



Confederation of Indian Industry  
125 Years - Since 1895



सत्यमेव जयते  
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES  
GOVERNMENT OF INDIA

आत्म-विश्वास से आत्मनिर्भर  
सूक्ष्म लघु और मध्यम उद्योग

**MINISTRY OF MSME &  
CONFEDERATION OF INDIAN INDUSTRY  
(CII)**



***Reboot to Rebound: Stimulating Demand &  
Supply Side***

**आत्म-विश्वास से आत्मनिर्भर**

**RETROSPECT 2020**

**9 - 10 December 2020, CII-HIVE Virtual Platform**

## 17th Global MSME Business Summit – An Overview

Confederation of Indian Industry (CII) in partnership with the Ministry of MSME, Government of India organized the “17th CII Global SME Business Summit” on 9 - 10 December 2020 on the Virtual Platform. The theme of the summit was “Reboot to Rebound: Stimulating Demand & Supply Side,” under the India’s agenda of ‘Atmavishwas Se Atmanirbhar’.



The **Summit** focused on creating a platform to develop a conducive mentoring environment for MSMEs, attaining operational excellence in manufacturing and services including building a resilient business for post COVID-19 era, transformation with innovation, digitization of financial services, technology upgradation and skill development aiming to seamlessly integrate with the global value chain.

The **2 days summit** showcased **over 12 sessions** and participation from **over 1000 Indian MSMEs** and **200+ international participants** from **25 countries**. The panels witnessed participations from the thought leaders from India and across the globe to deliberate over multiple sessions, created business opportunities through virtual B2B meetings, sectoral and country specific sessions.

## From the Hon'ble Minister of MSME, Shri Nitin Gadkari



The 17th Global SME Business Summit was inaugurated by the **Shri Nitin Gadkari, Hon'ble Minister for MSMEs and Road Transport & Highways, Government of India** along with the MSME Secretary. Hon'ble Minister in the presence of the distinguished dignitaries in the multi-sectoral virtual summit highlighted the potential and strength of the Indian MSME Sector. He further acknowledged the importance of the sector in the country's economy and its role in the making of '**Atmanirbhar Bharat**'.

Shri Gadkari stated that for the growth of MSMEs, India must focus on import substitution. He stressed on the shift of MSMEs from Aathmavishwas to Aatmanirbhar. During the launch of project "**DigitalSaksham**", he stated the aim of the project to train over 50 thousand MSME entrepreneurs in digital payments and digital marketing through mobile applications is commendable. The project Digital Saksham by CII, Mastercard and NI-MSME entails a scale of reaching out to more than 3 lakh MSMEs in 25 cities including rural and peri-urban clusters. This will help drive systemic business transformation and further accelerate achievements by ensuring the financial inclusion.



## Keynote perspectives by the senior leaders from Government and Industry

“**Mr Arvind Kumar Sharma, Secretary, Ministry of MSME, Government of India** said that one of the country’s long-term goals concerning MSMEs is to 100% go digital. The pandemic has created many uncertainties and challenges for the MSMEs. But there is a positive change and MSMEs have been surprisingly optimistic and resilient in the past few months.



The government has taken various initiatives to ensure and provide full support in making MSMEs sail through the pandemic period. The Ministry has embraced new age technologies such as Artificial Intelligence and Machine Learning to know the pulse of the entire MSME sector even without the stakeholders coming to our portal. The **champion portal** launched by Hon’ble Prime Minister help ministry to understand the issues on real time basis including the information intelligence and sentiments analysis. These inputs and intervention will enhance our information resource, strengthen our real time grievance redressal, and help us formulate more pragmatic policy action. The only way to be competitive in the global market, he believes, is to “go digital and beyond”.”



**“Mr Uday Kotak, President, CII and MD & CEO, Kotak Mahindra Bank** initiated the discussion on how the MSME sector was a major contributor to the growth of India. MSMEs must connect digitally and integrate themselves with the global digital ecosystem. The pandemic has caused significant damage to the migrant workers. Creation of an ecosystem to encourage to increase their participation will help lakhs of workers who have migrated back to their hometowns. To aid MSMEs, it will be necessary to delve deeper into their operations and put forth plausible solutions to challenges encountered by each sector.”



**“Mr Chandrajit Banerjee, Director General, CII** complimented that government is taking various initiative to support MSME Industry with focus of making India self-reliant and a global hub for supply chain. The impact of pandemic has made technology adoption a necessity which not only make MSMEs future proof but also help in introducing them to global market. At CII, we understand the shifting paradigm which is being showcased in the conference that will create opportunities for MSME to connect with each other globally and expand their reach across the world.

