderabad. The experts highlighted the significance of digital transformation for MSMEs. They discussed leveraging digital technologies, optimising business processes, adopting emerging technologies, and staying competitive in the digital era. Digitalization has had a revolutionary impact on MSMEs, playing a crucial role in their growth. It has become a driving force for

their success and will continue to shape their future. Collaborative efforts between banks, government policies, and industry bodies are essential to realising the full potential of these small businesses. With the right support and resources, MSMEs will thrive, making significant contributions to India's economic progress and job creation.

Session III: Banking & Financial Schemes for MSMEs Growth

The Session was chaired by **Mr. M. B. N. Rao**, former Chairman & MD of Canara Bank. The panel featured esteemed members including **Ms. Manju Sharma**, General Manager, SBI, Hyderabad; **Mr. Vivek Tripathi**, Sr. Vice President, South Head of HSBC Bank; **Ms. Rangadass Prabhavathi**, Deputy General Manager, Small Industries Development Bank of India (SIDBI); **Mr. Ashok Kumar Sah**, Deputy General Manager, Canara Bank; and **Ms. G. Buvanewari**, Deputy General Manager (SME), State Bank of India (SBI). Digitalization has transformed the banking sector, benefiting MSMEs significantly. Banks recognize the vital role of MSMEs in the Indian economy and actively support their growth. They offer tailored financial products and services to meet their specific needs, including working capital loans, term loans, invoice discounting, trade finance, and supply chain financing to address diverse financial requirements of MSMEs. The panelists further discussed financial products, digital banking services, risk management strategies, and government-backed schemes designed to enhance access to credit. They emphasised the importance of a robust banking ecosystem and targeted policies to enable MSMEs to thrive.

The summit successfully celebrated the **International MSME Day** and highlighted the importance of digitalization for the growth and sustainability of MSMEs. It provided valuable insights and discussions for enhancing competitiveness, digital transformation, and financial support for MSMEs.

IOD is especially grateful to its **Event Partners**:

Banking Partner: State Bank of India (SBI)

Supporting Partners:

1. Canara Bank
2. Small Industries Development Bank of India (SIDBI) ■

The report is compiled by:

Institute of Directors, India
Hyderabad Region

PLENARY SESSION-III

BANKING & FINANCIAL SCHEMES FOR MSMEs GROWTH



Mr. M. B. N. Rao
former Chairman & Managing Director
Canara Bank & Indian Bank



Ms. Manju Sharma
General Manager
State Bank of India
Hyderabad



Mr. Vivek Tripathi
Senior Vice President
South Head of HSBC Bank, Bengaluru



Ms. Rangadass Prabhavathi
Deputy General Manager
Small Industries Development
Bank of India (SIDBI), Hyderabad



Mr. Ashok Kumar Sah
Deputy General Manager
Canara Bank
Hyderabad



Ms. G. Buvaneswari
Deputy General Manager (SME)
State Bank of India
Hyderabad

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