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STIMULATING GROWTH FOR MSMEs



THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA

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New Delhi-110011

MESSAGE

I am delighted to know that the Associated Chambers of Commerce and Industry of India (ASSOCHAM) is organizing a Seminar on “**Improving Access to Finance- Stimulating Growth for MSMEs**” on 25th June, 2014 in New Delhi.

Direct investment in SMEs’ supports sustainable economic development. Also we have seen that facilitating the growth of these companies by providing access to risk capital and business assistance can empower a company to overcome the impediments to its growth and lead to its production of higher value-added products or services for both domestic and international consumers, while accelerating the developments of its surrounding community.

I congratulate ASSOCHAM for the initiative and wish the seminar a grand success.

[Kalraj Mishra]



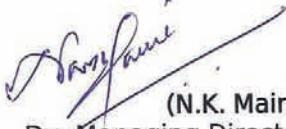
MESSAGE

MSMEs are the driving force behind a large number of innovations and act as a major contributing factor to the national growth through investment in a diverse range of manufacturing & service enterprises, employment generation and exports. In recent years, the sector has consistently registered a higher growth rate as compared to the overall industrial sector. It is also a well accepted fact that the labour intensity of this sector is much higher than that of the large enterprise sector, and that too at a lower capital cost. In addition, the role played by the sector in the socio-economic development of the country by supporting industrialization, particularly, in rural and backward districts, needs special mention.

SIDBI is mandated as the principal Financial Institution for the promotion, financing and development of the MSME sector. Accordingly, the Bank, besides its refinancing role, has repositioned itself as an institution to fill in the gaps in the MSME ecosystem, both financial and developmental. The Bank, last year, has disbursed ₹52000 crore to the MSME sector and has directly/indirectly reached out to around 12 lakh units in one year. Cumulatively, since inception, SIDBI's disbursements to the MSME sector, are over ₹3.26 lakh crore. With a professional committed team, the Bank is geared to help the MSME sector actualise its immense potential through a range of products covering, inter-alia, venture/risk capital, receivable financing, supporting energy efficiency and cleaner production technology, besides microfinance.

I hope that the Seminar will go a long way in addressing the gaps in the MSME ecosystem and throw up meaningful suggestions for catalyzing the growth of MSME sector.

I wish the Seminar a grand success.


(N.K. Maini)
Dy. Managing Director

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D S RAWAT
Secretary General



MESSAGE

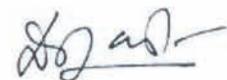
I am delighted to learn that the Associated Chambers of Commerce and Industry of India (ASSOCHAM) is organizing a seminar on **“Improving Access to Finance- Stimulating Growth for MSMEs”** on 25th June, 2014 in New Delhi.

There is urgent requirement to provide support to the SME sector in form of financial assistance from financial institutions including banks.

To give a brief overview of the alternate options of financing and their benefits, ASSOCHAM has come out with a study in collaboration with Resurgent India Pvt. Ltd. which carries a holistic view of the current scenario of MSME financing.

I congratulate my colleagues **Mr. U.K. Joshi**, Director, Mr. Sumitra Nandan Srivastava and Mr. Deepak Pathak for this remarkable initiative. I would also extend my profound thanks to all other stakeholders and partners for their support to make this conclave a grand success.

I wish the Seminar a great success. I am sure this study will give rich insight and adequate knowledge to all the stakeholders.



(D.S. Rawat)



**MESSAGE FROM MD/CEO,
RESURGENT INDIA LIMITED**



Indian Economy reported robust growth during the period 2005-08. But the growth moderated on the back of the global economic crisis thus, proving that the global economic condition has its repercussions on the domestic economic outlook. The economy recovered during 2009-11, again to decline owing to weak global economic cues and other domestic factors.

Going ahead, Micro Small and Medium Enterprises (MSMEs) are considered to be the key for economic growth as it promotes equitable development. Over the years, this segment has been fuelling economic growth and has been a catalyst to industrialization of rural and assuring more equitable distribution of national income and wealth. This segment is labor intensive and it contributes for generation of employment.

Despite being a catalyst to the economic development and being beneficial to the economy of the country in more than one ways, MSMEs still face numerous hindrances that are obstructing the growth of the segment. The primary problem faced by the sector is access to funds due to its high risk profile. Further, there is a huge demand-supply gap and financial institutions need to exploit this opportunity and offer credit to the segment. Here in this research paper, we discuss about alternate avenues of fund raising to minimise the demand-supply gap.

J. P. Gadia

Jyoti P Gadia
Managing Director
Resurgent India Limited

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India MACRO Economic Overview

The Indian economy after registering a robust growth of more than 9 per cent during the period 2005-08, moderated to a growth of 6.7 per cent in 2008-09 on the back of the global financial crisis. As a result of timely stimulus in fiscal and monetary space, the economy managed to recover quickly to a growth of 8.4 per cent in 2009-10 and 2010-11. Since then, however, the fragile global economic recovery and a number of domestic factors have led to a slowdown once again. Data released by the central statistics office (CSO) showed the economy grew by 4.7% in 2013-14, shade below the original estimate of 4.9% but slightly above the 4.5% growth in 2012-13.

The country's economy expanded by 4.7% in 2013-14, the second successive year of sub 5% growth hurt by policy delays, high inflation and the global slowdown but the election of new government has triggered hopes of a revival in growth and sentiment in the months ahead. The Manufacturing sector continued to remain under stress, declining 0.7% YoY in 2013-14 compared with 1.1% growth 2012-13. Growth in 2013-14 was helped by a smart rebound in the farm sector which grew an annual 4.7% compared with a 4.5% expansion in the year earlier period. Going ahead, service sector, after achieving double-digit growth continuously for five years and narrowly missing double digits in the sixth (between 2005-06 and 2010-11), the growth rate of the services sector also declined to 8.2 per cent in 2011-12. The segment grew 12.9% in 2013-14 compared with 10.9% in previous financial year.

The reason behind, economic slowdown despite a strong recovery from the global financial crisis is firstly, the boost to demand given by monetary and fiscal stimulus

Economic growth during the last decade has been attributed to service sector, which was primarily lead by IT and BPO industries. Further, manufacturing industry's contribution to the economy is considerably growing, as it offers huge potential for employment generation. Along with these segments, MSMEs, which promote equitable growth is also considered to catalyst to economic growth.

following the crisis was large. The result was strong inflation and a powerful monetary response that also slowed consumption demand. Second, starting in 2011-12, corporate and infrastructure investment started slowing both as a result of investment bottlenecks as well as the tighter monetary policy. Thirdly, even as the economy slowed, it was hit by two additional shocks: a slowing global economy, weighed down by the crisis in the Euro area and uncertainties about fiscal policy in the United States, and a weak monsoon, at least in its initial phase.

The consequent slowdown, especially in 2012-13, has been across the board, with no sector of the economy remaining unaffected. Falling savings without a commensurate fall in aggregate investment have led to a widening current account deficit (CAD). Wholesale price index (WPI) inflation has been coming down in recent months. However, food inflation, after a brief slowdown, continues to be higher than overall inflation. Given the higher weightage to food in consumer price indices (CPI), CPI inflation has remained close to double digits. Another consequence of the slowdown has been lower-than-targeted tax and non-tax revenues. With the subsidies bill, particularly that of petroleum products, increasing, the danger that fiscal targets would be breached substantially became very real in the current year. The situation warranted urgent steps to reduce government spending so as to contain inflation. Also required were steps to facilitate Several measures announced in recent months are aimed at restoring the fiscal health of the government and shrinking the CAD as also improving the growth rate. With the global economy also likely to recover somewhat in 2015, these measures should help in improving the Indian economy's outlook for 2014-15.

The long-term policy of the country is to achieve

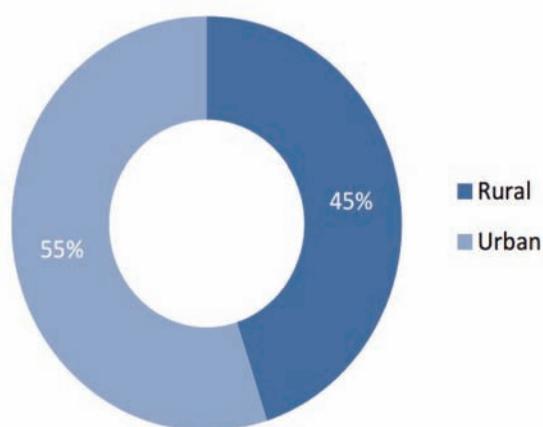
inclusive growth. The current developmental problem facing India is exacerbated by the changing demographic profile of the country. The number of unemployed will be a large number of which the proportion of the educated youth will be the largest. Therefore, the need for strong, accelerated economic growth is now much more acute than ever.

India's economic growth has been led by the services sector in the last decade, particularly owing to the growth in Information Technology (IT) and Business Process Outsourcing (BPO) industries. The manufacturing sector's importance has grown in the recent years with the advancement in its output. The sector offers huge potential for employment creation. Moreover, the importance of Micro, Small and Medium Enterprises (MSMEs) in the growth process is considered to be a key engine of economic growth in India in the years ahead.

MSME – Introduction

The Micro, Small and Medium Enterprises (MSMEs) play a pivotal role in the economic and social development of the country, often acting as a nursery of entrepreneurship. They also play a pivotal role in the development of the economy with their effective, efficient, flexible and innovative entrepreneurial spirit. The MSME sector has been a significant contributor to the country's with generating the highest employment growth as well as accounting for a major share of industrial production and exports.

