

Virtual centre for MSME growth

METRO NEWS

HYDERABAD

Associated Chambers of Commerce and Industry of India (Assocham) and Institute of Cost Accountants of India (ICAI) have together set up country's first Virtual Centre for development of micro, small and medium enterprises (MSMEs) to make them globally competitive, highly innovative and create first-generation entrepreneurs.

"The Union government will cater as a facilitator to MSMEs by addressing their issues, connecting them to global R&D centres, strengthening industry-academia partnership, skill up-gradation and conducting product / industry specific seminars and workshops," noted a vision document that was jointly released by AS Durga Prasad, president, ICAI, Ravindra Sannareddy, chairman, Southern Regional Council and DS Rawat, national secretary general of Assocham.

The Centre would be a single

window for all MSME related issues such as finance, technology, skill development, policy and compliance as it would get firsthand information on their impediments and evolve amicable solutions by developing a dedicated website, establishing round-the-clock helpline number, issuing a monthly newsletter, publishing a sector-specific research journal.

The Centre aims to reach out to about 30 million MSMEs, educate at least 50,000 MSME units about exports, assist about 20 million budding entrepreneurs, train at least 10 million non-skilled/semi-skilled people across India and assist at least 500 MSMEs to produce innovative products, highlighted the Assocham-ICAI vision document.

There are about 46 million MSMEs across India employing about 106 million people and play a pivotal role in growth of India's economy evidently as they contribute about 45 per cent of industrial output, about 40 per cent of ex-

ports, create over one million jobs annually and produce over 8,000 varied quality products.

However, absence of adequate and timely banking finance, poor infrastructure facilities, limited capital and knowledge, use of primitive technology, low production capacities, ineffective marketing strategies, dearth of skilled labour, taxes and regulations are certain major hurdles being faced by the MSME sector and their removal is imperative for developing a smooth business environment in India.

As such, this Virtual Centre endeavours to overcome the stagnating productivity in the sector through technology upgradation, improving credit flow, updating the MSMEs as per latest trends and demands, developing globally competitive human resource, ensuring better compliance with government policies and facilitating their participation in international trade thereby eliminating the bottlenecks in successful business operations.



Assocham-ICAI delegates displaying the vision document of the Virtual Centre for MSME development