## Session Highlights

### Session I: Shaping up MSME Ecosystem through Technology and Innovation- Industry 4.0

The session deliberated on the current adoption levels of technology among MSMEs in India and strategies which are required for better adoption, such as better accessibility & modernization to Govt. and private Technology Centers, Tool Rooms and R&D centers, upgradation, and customization of tech solutions in India as per the MSME industry needs, access to tech skill labor, affordability, role of startups & partnership with MSMEs.

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| <p><b>Shri Sudhir Garg, Joint Secretary, Ministry of MSME, Government of India</b> stated that MSMEs have great potential, and many will find it easy to adapt to digitization because of their simple structure. Banks have displayed great commitment in supporting MSMEs in their growth journey, sanctioning loans to 60% more units. The introduction of sector -specific technology centers and cluster- specific digital solutions will come a long way in mass adoption of digitization.</p> | <p><b>Mr Mathew Gamser, CEO, SME Finance Forum, International Financial Corporation, USA</b> said that Covid-19 has brought MSMEs to an “Adapt or Die” situation. MSMEs were largely panic-stricken in the months of April and May but businesses are gradually recovering and are looking at becoming fully functional. Although, the pandemic did cause some significant damage to their operations, it did not reduce their potential.</p> |
| <p><b>Dr K Gopal, IAS, Principal Secretary-MSME Department, Government of Tamil Nadu</b> stated that Tamil Nadu contributes quite significantly to India’s GDP. In this era of digitization, MSMEs need to have access to real time market-relevant information and affordable financial services. The shift to digitization has made it necessary for all MSMEs to become and grow digitally literate. The Govt. of Tamil</p>   |   |

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| <p>Nadu is also collaborating with SIDBI and working to bring opportunities for businesses to expand beyond its geographical boundaries.</p> |  |
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## **Session II: Do we have the Finance Infrastructure ready for Indian SMEs to enter in GVCs in the New Normal?**

Key points discussed during the session on “Do we have the Finance Infrastructure ready for Indian SMEs to enter in GVCs in the New Normal?”

- India has the potential to meet the needs of the competitive global ecosystem but to tap into the underutilized potential, MSMEs need to look at how they can build into and form a part of the growing digital ecosystem.
- Going digital is no longer simply “one of multiple options” but a “hygiene requirement” for MSMEs.
- There are challenges customers encounter, that can be resolved more efficiently through a review-call or a face-to-face meeting, than by simply posting a review on the business website.
- MSMEs need to start with understanding what business they deal in. MSMEs predominantly engage in B2B transaction and sometimes, B2C transactions.
- MSMEs need to remember that the growth strategies they implement needs to focus more on building on volume and not increasing profits by simply cutting costs.
- Micro units, particularly those in tier 2 and tier 3 cities are cash-strapped and are unaware of what they are required to do to access formal sources of credit.
- The CHAMPIONS portal is an excellent initiative to provide MSMEs with immediate assistance in case they encounter any challenges.
- The comprehensive integrated cluster programs initiated by the government focuses on bringing all components of an industry under one geographical location, thereby increasing productivity.

### Special Plenary III: Vocal for Local 2 Global

The session attempted to bring together the perspectives and views of the thought leaders on the best practices that Indian MSMEs need to adapt and focus on specially in the current context. It is important that the MSME's confidence level is lifted to rebound even more strongly which is the need of the hour. The session delved into the imperatives needed to develop a robust MSME supply chain for the Indian Industry to survive and flourish.

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| <p><b>Ms Alka Arora, Joint Secretary, Ministry of MSME</b> stated that we need to look at the brighter side of the pandemic. Although India was already moving forward in its journey to go digital, the pandemic has necessitated the hastening of the process. The ministry has participated in various international platforms alongside over 40 countries to look for plausible solutions to make the country's situation better.</p>  | <p><b>Dr Pawan Goenka, Managing Director, Mahindra and Mahindra Ltd</b>, Stated that the government has, to a large extent, resolved the problem of liquidity and fund availability. Partnerships between OEMs and MSMEs will go a long way in better utilization of the untapped potential of MSMEs. MSMEs must remember that their "Aatmavishwas" must increase and that their size does not necessarily determine the value and quality of their product.</p> |
| <p><b>Mr V R Sharma, Managing director, Jindal Steel and Power Limited</b> stated that although the government has taken various steps to support MSMEs, there was very little growth seen from micro to small and small to medium units. He added that the Indian banking system needs to focus on helping tier 3 units and look for ways to ensure that tier 3 units receive up-front payments since lack of funds was the main reason for micro units resorted to sub-standard market practices. He also discussed the importance of uniformity in power tariffs.</p> | <p><b>Mr Shreekant Somany, Chairman and Managing Director, Somany Ceramics Ltd</b> stated that the many geo-political and economic changes have brought forth a plethora of new opportunities. To make full use of these opportunities, the Govt. and MSMEs must share responsibility. MSMEs need to grow from micro to small and small to medium. Indian entrepreneurs need to be encouraged to innovate and participate in the global economy.</p>             |