Classification of MSMEs by location (%)



MSMEs across the globe are fuelling economic growth and are the key instruments for promoting equitable development. The primary attribute of the sector is its employment potential at low capital cost. The labor intensity of space is much higher than that of large enterprises. MSMEs account for about 90 per cent of total enterprises in most of the economies and are credited with generating the highest rates of employment growth and account for a major share of industrial production and exports. On the domestic front, MSMEs play an essential role in the overall industrial economy of the country. In recent years, the MSME sector has been consistent in registering a higher growth rate compared with the overall industrial sector. Further with qualities such as agility and dynamism, the sector has shown admirable innovativeness and adaptability to survive the recent economic downturn and recession.

The Indian MSME sector space is immensely heterogeneous with regards to the size of the enterprises, variety of products and services, and levels of technology. The sector not only plays a crucial role in providing employment opportunities at comparatively lower capital cost than large industries but also helps in industrialization of rural and backward areas,

reducing regional imbalances and assuring more equitable distribution of national income and wealth. MSMEs complement large industries as ancillary units and contribute enormously to the socio economic development of the country.

Apart from providing the support to the large industries, MSMEs have played an important role in the development of States in terms of the employment generation. More than 55 per cent of these enterprises are located in six major States of the country, namely, Uttar Pradesh, Maharashtra, Tamil Nadu, West Bengal, Andhra Pradesh and Karnataka.

The MSME sector has slowly come into the limelight, with increased focus from the government and other government institutions, corporate bodies and banks. Policy based changes; investments into the sector; globalization and India's growth story have opened up several latent business opportunities for this sector.

Recent Initiatives by the government: As the Government recognised the importance of promoting the MSME sector in order to boost the overall growth of the economy, a Task Force under the Chairmanship of the Principal Secretary to the Prime Minister was constituted in 2009. The primary objective of the task force is to offer suggestions for the development and promotion of MSMEs in the country and recommend an agenda for immediate action to provide relief and incentives to the MSMEs, accompanied by institutional changes and detailing of programme to be achieved in a time bound manner. Further, it also recommends the setting up of appropriate legal and regulatory structures to create a conducive environment for entrepreneurship and growth of MSMEs in the country. The Task Force has laid emphasis on timely implementation of the recommendations and has set up a system for its continuous monitoring in the Prime Minister's Office. A

After realizing the importance of MSME sector, Government has taken various initiatives to boost the growth of the segment. Further, the key attributes of the sector such as, high contribution to domestic production, significant export earnings, low investment requirements, operational flexibility and many others have lead to tap opportunities in various industries.

Council on MSMEs under the chairmanship of Hon'ble Prime Minister has also been constituted to lay down the broad policy guidelines and review development of the MSME sector.

Measures from within the sector to lobby for favourable policies and increasing credit flow are convincing. Further, the sector has also realized the necessity of technological and modernization initiatives. However, with economic liberalization and changes in the trade policy, MSMEs are now facing increased competition from foreign companies. Under intensive global competition, MSMEs are transforming to a new business environment with emergence of global supply chains. MSMEs form an integral part of almost every value chain and there is a symbiotic relationship between the large corporations and their relatively smaller sized suppliers. However, in a liberalized world, the relationships between the suppliers and buyers are undergoing dynamic changes with the dissolution of existing relationships and formation of new trade linkages that transcend the barriers of nationality and boundaries.

Even the domestic market is no more a protected zone in a controlled economy; the competitive pressures of a free market economy are catching up in India and the domestic market has been flooded with many low cost, reasonable quality, bulk produced products giving tough competition to MSMEs. With the opening up of the economy, MSMEs need to catch up with global standards in order to remain competitive and profitable.

To gain the competitive edge, enhance efficiency and manage communication, this sector is set to focus on Information and Communication Technology (ICT) enablement. Small scale industries face limited needs for ICT given their organization and restructuring themselves to accommodate these changes. Possibility of international trade has forced many to build an online

presence. E-commerce and enterprise management solutions are also being considered by many.

The Government of India has developed key strategies to promote and support competitiveness in the MSME sector, thus leading to have a positive impact on the sector. The key attributes of the segment such as high contribution to domestic production, significant export earnings, low investment requirements, operational flexibility, location wise mobility, capacities to develop appropriate indigenous technology, import substitution, contribution towards defence production, technology-oriented industries, and competitiveness in domestic and export markets etc. help them tap opportunities in various sectors.

Some of the key announcements for MSMEs in the Union Budget, 2013 are:

- Start-ups and MSMEs can list on SME exchange without public offering but only after informing investors
- If an MSME grows into a larger enterprise, no tax for three years after its growth
- National Skill Development Corporation to train 5 crore people in current plan period
- To modernize power-loom sector through technology upgrade scheme for textile sector of Rs. 2,400 crore
- Youngsters who are skill trained to be given boost in employment and productivity; 10 lakh youth can be motivated in one year
- To allocate Rs. 1,000 crore to extend skills of youth
- With help of Ministry of Science & Technology, Centre has identified amazing innovations; will

allocate Rs.200 crore to scale them and make them available to people

Some of the key announcements for MSMEs in the Union Budget, 2014 are:

- Provide money for innovation and skills development
- Cuts in excise duty on capital goods – it would give boost to the manufacturing sector which has been down the past two years. It will enable more purchasing and thereby revive the industry
- 100 Cr. for innovation & 1000 Cr. for skill development – the economy will start again because of skill development
- Three industrial corridors: Chennai – Bengaluru, Bengaluru –Mumbai and Amritsar-Kolkata and wavier or rebate of tax on exports
- The spin off benefits arising out of excise duty reduction on capital investments and automobiles will give a chance to improve capacity utilization in small industries



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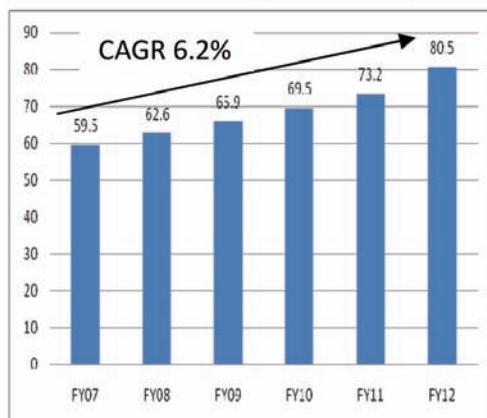
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MSMEs Contribution to Economy

Employment Generation by MSMEs (millions)



Source: Ministry of MSME

MSMEs contribution to economy can be considered vital as it contributes to around 45-50 per cent of the country's export. Going ahead in terms of employment generation, it stands next only to agriculture. And in production, it accounts for around 40 per cent of gross manufacturing output.

economy, with more than 31 million units employing more than 80 million persons. Further, productivity of the MSME sector has been improving significantly with fixed investments and employment growing consistently over the past few years. This is a direct indication of the efforts focused on this sector to integrate the workforce with technological enhancements to increase production. Fixed investments in the MSME sector between FY07 and FY12 has grown at a CAGR of 6.5 per cent and employment has grown by more than 6 per cent (y-o-y). Further, between FY07 and FY12, the sector's total gross output grew at a CAGR of 6.3 per cent - reiterating the substantial contribution of the MSMEs to the Indian economy.

Key highlights of the MSME Sector:

- MSMEs account for about 45 per cent of India's manufacturing output
- MSMEs accounts for about 40 per cent of India's total exports
- The sector employs more than 80 million people in more than 31 million units spread across the country
- MSMEs manufacture more than 6,000 products ranging from traditional to high tech items
- For FY12, total gross output coming from MSME sector was projected at Rs. 18,343.32 billion, an increase of more than 7 per cent over the previous year
- For FY12, the MSME sector had an average credit off-take of around Rs. 7 lacs for 32 million units.

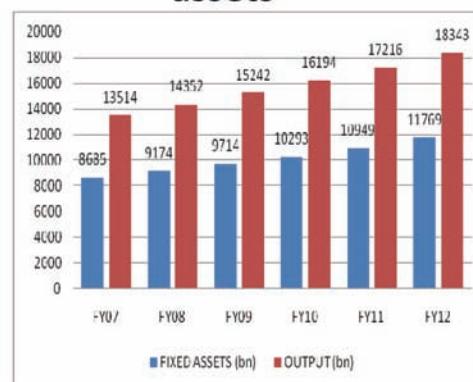
At present, some of the MSMEs are involved in acquiring companies abroad as part of the globalization process. Most of these units are ancillaries and are export oriented. The MSME sector has altered itself to cater to the needs of large local manufacturers and suppliers to global manufacturers like Auto Industry. Currently, the segment is getting involved in investment towards R&D in order to equip itself to be competitive globally. Going ahead, outsourcing from multinational companies has played a vital role in fuelling the growth of Indian MSMEs as world leaders in specified products. The competencies in labor-intensive manufacturing units, lower transport costs and loose labor policies of the small scale sector have led to major outsourcing in manufacturing and services.

MSME's Contribution to Exports: MSMEs have a crucial contribution in India's present export performance. The sector accounts for around 45-50 per cent of the country's export, of which direct exports from the sector account for nearly 35 per cent of total exports. Besides direct exports, it is estimated that small-scale industrial units contribute around 15 per cent to exports indirectly that takes place through merchant exporters, trading houses and export houses. They may also be in the form of export orders from large units or the production of parts and components for use for shown excellent growth rates in this decade. The product groups which dominate the exports comprises of sports goods, readymade garments, woolen garments and knitwear, plastic products, processed food and leather products. Further, MSMEs are re-orienting its export strategy towards the new trade regime being ushered in by the WTO.

Performance of this sector can be determined in terms of the following criteria:

Employment Generation: MSME in India creates

MSME output and fixed assets



Source: ministry of MSME

largest employment opportunities, next only to Agriculture. It has been estimated that a lakh rupee invested in fixed assets in the sector results in generating employment for four persons. Some of the interesting observations related to employment in MSMEs are related to generation of employment according to the industry. For instance, food products industry ranked first, followed by non-metallic mineral products and metal products. Additionally, Chemicals & chemical products, Machinery parts except Electrical parts, Wood products, Basic Metal Industries, Paper products & printing, Hosiery & garments, Repair services and Rubber & plastic products also contributed to generate employment.

Production: MSMEs play a crucial role in the growth of the country by accounting for 40 per cent of the gross manufacturing output. As per estimation, a lakh rupee of investment in fixed assets in the sector produces 4.62 lakh worth of goods or services with an approximate value addition of ten percentage points. The space has registered impressive growth over the past few years and the growth rate recorded during the various plan periods have been very impressive. Further, the transition period of the process of economic reforms was also affected for some period by adverse factors such as foreign exchange constraints, credit squeeze, demand recession, high interest rates, shortage of raw material etc. Further, when the performance of this sector is compared with the growth in the manufacturing and the industry sector as a whole, it instils confidence in the resilience of MSMEs.

Export Contribution: MSMEs plays a major role in India's export performance by accounting for 45-50 per cent of total exports. The surprising fact is that non-traditional products account for more than 95 per cent of the MSME exports. The exports from the segment

have registered enormous growth during the last decade. Further, the growth in the segment has been mostly fuelled by the performance of garment, leather and gems and jewellery units.

Opportunities: MSMEs has performed outstandingly well and enabled the country to attain a wide measure of industrial growth and diversification. By its nature of being less capital intensive and more labor intensive, the sector has made significant contributions to employment generation and also to rural industrialization. This sector is ideally suited to build on the strengths of traditional skills and knowledge, by infusion of technologies, capital and innovative marketing practices.

The opportunities of growth in the MSME sector are extensive due to the following attributes, which makes it a more attractive investment option:

- Less Capital Intensive
- Extensive Promotion & Support by Government
- Project Profiles
- Funding - Finance & Subsidies
- Machinery Procurement
- Raw Material Procurement
- Manpower Training
- Technical & Managerial skills
- Tooling & Testing support
- Reservation for Exclusive Purchase by Government
- Export Promotion
- Growth in demand in the domestic market size due to overall economic growth

Despite being a sector of strategic importance, MSMEs in India faces numerous problems, thus moderating its growth. In order to overcome the hindrances faced, there is a need to establish a potential strategy in order to improve linkages and coordination between the Government, Industry and Academia.

MSMEs currently are taking limited initiatives in formulating growth strategies and also are following a reactive strategy, where it reacts according to current economic situation.

- Increasing Export Potential for Indian products
- Growth in requirements for ancillary units due to the increase in number of green-field units coming up in the large scale sector.

Economic Indicators: MSME constitutes a very important segment of the Indian economy. MSME sector acts as a catalyst in upholding and encouraging the creation of the innovative spirit and entrepreneurship in the economy, thereby helping in laying the foundation for rapid industrial development. Moreover, the sector also boosts employment generation and balanced regional development. Globalization and liberalization of the Indian economy have also brought a host of opportunities for the industrial sector, particularly the MSME segment. MSMEs have responded to competition satisfactorily, further there is scope for increasing their export potential, domestic market share and developing them as serious players in the global value chain.

KEY Hindrances Faced by MSME Sector

Despite the sector being strategically important for overall industrialization strategy and employment generation, as well as the opportunities that the Indian landscape presents, the MSME sector confronts several challenges. Constraints such as technological obsolescence and financing problems have been faced by the segment for a very long period now. Further, hindrances include high cost of credit, low access to new technology, poor adaptability to changing trends, lack of access to international markets, lack of skilled manpower, inadequate infrastructure facilities, including power, water, roads, etc., and regulatory issues related to taxation (state-central), labor laws, environmental issues etc. are also linked with its growth process.

There is a need to establish a potential strategy in order to improve linkages and coordination between the Government, Industry and Academia. There is also a need to develop alternate delivery channels through capacity building of the MSME Associations and the public-private partnerships in the institutional structure as also the schemes. Given the nature of the enterprises, there is a need to facilitate start-ups and evolve a time-bound exit mechanism.

Currently, MSME's are taking limited steps in formulating growth strategies and moving along with the pace of GDP. Besides, the sector also adopts a reactive strategy under which the sector reacts according to the current economic situation of the country. The productivity and growth becomes limited for the moment and growth falls back again. Therefore, the sector needs to adopt a proactive strategy approach where the government should prepare a medium to long term strategy to sustain themselves in the changing economic scenario

and progress beyond the current GDP growth.

The primary challenge for the MSMEs is raising funds. Lack of funds has resulted in various other issues, thus obstructing the growth of the sector. Further, taking a note of this problem, Finance Minister has increased SIDBI's provision for refinancing incremental lending by banks to MSMEs out of the shortfall of banks on priority sector lending targets. Considering the problems being faced by handloom weavers, inability to repay debts to handloom weaver cooperative societies which have become financially unviable, FM has proposed to provide Rs. 3,000 crore to NABARD. This measure is expected to be benefited by 15,000 cooperative societies and about 3 lakh handloom weavers.

Further, the concern of increase in input costs has been affecting the competitiveness of MSME products in domestic as well as international market. Besides, it's difficult for MSMEs to pass on the extra cost to consumers due to which their margins decline, making production unviable.

Some of the most persisting constraints faced by the sector include poor/non-availability of loan finance; low levels of technology; inadequate physical and economic infrastructure; and a truncated policy of product reservation.

Loan Finance: The most dominant factor affecting the MSME sector has been access to loan finance, adequately and timely. This problem is persistent despite clear instructions from the Reserve Bank of India (RBI) and the Ministry of Finance to encourage flow of funds from the commercial banks to small enterprises. It is observed that, there are strong structural underpinnings to the inadequate flow: the organizational structure of banks, and processes within them, have taken them far from task orientation, and have created a specific bias against small loan portfolios. The ways of direction and supervision of banks by the RBI and an absence of performance-based incentive system for proactive bankers have all constricted easy flow of loan finance to small firms. The situation has been much more difficult for the tiny enterprise sector.

It is observed that, the problem faced by Indian finance system is that there is no transparency regarding the financial conditions of MSMEs. The reason for this may be that some enterprise owners themselves may not grasp their financial conditions well. This will result in hesitation from banks to give loan to small scale units. In fact, there is evidence to establish that a fairly significant proportion of loans given to small enterprises in the past have compounded the problem of non-performing assets (NPAs). Unless there is fairly detailed information on small firms, banks would hesitate to take risk. Hence, securing transparency of financial conditions, eventually, influences decisions on loan finance.

Recently, the Credit Guarantee System for MSMEs has been introduced by commercial and other financial institutions. For instance, under the Credit Guarantee Fund Trust for MSEs (CGTMSE) life insurance cover for the chief promoters of enterprises is guaranteed. Further, various industry associations have signed MoUs with commercial banks and other financial institutions to offer collateral security to upcoming entrepreneurs for their credit requirements. The CGTMSE will function under the monitoring of the SIDBI. Unless the credit guarantee system is strengthened and streamlined smaller units would continue to suffer neglect in accessing the much needed credit for both inception and expansion.

Sickness in MSME sector: Sickness has been one of the major problems affecting the MSME sector. Here the sickness refers to inability of the enterprise to repay the loan finance. Sickness in MSMEs has been growing from 13.98 per cent in 2001-02 to 14.47 per cent in 2006-07 and is expected to be around 17 per cent at present. Out of the units having loan outstanding with institutional sources like banks and financial institutes, sickness was

The following yardstick is used to measure sickness of an enterprise-

- a) Delay in repayment of loan over one year,*
- b) Decline in net worth by 50 per cent, and*
- c) Decline in output in last three years*

about 14.08 per cent in the registered MSMEs. Sickness identified in terms of continuous decline in gross output was 13.01 per cent in the registered MSMEs.

Combining the three yardsticks used to measure sickness, i.e. (a) delay in repayment of loan over one year, (b) decline in net worth by 50 per cent, and (c) decline in output in last three years, about 14.47 per cent of the units in the registered MSMEs were identified to be either sick or on the verge of converting into a sick unit. The cause of sickness can be largely contributed to lack of demand, shortage of working capital, marketing problems, and units becoming non-competitive, uneconomical and inefficient.

Symptoms of sickness:

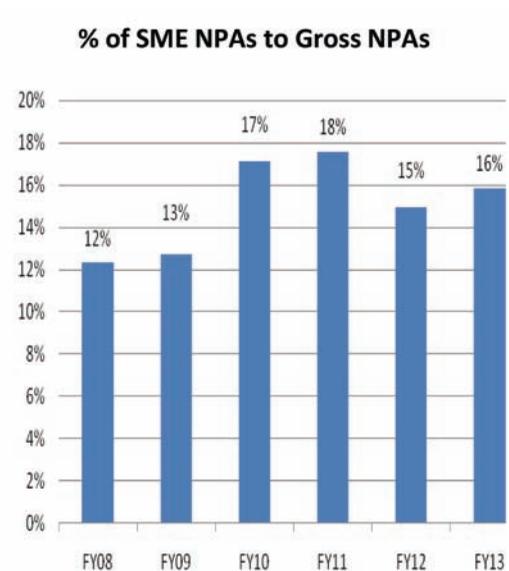
- Lack of healthy movement of stocks and rising level of inventories.
- Frequent return of cheques issued by the party/ inability of the party to promptly honor the bills drawn on them.
- Non Submission/Delayed Submission of stock statements/financial statements.
- Frequent return of cheques deposited/bills drawn by the party.
- Default in payment of interest charged to borrowal account and default in payment of term loan instalments.
- Frequent request for granting of excess/ enhancement of limits/adhoc limits without corresponding increase in sales.
- Low capacity utilization.
- Poor current ratio.