## Country Sessions

### Session IV: Understanding Buyers' Perspectives from Focused Countries | UK, Netherlands, Germany & France

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| <p><b>Mr Philip Bouverat, Director, JCB (UK)</b> said that the main challenge JCB encountered was the delay at multiple stages in their supply chain. He advised European countries to explore various opportunities in India. To fully understand how trade with India works, foreign traders need to interact with the Indian workforce and should learn the work culture. He strongly believes that “you cannot work with India without loving India”. He sees immense potential in the engineering and fintech sectors in India.</p> | <p><b>Ms Edith N. Nordmann, Chairman, Netherlands India Chamber of Commerce and Trade</b>, Netherlands is more than happy to open its markets to the Indian MSMEs. Overall, 99% of all enterprises in the Netherlands are MSMEs, that contributes to 60% of the added value and generates 70% of the employment opportunities in the Netherlands which speaks volumes about how much the country has done to develop its MSMEs.</p> |
| <p><b>Mr Sergey Koyda, Export Director, INTERSAN-plus LLC, Russia</b> says that after the onset of the pandemic, Russia has seen an increase in demand for various sanitary and hygiene products. Russia has strong and healthy trade relations with India and is looking forward to strengthening its relationship with India further. He believes that India could, with its expertise and know-how, contribute greatly to the pharmaceuticals sector in Russia.</p>   |   |

## Session V: Partnership between India & Russia: SME collaboration

Russia has been a longstanding and time-tested partner for India. Development of India-Russia relations has been a key pillar of India's foreign policy. Since the signing of “Declaration on the India-Russia Strategic Partnership” in October 2000, India-Russia ties have acquired a qualitatively new character with enhanced levels of cooperation in almost all areas of the bilateral relationship including political, security, defence, trade and economy, science and technology, and culture. This session focuses on how MSMEs can benefit from the Indian Russian pacts and see importing and exporting opportunities.

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| <p><b>Mr. Dmitry Prokhorenko representing Russian Export Centre,</b> started by speaking about the trade relations between India and Russia and discussed the history of two nations and how it can be further strengthened in the future. He then continued regarding how the trade finances developed in Russian market can help Indian MSMEs. Further, he mentioned about the partnership of REC with EXIM bank and Insurance agency – HEXA. This can help in financial operations for trading, exports and insurance contracts. He concluded his speech by sharing his interest on how REC can further develop trade relations in India and help Indian industry make right business connections in Russia.</p> | <p><b>Mr. Alexander Beliaev, Head of Russian Export Centre &amp; My Business Program, Tomsk Region, Russian Federation</b> initiated his speech by introducing Tomsk region with its rich forest resources and how its home to several companies involved in scientific research. He then continued by speaking about exploring the potential collaboration between Tomsk region with Indian universities. He also mentioned about the presence of companies from Tomsk region attending international exhibition i.e. Medical fair in Mumbai last year and are looking forward to be part of such exhibitions in the coming future</p> |
| <p><b>Ms Victoria Afanasova representing Volgograd export support Centre.</b> She started by speaking about Volgograds relationship with India, how India has been one of its strategical growth partners in the trade relations in recent year. She further</p>  | <p><b>Mr Alexey Pinchuk, Chief business head Search Inform</b> started by giving a brief introduction about his company- Search Inform and various IT related business solutions offered by the company. He then moved onto the growing importance of</p>   |

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| added how Volgograd has achieved a massive growth of 300% compared to last year in exports to India. | cyber security and IT related threats companies are facing in the present digital world and solutions Search Inform offers to them. |
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## Session Snapshots



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09 Dec 2020, 10:00 - 11:00 Session I: Shaping up MSME Ecosystem through Technology and Innovation- Industry 4.0

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10 Dec 2020, 10:30 - 11:00      Session VI: Interaction with Additional Secretary & Development Commissioner, Ministry of MSME

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MSME Secretary      Chandragit Senapala      Uday Kumar      AIR SURKER

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