Non Performing Assets (NPA) in MSME: The main reason that is keeping commercial banks away from MSME lending is high transaction cost and NPAs thus leading to a perception of the MSME sector being non profitable for lending. For the Banking sector, the ever increasing level of NPAs has become a matter of concern and we are aware of its repercussions on the Indian economy. Eradication of this issue has been discussed on many platforms but so far strong actions on promoting a right platform, which identifies the bad accounts well in advance while resolving NPA properties faster with an idea of saving industries as well as helping the banking sector, has not been implemented strongly.

The common traits and role conflicts that have been observed in MSME are inability to evaluate, objectively the performance of the enterprise. The MSME owners are often blamed for their inability to network with other professionals in dealing with issues. They try to resolve issues which are not their forte and also inability to network amongst them with a view to moving up the value chain is hardly visible.

Tough competition is another reason attributed for the slow growth of MSMEs. Competition from foreign entities, limited budget for marketing, lack of market intelligence on the demand, non-availability of inputs at reasonable prices as well as equipment problems are significant issues.

The high rate of NPAs in small enterprises sector has created risk aversion among lenders, which has hindered increase in flow of credit to the sector. Further, a dynamic global economic scenario has offered various opportunities and challenges to the MSME sector in India. On the other hand, many opportunities have opened up for this sector to enhance productivity and look for new markets at national and international level. Besides, it has also put an obligation to upgrade their



Source: Care Research Report

The performances of MSMEs are for some extent dependant on the physical and economic infrastructure available. Despite knowing the importance of the infrastructure for the performance, it remains a neglected area, thus affecting the potential of the sector.

Product Reservation is a unique policy reserving certain products to be exclusively produced by the small scale sector. However, initiative has lost its purpose of creating local employment using locally available resources within a 'protective' policy framework.

competencies to meet the competition as new products are launched at an incredible pace and are available worldwide in short time.

Infrastructure: Much of the potential of small firms to grow and nurture innovativeness is shaped by the kind of infrastructure, both physical and economic, available and can be accessed at reasonable costs. Unfortunately, the consequences of infrastructural constraint faced by small firms remain one of the most neglected areas of enquiry. Moreover, the nature and implications of such infrastructural absence or inadequacy could be deeply varied as between small enterprises located in urban areas and those in rural and semi-urban areas.

The access to dependable supply of electricity emerged the most crucial issue blocking the rise of productivity and output of small firms. Similarly, poor transportation facilities, especially in rural and semi-urban areas have been cited as constraints encountered by small enterprises. Further, access to newer and larger markets has been severely restricted due to this. This crucial infrastructure includes improved roads, railways and port facilities. Along with generic infrastructural facilities that boost the local economy in general, there is need for enterprise specific infrastructure, i.e., provision of common effluent treatment plants (CETPs), well-developed industrial estates / parks, common testing / quality check facilities, etc. Even provision of potable water to small enterprises was considered an important infrastructure that could add to productivity rise.

Product Reservation: This rather long-standing and unusual policy of reserving certain products to be exclusively produced by the small scale sector has come to be interpreted as a bottleneck to productive efficiency of the small enterprises. The initiative seems to have lost its original purpose of creating local employment

using locally available resources within a 'protective' policy framework. Observing the effect of this highly controversial policy, it has been pointed out that issue of technical inefficiency of products manufactured under reserved category as compared to the non-reserved products take centre stage. Studies have also referred to the impracticality and even irrelevance of the policy of reservation. Due to the emergence of new economic order which demanded more competitive sector, de-reservation was initiated and by February 2008 it has come down drastically low to only 35 items and in February 2010 it has come down to only 20 items. Non-MSME units can still manufacture these items, provided they undertake 50 per cent export obligations. Large organizations can, market these goods as there are no restrictions or regulations for the same. This poses further challenges for MSMEs which produce these reserved items.

Further, some of the standard issues raised comprises of frequent changes in the products listed were not always justified and supposed to have been influenced by extraneous reasons; a careless approach to the policy marked its broad-basing, as surveys found that producers engaged in manufacturing 'reserved' items had no clue about the policy; certain items continued to be produced by the medium and large scale firms as they had been doing so prior to the specific products were reserved; and the quality of reserved products was often not satisfactory.

Another very significant aspect that cannot be ignored is the woefully inadequate quality of the financials of such units and total lack of governance even its simplest form. The balance sheet, profit and loss accounts are made without disclosing the real state of affairs. This could be on account of the fact that such entrepreneurs cannot have access to highly proficient account staff or

the sheer unwillingness to disclose the correct picture.

This leads to a situation where on the one hand the balance sheet etc. does not support bank lending beyond a particular level and on the other hand the same factor does not inspire any confidence for raising funds through the SME Exchange.

Ultimately in case someone in this sector is not getting access to funds somewhere the promoter would have to accept the blame on him for preparing inadequate financials.

To summarize the main issues of the segment can be noted as below:

- Credit Guarantee Scheme is not performing as expected. There has been falling credit to SSI during the post-reform period and high incidence of NPAs in SSI lending.
- The small-scale industry in India needs to upgrade technologies on a continuous basis to remain competitive.

MSME Funding - Need for Alternative Financing

Finance is the lifeline of any enterprise. India has one of the most extensive banking networks in the world. Despite, a considerable expansion of the banking infrastructure during the recent years, the provision of finance to grass-root level businesses, scattered across the nation, still remains an enormous challenge. Going ahead, it is also observed that Indian MSMEs have limited access to finance. Majority of the MSMEs operates on the funds of its promoters, thus limiting its growth. The limited or non-availability of institutional finance at affordable terms is also hindering innovation in the Indian MSMEs. In India, the preferred mode of finance is either self or other sources. This further complicates the situation, as with these sources an enterprise cannot challenge the increasing competition. On account of globalization; MSMEs are beginning to opt for other specialized financial services and options.

The Government has taken various initiatives from time to time to address the problems faced by the MSME sector. It has set up numerous, organizations, boards, corporations and training centres have been set up to provide technological, entrepreneurial, managerial and financial assistance to these units. Likewise, several committees and study groups set up by the Government, the Reserve Bank of India and Small Industries Development Bank of India (SIDBI) have studied the problems faced by MSMEs and suggested various measures to address these issues. This have significantly contributed and set up a favourable environment for setting up and nurturing small industrial units. However, high incidence of sickness and subdued credit off-take in this sector indicates that the results have not been as desired. This necessitates a paradigm shift in the approach of banks towards the segment. In this background, there is, thus, a need for formulating of a new business model for financing the MSMEs.

Finance is life blood of any enterprise. But Indian MSMEs, have always suffered the deficiency of this life blood, despite India having one of the most extensive banking network in the world.

The Government has been trying to tackle the problems faced by MSMEs and also have established several committees and study groups along with the Reserve Bank of India and Small Industries Development Bank of India (SIDBI) to study the problems faced by MSMEs.

SIDBI is the front runner in promoting, financing and development of industry in the MSME sector in the country.

Banks today have changed their attitude towards MSME, on the back of success stories. Thus banks are ready to cater to the full needs of the sector.

The traditional approach to MSME financing which is based on rigid credit appraisal systems that revolve around financials, single delivery channel, involvement of various hierarchies in processing and decision making, limited focus on cross selling opportunities, difficult and inflexible system of accessing transaction history, limited and pre-structured credit products, etc. has to be replaced with a new business model for financing MSMEs.

SIDBI is the principal financial institution for the promotion, financing and development of industry in the MSME sector in the country. SIDBI also provides appropriate support in the form of promotional and developmental services. In order to improve the credit flow to the MSME sector, it has tied-up with public sector banks in the country. With these tie-ups, it has covered 150 MSME clusters, out of the total 388 clusters identified across the country.

Change in Scenario

Banks today are slowly but surely adopting a more progressive and forward looking outlook. With the assistance of better technology, risk prediction and management strategies and tools, as well as the sheer number of positive MSME growth stories, banks are extending a strong lending hand to MSMEs.

Banks are considering the recommendations made by the Ganguly Committee and the government directive to adopt a full-service approach to cater to the diverse needs of the MSME sector. This may be attained by extending banking services to recognized MSME clusters and by adopting the 4-C approach: Customer Focus, Cost Control, Cross-Selling and Containing Risk.

In its broadest definition, the banking sector includes commercial and investment banks, leasing companies,

microfinance institutions (MFIs), and other related institutions. MFIs have emerged to serve the smallest of these enterprises, while banking institutions have typically concentrated on large corporations. MSMEs fall between these two markets where there is a financing gap.

However, the attitude has changed after the SSI segment was redefined in 2006, categorizing it into manufacturing and service segments under micro, small and medium industries. As a result, MSME banking started to grow as an industry. Banks thus began to turn their attention towards this untapped market. This resulted as ray of hope for MSMEs in the financing arena and banks are demonstrating that the MSME segment can be served profitably, provided it is properly understood. But banks alone cannot be the saviour of the MSME sector. They too need a strong system to lean upon. RBI must ease the lending and NPA accounting norms for banks who lend to the MSME sector. Such strong directives and support would have a very positive impact on the morale of the MSMEs.

Everybody knows about formal sources of finance such as bank, but very little is known about the alternative sources of finance for MSMEs, even though they constitute the predominant form of financing for such entities. Here we will discuss about the various alternative financing options and discusses how bringing these into a market system through financial intermediaries holds great promise for the millions of small and mid-size businesses in our country. This may result in decrease of the cost of capital for such businesses while simultaneously creating a credit history for them, thereby, making it easier for them to access cheaper bank finance. Amongst other alternative options, the paper discusses how financing of trade credit, for instance, can be an important source of

Apart from the conventional ways of financing an enterprise there are various alternative options to finance a business. These alternative or unconventional ways of financing offer a wide range of choice for the promoter to raise fund for his business and also offers a range of options to choose from.



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- Existing members would be eligible to participate in the SME Platform.
- The issue shall be 100% underwritten and merchant bankers shall underwrite 15% in their own account.
- Merchant bankers to the issue will provide market-making through a stock broker registered as market-maker with BSE.
- Merchant bankers will be responsible for market-making for a period of 3 years.
- Market-makers will provide two-way quotes for 75% of the time in a day.

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financing for Indian MSMEs. If the receivables owed to the MSMEs by large firms could be securitized, it would result in both deepening and broadening of Indian credit markets. This would not only result in MSMEs accessing additional finance for its working capital recruitment, but also provide institutional investors additional investment avenues. Other alternative finance options such as securitization of MSME credit, supply chain financing, factoring, accessing equity capital from SME Exchange/ Portal, venture/ risk capital, cash flow based financing, etc. which can also play a catalytic role in improving access to funding for MSME are also discussed.

Need for Alternate financing:

Notwithstanding the policy support to MSMEs and increase in bank credit to this sector in recent years, access to adequate credit at a reasonable cost is still a critical problem for the sector. The credit flow to MSMEs through institutional sources is not commensurate with the economic activity undertaken by MSMEs. As per the statistics, it's known that small businesses generally depend on multiple sources of financing ranging from new internal sources, viz., personal funds and funds from friends, to external sources, both formal and informal, which include financing from banks, NBFCS, venture capital funds, trade credit, factoring etc. Choice of alternative financing sources is determined by the growth stage of the enterprise, the quantum of funds received, the maturity of the financial market and the policy environment. Therefore, alternative sources of finance can be very important for MSMEs.

Alternative financing sources:

Securitization of Trade Credit: Trade credit is an important source of financing for MSMEs, as they sell on credit to their large customers and then wait for

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long periods for payment. If these receivables (trade credit) could be packaged as a securitized asset, which would essentially be a commercial paper with the credit rating of the large firm, it could help MSMEs reduce their investment in working capital and their need for finance significantly. The credit worthiness of a typical MSME would also improve, qualifying it for greater bank funding. Though the securitization process which is similar to factoring, could be more cost-effective than bank funding, factoring, and letters of credit.

Securitization of MSME Credit: Likewise, MSME credit could be packaged in the form of loan pools or securitized assets and sold to investors interested in such an asset class. The MSME loans which had very nominal share of 2 per cent in securitization during 2010-11 have emerged as one of the key loan categories

Securitization of Trade Credit is an arrangement where receivables of an enterprise could be packaged as a securitized asset, thus helping MSMEs reduce their investment in working capital and their need for finance significantly.

Securitization of MSME Credit refers to packaging of MSME credit into loan pools or securitized assets and sold to interested parties I exchange of funds.

***Factoring to Tackle Delayed Realization of Receivables** is an arrangement that helps an enterprise to tackle the problem of delayed realization of receivables by institutionally factoring their receivables and thus providing alternative source of financing.*

to be securitized accounting for almost 11 per cent of total assets securitized in the asset backed security (ABS) pool during 2011-12, indicating growing investor and issuer interest in this asset class.

If institutions utilize their expertise to systematically build this asset class backed by a strong underwriting framework and market it to a larger investor franchise then such transactions would enable small business lenders to access capital markets at a reasonable cost and boost funding to MSMEs. Securitization helps in creating a secondary market for MSME loans in India and if properly applied this technique can become a replicable tool that can enhance access to finance for MSMEs. The new guidelines for securitization of standard assets issued by Reserve Bank of India in July 2012 are also expected to go a long way in the creation of a true securitization market in India as they have incorporated several safeguards to enhance the quality of pass through certificates issued in a securitization transaction.

Factoring to Tackle Delayed Realization of Receivables: Considerable delay in settlement of dues/payment of bills by the large-scale buyers to the MSMEs units adversely affects the recycling of funds and business operation of MSME units. Further, timely payments from customers will help MSMEs in reducing their working capital requirements leading to lower interest costs, improved profitability and a positive impact on the long-term health and sustainability of India's MSME sector. A study of 5000 MSMEs by CRISIL shows that high quantum of receivables is an endemic problem across industry/ sectors and geographies in the MSME space. Smaller MSMEs, perhaps due to their lower bargaining power, are in an unfavourable position with weaker receivable positions. CRISIL estimates that timely payments from large customers will help

MSMEs reduce interest costs, and improve profitability by around 15 per cent and have a positive impact on the long-term health and sustainability of India's MSME sector. It is, therefore, critical that small enterprises receive payments on a timely basis from customers or alternatively they are able to raise liquidity against their receivables.

The above problem of delayed realization of receivables can be institutionally tackled by factoring which provides liquidity to MSMEs against their receivables and can be an alternative source of working capital. Factoring is a flexible alternative to traditional forms of funding. When a client makes a sale, delivers the product or service and generates an invoice, the factor buys the right to collect on that invoice and releases funds, usually 80-90 per cent of the invoice value to the client. Factoring as a financial services product is superior to the conventional bank finance in terms of it being an easy and fast method of turning accounts receivables into cash, offering funding up to 90 per cent of the invoice value, not restrained by geographical limits, non requirement of collateral security, offering value-added services in the form of sales ledger administration, collection and credit protection, credit screening-cum-credit monitoring and early detection and warning of customer service problems.

Across the world, factoring is a preferred route of accessing working capital for MSMEs and even larger organizations. Some banks and financial institutions in India have already launched factoring services for MSMEs. As a result of this procedure, MSMEs attain liquidity against their receivables from customers and is regarded as a cash management tool. Factoring would also help improve MSME financing and is a major step towards full-fledged securitization. The Indian factoring market is currently pegged at around Rs. 25000 crore.

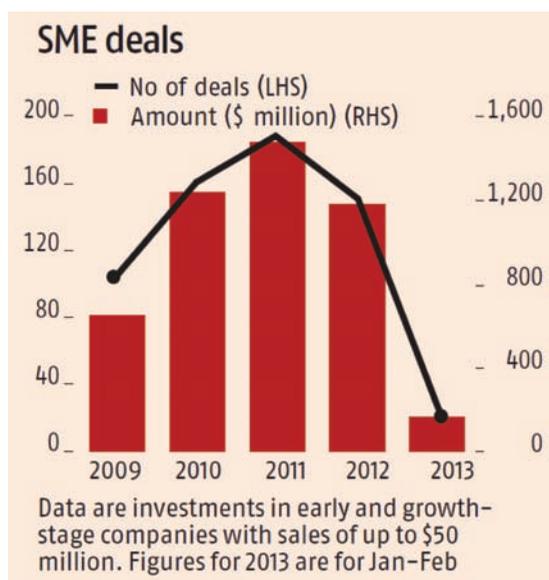
Angel funds/Venture Capital Funds is an alternative source of financing generally used by high-growth potential and start-up MSMEs. The enterprise opts for such kind of financing when it need funds to expand or break into new markets and grow faster.

Factoring as a service is seeing significant demand from MSMEs in line with global trends.

Angel Funds / Venture Capital Funds: Venture/ Risk capital is often a more appropriate financing instrument for high-growth potential and start-up MSMEs. However, the ability of MSMEs (especially those involving innovations and new technologies) to access alternative sources of capital like angel funds/risk capital needs to be enhanced considerably. Although the sector commonly uses traditional debt, this type of financing is often not accessible for fast growth and start-up firms. During their initial phase, firms need finance to study, assess and develop an initial concept (seed phase) or for product development and initial marketing (start up phase). At this stage, firms may be in the process of being set up or may exist, but have yet to sell their product or service commercially. High-growth firms usually develop an idea, concept or product that requires an incubation period before generating revenues and profits.

As many as 37 small and medium enterprises (SMEs) got listed on Indian bourses in 2013-14 with public issues worth Rs. 317 cr.

An enterprise basically looks for venture capital to provide them with the financing they need to expand or break into new markets and grow faster. Further, Government of India, in terms of the recommendations of the PM’s Task Force on MSMEs, is already looking at removing the fiscal/regulatory impediments to the use of such funds by the sector. Venture/ Risk capital funding is ideal for newly emerging ventures like bio-tech, food processing, IT, pharmaceutical and other knowledge based sectors. Creation of venture capital funds to meet the equity requirements of these units in the initial phase of their working in the knowledge sector including BPO, KPO, Life sciences, on-line business, technology-enabled design and manufacturing as well as in emerging areas of nano-technology and environmental technology would go a



long way to help such industries.

Angel investors are investors who typically invest their own funds, unlike venture capitalists, who manage the pooled money of others in a professionally-managed fund are increasingly becoming another alternative source of funding for MSMEs in India.

Private Equity Funding: Private Equity (PE) investment provides another source of raising capital for MSMEs. PE funds have been investing in Indian firms since 1990s. These financial enterprises are typically focused on funding a company early, adding value to them and making an exit at a later stage. They are stable sources of capital and tend to have an investment horizon of 3-5 years looking at a multiple return on their investment. PE investors not only bring capital but also expertise and experience and expertise from established businesses and from the global markets. They expose their portfolio companies to best in class practices and work extensively to see that they are implemented into the organizations that they are funding. They also work extensively with their portfolio companies and encourage management to undertake operational improvements in case of any strategic opportunities such as mergers, acquisitions and joint ventures. The Planning Commission recently released a preliminary approach paper regarding its 12th five-year plan (2012-2017). A key focus area in the plan is to promote equity investment in MSMEs by constituting a Working Group devoted to the concept.

Owing to the high valuations at which the investments were made in 2007 and 2008, a number of portfolio investments of PE funds are currently not ‘in the money’ and with the relative fall in Indian rupee, exits have been becoming even less attractive.

For CY2013, SMEs attracted US\$1.25bn which is 3% down when compared with US\$ 1.3 bn in CY2012,

Highlights of investments in Q4 CY13

Private Equity Investor	Company
IFC	Visakha Water Reclamation Infrastructure Pvt. Ltd.
Unilazer Ventures	Zivame
Matrix partners	TechMed healthcare
Accel Partners & Ventureast	Portea Medical
Avenue ventures	Vastushodh’s project

Source: Care Research

Mezzanine Financing is a financial instrument that possesses the attributes of both the debt and equity. Further, in the hierarchy of creditors, mezzanine debt is subordinate to senior debt but ranks higher than equity.

however the number of deals have increased by 26% to 222 deals.

Private equity investments in India's MSME sector fell to US\$151 million in January-February 2013, implying a decline of 51 per cent compared to similar period last year.

In the last four years, 2011 was the best year for the sector, attracting US\$1,478 million in PE flows across 188 deals, compared to US\$1,246 million across 159 deals in 2010 and US\$642 million across 103 deals in 2009. In 2012, the sector attracted investments totalling US\$1,184 million across 151 deals - a fall of 19 per cent over 2011.

Mezzanine Financing: Business owners need finance in order to invest but they want to retain control of their business and not give up valuable equity. For MSMEs the financing options are limited and private equity investors are usually interested in larger companies, while business angel investors are more active in start-ups. Furthermore, conventional bank lending is often not available for projects that could be classified as speculative. That's where mezzanine finance comes in. Mezzanine finance is a fairly well-known type of funding, which sits between traditional bank debt and equity and it is exactly what many MSMEs need.

Mezzanine debt refers to hybrid financial instruments that possess characteristics of both debt and equity. It lies somewhere in the midst of debt and equity on the risk-return spectrum. In the hierarchy of creditors, mezzanine debt is subordinate to senior debt but ranks higher than equity. Mezzanine debt is also called subordinated debt or second mortgage. Commensurate with their subjugated position in the claim over the assets of a corporation which is tantamount to the assumption of relatively higher risks, mezzanine financiers typically

demand a higher rate of return as compared to debt providers but lower than that required by equity investors. Mezzanine finance typically is a structured debt-like instrument, earning high yields, through a combination of cash coupon and terminal yield and/or equity-linked components, such as warrants and optionally convertibles.

Although the position of mezzanine finance lies along the continuum between traditional debt and equity, the exact extent of its commonality with either is nebulous at best. This is because mezzanine debt instruments are primarily of the over-the counter (OTC) type, i.e., they are privately negotiated contracts between private parties.

Mezzanine financing can be a very effective tool in aiding sales development and creating jobs, but a common question is how it impacts the internal structure of a business? This is the major issue between MSMEs and equity investors.

Current status in India

Due to its effectiveness in the developed economies, mezzanine financing has evinced considerable interest in India. However mezzanine financing is available to the upper strata of the companies and not available to MSMEs other than certain high interest lending done by cooperative banks with second charge on assets. A working Group was constituted under Dr K.C.Chakraborty to improve flow of credit to MSME segment including developing markets for alternative sources of funding. The group in its recommendations has suggested the necessity to develop markets for alternative sources of funding like mezzanine financing with appropriate financial tools. Subsequently, SIDBI has taken the lead through SIDBI Foundation for Risk Capital and has started providing mezzanine financing

to existing, profitable MSMEs.

Mezzanine funding has a great potential in India and will become more prominent. This kind of funding allows flexibility to the borrower and provides greater security of capital due to downside protection structures and equity like returns on the upside.

Access to Equity Capital through SME Exchanges:

Access to equity capital from the stock market is a genuine problem for MSMEs. Till a few years ago, there was negligible flow of equity capital into this sector. Absence of equity capital poses a serious challenge to the development of knowledge-based industries, particularly those promoted by the first-generation entrepreneurs with the requisite expertise and knowledge. Further, for efficient capital structure decisions, an optimal mix of equity and debt is very important. Keeping this in mind, the Report of the Task Force on MSME Chairman (Shri. T.K.A. Nair, 2010) had recommended the setting up of a dedicated Stock Exchange/Platform for MSMEs to access institutional and retail capital. This would also facilitate greater financial inclusion in the country. Following this, SEBI laid down the regulatory framework for the SME Exchanges with relaxed listing conditions and accorded approval to BSE and NSE to launch an SME Exchange in September 2011 and October 2011 respectively. Successful examples of SME Exchanges across the World include AIM (London), Canada (TSXV), Hong Kong (GEM), Japan (Mothers), Korea (KOSDAQ) and US (NASDAQ).

In order to solve the problem of accessing equity capital from stock exchanges, major stock exchanges of India, National Stock Exchange (NSE) and Bombay Stock Exchange have set up an exclusive platform for MSMEs to access institutional and retail capital.

In March 2012, both BSE and NSE launched their SME exchange platforms to enable MSMEs to raise funds and get listed as public entities. BCB Finance Ltd. was the first Indian SME to get listed on the BSE SME Exchange. This was an event of immense significance for MSMEs as they have a huge listing potential but mostly had debt-financing options. The launch of SME exchanges

will play an important role in growth of MSMEs and the need of the hour is to improve the awareness among MSMEs about equity capital, stock markets and funding options, other than banks. The capital markets can play a crucial role in helping MSMEs improve their visibility and raise capital for their growth and expansion, offering an effective way to improve financial inclusion. They can also offer investors opportunities to invest in growing businesses at an early stage. Since its launch in March 2012, 32 companies have listed with BSE SME exchange, and BSE is negotiating with other companies for listing. BSE's rival NSE has also followed suit and launched its own SME platform called 'Emerge' with the proposed listing of Chennai-based SME Thejo Engineering. A vibrant equity market for MSMEs would also provide an added incentive for private equity and venture capital investments by providing an exit option for them. Listing on exchanges will also offer MSMEs an opportunity to offer equity ownership to their employees, thereby, increasing their commitment to their company and working for its future success.

After recording a smart increase in 2011-12, the MSME exports dropped in 2012-13 as the global markets witnessed demand compression for most of the products shipped by the entrepreneurs in the small scale sector.

The MSME exports in 2012-13 aggregated USD 128.16 billion dropping from USD 131.48 billion in the previous year, as per the information provided by Minister for MSME.

In future the MSME sector will be one of the catalysts of growth for the country's economy, and presents a significant business opportunity for both banks and alternative finance providers. The extent of financial exclusion in MSMEs is high and notwithstanding the increase in credit outstanding in recent years, access to adequate and timely credit from the banking system



is still a critical problem being faced by this sector. Alternative sources of finance can, therefore, step in and assist MSMEs in their growth and development. In recent years, a plethora of alternative finance options have emerged and have proven to be an important source of financing for Indian MSMEs. The alternative financing avenues discussed above truly have the potential to bridge the financing gap for MSMEs from banks. Access to finance is essential for improving MSMEs competitiveness, as MSMEs have to invest in new technologies, skills and innovation. On their part, the MSMEs should be responsible borrowers, should use the finance in a judicious manner and take advantage of the business opportunities both within and outside the country. They should improve their governance and risk management practices, maintain proper books of accounts, submit correct information to banks and all authorities, and make their operations more efficient and productive to get easier access to finance from banks and other investors. This way the MSME sector would become more competitive and efficient and contribute further to the economic development of our country.

MSME Finance – Demand & Supply Gap

The present domestic market conditions do not provide enough opportunities for the MSME sector for raising low cost funds. To improve the flow of credit there is a need to provide low cost finance to the MSME sector, which has limited working capital and is dependent exclusively on finance from public sector banks. The cost of credit in the Indian MSME sector is higher than its international peers. A transparent credit rating system, simplification/reduction in documentation for accessing finance, providing interest rate subvention to the MSME sector must be taken into consideration in order to maintain the growth of the MSME sector.

The Government is taking proactive measures to ensure better access to credit. Bank lending to the sector will grow at a rate of 20 per cent on a year-on-year (y-o-y) basis, along with 10 per cent annual growth in number of micro enterprise accounts, with 60 per cent of the share of MSME credit directed towards micro enterprises. These and various other measures ensure that credit flow to the sector, especially micro and small enterprises, is adequate.

In spite of these measures banks are reluctant to lend to MSMEs due to their higher risk profile owing to zero collateral or their limited years of operations. Indian firms raised about 47 per cent of their total funding from internal sources, 19 per cent from banks and financial institutions (FIs), and 5 per cent from capital markets. The remaining 29 per cent came from alternative sources. When it comes to MSME, only 15 per cent of funding came from internal sources, 25 per cent from banks and FIs, and 10 per cent from capital markets. Around 50 per cent of the funding has been sourced

The present situation does not offer enough opportunities for the MSMEs to raise low cost funds. However, the Government is taking proactive measures to guarantee better access to credit. Despite this, banks are reluctant to lend to MSMEs as a result of high risk profile of the segment.

through alternative funding sources including friends and family, trade credit etc. These alternative sources are far more expensive and are dependent on prevailing market conditions and are rarely a guaranteed source. This clearly implies that MSMEs face very high interest cost due to the lack of availability of adequate credit.

The reasons that are keeping banks away from financing MSMEs are the high transaction cost and NPA. These factors have made commercial banks to perceive that lending to MSME sector is non profitable lending. One of the reasons attributed for low profits by public sector banks is lending to priority sector at lower rates of interest. But as per the studies in other countries, lending to this sector is a lucrative banking activity.

Finance Demand: MSMEs have a very high demand for finance, large part of which is not met, particularly, debt, to finance their growth. There is a total financial requirement of Rs. 32,50,000 crore (US\$ 650 billion) in the MSME sector, which comprises Rs. 26,00,000 crore (US\$ 520 billion) of debt demand and Rs. 6,50,000 crore (US\$ 130 Billion) of equity demand. However, the viable and addressable debt demand is estimated to be Rs. 9,90,000 crore (US\$ 198 billion), which is 38 percent of the total debt demand. This excludes (a) sick enterprises, (b) new enterprises (those with less than a year in operation), (c) enterprises rejected by financial institutions, and (d) micro enterprises that receive finance from the informal sector.

The viable and addressable equity demand is estimated to be Rs. 67,000 crore (US\$ 13.4 billion), that does not include (a) entrepreneurs' equity contribution to enterprises estimated at Rs. 4,60,000 crore (US\$ 92 billion), and (b) equity demand from micro and small enterprises that are structured as proprietorships or partnerships. Proprietorships and partnership are unable to absorb equity from external sources although

equity demand from these firms is estimated to be about Rs. 1,23,000 crore (US\$ 24.6 billion).

Formal sources of funding are able to serve only around 25 per cent of total MSME debt financing. Of overall funding requirement in the sector, only 78 per cent, that is around Rs. 25,50,000 crore (US\$ 510 billion) is either financed by the promoter or from informal sources. Further, formal sources account for only 22 per cent or Rs. 7,00,000 crore (US\$ 140 billion) of the total MSME debt financing.

Additionally, Banks contribute for more than 85 per cent of debt supply to the MSME sector, with Scheduled Commercial Banks lending Rs. 5,90,000 crore (US\$ 118 billion). Non-Banking Finance Companies (NBFCs) and smaller banks such as Regional Rural Banks (RRBs), Urban Cooperative Banks (UCBs) and government financial institutions (including State Financial Corporation and State Industrial Development Corporations) constitute the balance of the formal MSME debt flow. Within the informal financial sector non-institutional sources of funding include family, friends, and family businesses while institutional sources consist of money lenders and chit funds.

Finance Gap: Even though funding for MSMEs have witnessed a surge, there is still a significant institutional finance gap of Rs. 20,90,000 crore. Excluding the debt finance that accounts for 62 per cent of overall financing demand and the equity demand, there still exists a demand-supply gap of Rs. 3,57,000 crore which can be funded by formal financial institutions in the near term. This is the demand-supply gap for approximately 11.3 million enterprises. While a large number of these already receive some form of formal finance, they are significantly underserved with only 40-70 per cent of their demand currently being met.

However, if Government intervenes and implements proper policies and support to the MSME sector, a considerable part of the currently excluded demand can be made financially viable for the formal financial sector. Micro and small enterprises together account for 97 per cent of the viable debt gap and can be addressed by financial institutions in the near term. Available data and primary interviews indicate that medium enterprises in India are relatively self-financed.

The equity gap in the sector is a combined result of demand-side challenges such as the legal structures of enterprises, as well as supply-side gaps, such as a lack of investment funds focused on MSMEs. The equity requirements for the MSME sector are majorly concentrated in the growth-stage enterprises.

Gap – By Geography and Segment: When the MSME sector in India is closely observed, it signifies that the entities spread across the Low-Income States (LIS) have 32.6 per cent of India’s total MSMEs, the viable debt gap is disproportionately high at Rs. 1,93,000 crore (US\$ 38.6 billion), which is 66 per cent of the country’s total. On the other hand, only 3 per cent MSMEs based in the North-Eastern States accounts for a viable debt gap of Rs. 9,000 crore, whereas the rest of India accounts for the remaining 65 per cent of MSMEs, with a viable and addressable debt-supply gap of Rs. 90,000 crore (US\$ 18 billion) or 31 per cent.

Segment-wise, there is more service sector MSMEs in India than manufacturing units. Service sector MSMEs constitute for 71 per cent of total entities, whereas manufacturing sector accounts for mere 29 per cent. However, manufacturing enterprises are more capital-intensive with longer working capital cycles and consequently have higher working capital requirements. Therefore, nearly 60 per cent of MSME demand for finance arises from the manufacturing sector.

Credit Rating Mechanisms in MSME

Ratings of MSMEs would encourage the segment to improve its contribution to the economy by increasing their productivity, since a good rating would enhance its credibility in the market and also make access to credit at quicker pace and cheaper interest rate thus help in economizing the cost of credit. Besides, the rating would also infuse a sense of confidence amongst the buyers for taking a decision on the options of sourcing material from MSMEs.

Ratings of MSMEs signify the rated entities' overall creditworthiness, adjudged in relation to other SMEs. These ratings are entity-specific, and not specific to debt issuances. The company will be analyzed internally and awarded rating according to the particular company's credit worthiness, its management team, and effective relationship with customers and suppliers.

The MSMEs have their own unique feature as compared to the large corporates, the sector has no organized information on industries, their functional details, market shares, competition dynamics, and promoter or management track record. The creditworthiness of entities in the sector, therefore, needs to be assessed using tools and methods that are different from those traditionally used for large corporates.

SME Rating agencies in India have evolved a very unique and new tool in rating the sector. This rating reflects the rated entities' overall credit worthiness, adjudged in relation to other SMEs. These ratings are entity-specific, and not specific to debt issuances. The company will be rated according to the strength and weakness of that company only and will be compared to the sector as a whole, which will give increased leverage for the company to work on better platform.

SMERA RATING	RATING APPRAISAL INDICATOR
SME1	Highest
SME2	High
SME3	Above Average
SME4	Average
SME5	Below Average
SME6	Inadequate
SME7	Low
SME8	Lowest

Source:SMERA

Approaching a credit rating agency is a good option for MSMEs as they face hindrances in raising fund. It is a known fact that very less number of registered MSMEs have access to finance from formal sources. This clearly indicates the need for rating in this segment and thus have a better access to the banking sector. A large number of MSMEs are finding it difficult in approaching the banking sector, because of their lack of knowledge of the formalities to be complied to avail bank funding for their normal business activities.

Process of Rating:

The process of rating process is the key factor for the company as it comprises analysis of the company which can be used by the management, as parameter for the company to strengthen their weakness highlighted by the rating agency and this can be used as tool to have healthy relationship with the banker. The process of rating includes following stages:

- The rating process gets initiated by receiving a request from the company which intends to get itself rated. The Rating process begins with the receipt of rating mandate along with the application form and ends with the dispatch of the Rating report and Rating certificate.
- After receiving the request from the company, the company has to submit the necessary application along with a list of documents required for the rating agency to conduct the research about the organization along with the necessary fee. After submitting the documents, the rating agency team will have direct site visit to the company and they will have detailed discussion with the management about their vision, problems, benefits etc to have an over sight about the company. They also will talk to their supplier, customers, and bankers about the performance of the company in terms of timely delivery of finished goods and inventory management.

- Post this discussion, the rating agency will start the rating process with the preset conditions laid down for SME with their rating scale.
- Once the rating team has finished the rating module, it will be transferred to the rating committee which will consist of eminent team with industry expertise and they will analyze the rating formula and the company's documents. Once they have verified all the documents, then the rating committee will decide what scale can be allotted to the company. Once that is decided, then the rating agency will complete the rating and send the rating report to the company.
- The company will have rights to accept all the conditions laid down in the rating report or they can provide additional information to prove their company to be upgraded. Once the submitted documents are satisfying the committee, then they will upgrade or maintain the same standard to the company and submit the same to the company.

Benefits of Rating to MSMEs

- The rating scale plays a very important role in determining the quantum of loan to be provided to the company. For instance, if the company is performing at par with the industry and they want to rapidly expand, the banker may have their discretion to sanction the amount taking into consideration the industry, management, capability of the company etc and banker may sanction full money requested for expansion or they may ask the management to slow down in their expansion by reducing the capex(Capital Expenditure) investment.
- Very high rating for the company will definitely have an upside benefit of interest rate reduction which may give substantial benefit for the company and it may increase the company's profitability.

- High rated company means strong confidence in their entire operation. This gives the company an opportunity to attract a good talent pool and strengthen their operational viability and retention of employees is possible due to the strong image created by way of high rating.
- Rating also helps the company to push their business very aggressively since the rating agency not only appraises the financial quality, but also it's other performance.
- Normally, any loan proposal may take more time with bankers, and some time, this may hamper the growth of the company. In some cases, loan status information from bank takes more than 3-6 months and due to this delay, MSME may be deprived of the required line of credit which is essential for their organic growth. When the company is rated by a rating agency, then this gives a comfort to the banker to speed the process and the loan sanction and disbursement time could be reduced substantially.
- High rating may attract lot of private equity/venture capital investor as the confidence in company's growth story is certified by a third party (rating agency) which would make the investor more comfortable in looking at the company.

MSMEs are usually deterred by the rigor of rating discipline and fear of low rating, but the latter may not necessarily be the result of weak financials and can be attributed to various reasons. In general, rating system introduced by India will definitely give additional boost to MSME sector and it is estimated that more and more MSMEs will start approaching the rating agency and this will stand as very important miles stone for the MSMEs to grow and prosper.

Conclusion and Suggestions

In order to ensure that the above issues do not stand between MSMEs and Bank Finance, the following steps could be taken as remedial measures:

Collateral: Existence of collateral that can be offered to banks by MSMEs could be one effective way of mitigating risk. Banks could, therefore, look at collateral when pursuing the question of MSME lending. It can also be stated that a borrower's willingness to accept a collateralized loan contract offering lower interest (relative to unsecured loans) will be inversely related to its default risk. However, not all MSMEs would be able to offer collateral to banks.

Relationships: The length of the relationship between a bank and its MSME customers is also an important factor in reducing information asymmetry, as an established relationship helps to create economies of scale in information production. A relationship between a MSME and a bank of considerable duration allows the bank to build up a good picture of the MSME, the industry within which it operates and the caliber of the people running the business. The closer the relationship, the better are the signals received by the bank regarding managerial attributes and business prospects.

Quality of Information: MSMEs are required to provide accurate and qualitative information to the banks for them to undertake a reliable risk assessment. Accurate risk assessments obviously rely upon good information regarding the MSME and its prospects. Hence, it is suggested that banks should make efforts to encourage MSMEs to improve the quality of information provided.

Customer Consideration: The MSME market is somewhat different as compared to the corporate

market. The corporate customers generally have a wide range of financing options to choose from and are not as dependent on bank financing as is the case with MSMEs. The extent to which MSMEs can take necessary steps, with the aid of public initiatives, to easily switch to another bank is another factor that can influence the level of competitive pressure on banks in the case of MSME lending.

Going ahead, it is well recognized that unlike in many developed countries, Indian MSMEs do not currently have access to a well funded ecosystem. India, therefore, needs a properly designed and adequately resourced financing regime. It will need to be a combination of many different routes. However, it will need to be based on Indian realities and the reality of the Indian MSME sector.

Merely creation of greater number of financing bodies is not the solution. The systems, rules, procedures, and practices governing the granting of capital, monitoring, will need to be thought through carefully. This, in turn, will require a multi-dimensional and multi-departmental approach, where human capital, expertise, financing, legal regimes, all need to be changed to suit the requirements of India's new MSMEs. These will not be dependent on government largesse and subsidies, but on the entrepreneurs ability to harness all available technologies and resources.

Already with government support, and also newer private initiatives, such an ecosystem is emerging. The government needs to catalyze these activities by removing the bottlenecks that prevent the market for risk capital from evolving.

Social Capital Market A New Concept in SME Financing

Mr. U.K. Joshi
DIRECTOR, ASSOCHAM



Introduction

Globally, innovative models are being explored to provide better funding alternatives to SMEs; one of them is Impact Investment. These investments are made into SME companies / organizations / funds with the purpose to produce quantifiable social and environmental impact alongside a financial return. The impact investors here target a range of returns - from well below the market up to market rate, depending upon the business model of the issuer. There are specific bodies and associations working for effective impact investing by building critical infrastructure and developing activities, education, and research that attract more investment capital to poverty alleviation and environmental solutions.

Importance of SMEs in Social sector

Social sector is an inseparable element of economy. As per the Economic Survey of India for 2012-13, community, social and personal services contributed 14.3% to Indian GDP with CAGR of more than 7% for the last five years. Many NGOs, trusts, proprietorship firms and companies are present in the social sector, which are mainly dominated by SME segment. India is estimated to have had around 3.3 million NGOs in 2009, just over one NGO per 400 Indians, and many times the number of primary schools and primary health centers in India. These SME entities including NGOs also provide infrastructure services to rural areas, education and healthcare services. The main source of fund for these entities has been government assistance and PSUs.

Hitherto, non-tradable services including those in the government and social sectors are becoming domestically tradable. This really supports the new concept of impact investment as one of the new funding alternative for these SMEs.

Concept development

Social entrepreneurship and impact investing are rapidly growing fields, not only in Asia but also globally. Both are relatively new fields. In fact, “impact investing” is not a term one would have heard 5 years ago. Part of the reason for the accelerated growth in these fields is a realization that, especially in these times of fiscal austerity in many parts of the world, there is simply not enough philanthropic and government spending to address the world’s most pressing issues. At the same time, there is a growing realization that the best way to address certain development issues is to harness the power of the private sector.

The persistence of poverty and its related challenges, rising inequality and mounting environmental concerns, coupled with a willingness to try new tools to address these concerns is what led to the development of the impact investing sector.

What is the Social Capital Market?

Social Capital Market is a stock market for meeting the financial transaction needs of social enterprises & impact investors. Social Enterprises (SEs) are business-oriented, not-for-profit organizations or mission-oriented, for-profit entities having a social and/or environmental cause at the core of their work but seek to operate in a financially sustainable manner. e.g. Micro Finance Institutions, SMEs in education, energy, health & agro-business, etc. Impact investors are generally seeking investments that create positive social and environmental impact beyond financial return. e.g.

social VC funds, microfinance investment vehicles, pension funds, mutual fund managers, institutional fund managers, sovereign wealth funds, endowments/family foundations, etc. All the transactions are routed through this Impact Exchange.

Modes of investment

The impact investments can be in the form of private equity, loans, mezzanine finance etc. These investments can be made directly in the instrument or through funds or third party managers/advisors, etc.

• Shares

For-profit, Social Enterprises can access equity capital through offerings of shares on Impact Exchange. Investors can expect to receive an economic return through dividends (and potentially capital appreciation), as well as social returns, represented by the increased social impact generated by virtue of the investment.

Participating Social Enterprises will gain access to a source of equity capital to fund expansion at a valuation that should reflect both the economic and social/environmental values of their businesses.

• Bonds

Bonds may be issued by for-profit Social Enterprises, which will pay interest and principal on the bonds from the profits generated in their businesses, as well as by not-for-profit Social Enterprises with income streams that provide a source for repayment of the bonds. Participating Social Enterprises can access a new source of capital to fund expansion, potentially at lower cost than other financing sources. Investors can expect to receive an economic return – through receipt of interest and eventual return of their principal – as well as social/ environmental returns.

- **Building social capital infrastructure**

In order to build an effective social capital infrastructure, the following four elements need focus. The first element would be platforms that connect SEs in search of capital and impact investors in search of strong projects to fund i.e. an Impact Exchange. Secondly, it also includes creating the impact assessment tools that help SEs measure and communicate their social and environmental impact to investors. Thirdly, we need to build a database about the sector. Fourthly, a detailed regulatory framework should be in place to prevent misuse of invested capital.

- **Stock Exchange**

An Impact Exchange has to be established with clear listing criteria to promote and reward the best social purpose businesses in an environment that ensures transparency and accountability for investors. Exchanges must have to utilize criteria typical of a traditional exchange – e.g. corporate governance, accounting standards, operating track record, and financial performance and add requirements to limit inclusion to companies with core social or environmental missions and ensure that listed Social Enterprises do deliver a double – (financial and social) or triple – (financial, social and environmental) bottom line return.

- **Impact Reporting & Investment Standards (IRIS)**

IRIS is a set of metrics that is used to describe an organization's social, environmental, and financial performance. IRIS is designed to address a major barrier to the growth of the impact investing industry - the lack of transparency, credibility, and consistency in how organizations and investors define, measure, and track their performance. The IRIS initiative has three main components: (1) developing and refining IRIS;

(2) increasing accessibility of IRIS promoting IRIS use; and (3) encouraging voluntary contribution of self-reported, anonymous IRIS performance data to provide additional market intelligence.

By using IRIS to track social, environmental, and financial performance, a wide range of investors and organizations can communicate their social, environmental, and financial performance using the same terms and definitions. This consistency helps investors evaluate and compare performance for more accurate assessment and comparison, and helps portfolio organizations track and improve their business and social performance.

• Reports

Each listed entity is required to provide investors with both regulated financial reports and social/environmental reports that are audited by third parties.

Social/environmental reports are subject to the criteria accepted by the Impact Investor and Social Enterprise communities and established by Impact Exchange.

• Data

Impact Exchange need to offer a market data feed on Social Enterprises and players in the ecosystem to key news services, as well as to other interested parties and investors. This information is vital to the Impact Investors, research firms, brokerage firms and others who stimulate transactions on the exchange.

Crowd Funding: An Innovative way of raising funds

Whenever a talk of raising funds for SMEs, towards expansion & new projects happens, the first thoughts

goes towards financial institutions and banks, besides few traditional sources of funding that could include raising capital by going public or entering into a partnership with another firm or a Joint Venture.

Crowd funding or Crowd Sourced funding could be the answer. Crowd funding is a process of raising finance for your venture through collective cooperation of individuals. Crowd funding happens when individuals network together and pool their money usually over the internet to support a cause or a project promoted by other people. Crowd funding is derived from the concept of cooperatives and crowd sourcing. The essential element in crowd funding is the social network, in which use of internet plays a special role. The crowd can already exist as a community but they can also be formed from disparate groups around the world who happen to share an interest in funding a person, project, event or a campaign. The Internet allows for information to flow around the world and thus increase awareness. Furthermore a Crowd funded network can assemble and disassemble at any time.

Now, the final step involves making it reach to the 'Crowd'. This is the interesting part of the whole process. The SMEs can use the various social networking media like Twitter, Facebook, LinkedIn etc. and also viral marketing mechanism to spread the word around and make the world know about the fund request.

Debt based Crowd funding platforms have also been launched and equity based crowd funding could be expected to be launched in near future.

Conclusion

Impact Exchange is a pioneering effort to use public markets for developing Social Enterprises through investment capital. As per an estimate by J.P. Morgan,

there is an investment opportunity of approximately USD 400bn. to 1 trillion over the next decade in housing, rural water delivery, maternal health, primary education, and financial services, where Impact Exchange can really make its impact. The initiative is good and efforts are really excellent as well as in the right direction. A speedy drive with regulatory support from various countries, including India, can boost one more source of finance for growing SMEs with impactful objective. The internet, email and social media network sites have allowed us to build a vast network of friends and enabled us to interact with them more easily and frequently. Crowd funding is an opportunity to leverage this social network to quickly fund the business venture.

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