

Book Review

Name of the Book	<i>MSMEs Banking & Finance – “Demystifying MSME-Banking & Finance”</i>
Author	K. K. Gupta, CMA (Dr.) Chaitanya S. Shah, Rattan M. Kewalramani
Publisher	Wings Publication International
Genre	Financial/Banking (Non-fiction)
Target Audience	MSME owners, entrepreneurs, bankers, policy-makers, finance professionals
Price	₹550/- \$20

Overview

The book *MSMEs Banking & Finance* is positioned as a practical guide designed to help Micro, Small, and Medium Enterprises (MSMEs) navigate the often-complex world of banking, finance, and credit mobilization. With three highly experienced authors from banking, financial advisory, and industrial backgrounds, the book promises clarity, insight, and practical tools for small business sustainability in the Indian financial ecosystem.

Positive Aspects

1. Authorial Credibility

The greatest strength of this book lies in its authorship:

- **K. K. Gupta**, a seasoned banker, brings deep insights from decades in public sector banking.

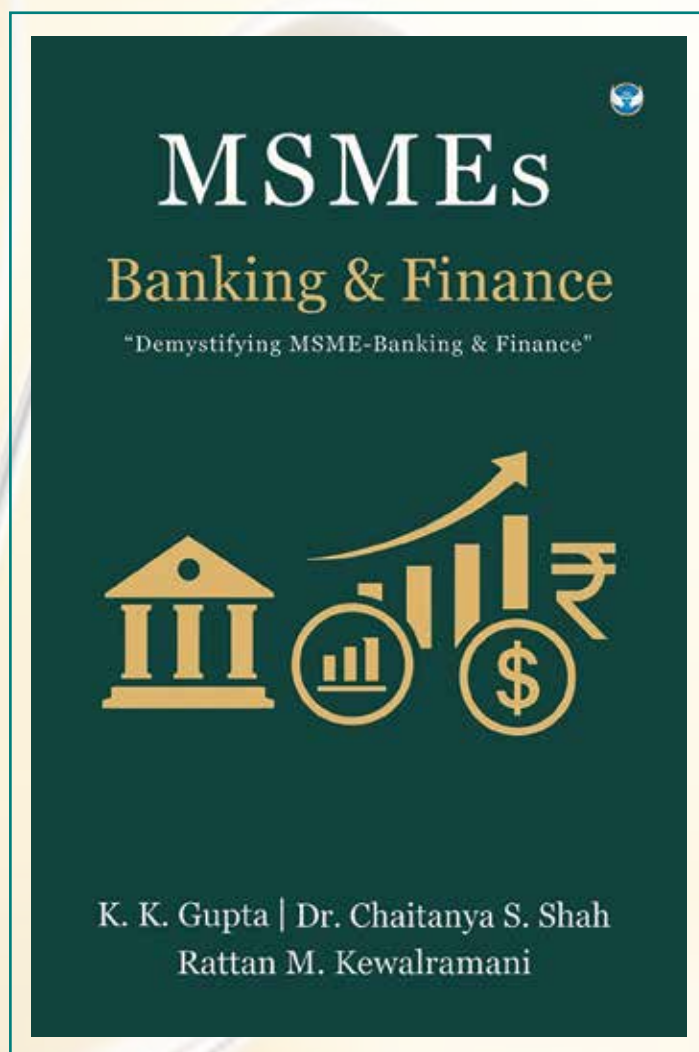
- **CMA (Dr.) Chaitanya S. Shah**, with a strong academic and advisory background, offers a strategic viewpoint on SME financial management.

- **Rattan M. Kewalramani** connects real-world textile industry experience with formal banking and consultancy.

This trio adds depth and variety, making the book trustworthy for serious MSME readers.

2. Practical Orientation

The book promises and delivers **real-life examples** and actionable insights. It's not theory-heavy but rather designed to **help MSMEs make informed financial decisions**. For entrepreneurs who often feel lost in



financial jargon, this clarity is a significant win.

3. Simplicity of Language

Financial topics are notoriously complex. However, this book makes a clear effort to keep the language accessible,

especially for non-finance backgrounds. This helps it reach **grassroots entrepreneurs** who may not be fluent in technical terms but need banking knowledge urgently.

4. Relevance to Indian MSME Context

Many global books on finance ignore local challenges. This one is **India-specific**, addressing issues unique to Indian MSMEs:

- Credit access barriers
- Bank documentation hurdles
- Government scheme navigation
- Risk perception by banks

It's also informed by direct involvement with Indian institutions like the **Central Bank of India, ADB, and IMC committees**, which gives it authentic local grounding.

5. Educational Utility

The book is well-suited for educational purposes:

- Ideal as a supplementary text in MBA or entrepreneurship development programs.
- Useful for trainers in MSME skill-building workshops.
- Banks can also use it internally to sensitize officers about MSME client needs.

Critical/Negative Aspects

1. Lack of Chapter Breakdown on the Cover

The back cover does not provide a chapter-wise structure or table of contents. This makes it difficult to assess the **scope and depth** of the book at first glance. Readers must dive in to find specific topics.

2. Possible Overemphasis on Banking

While finance is multidimensional (including angel investment, fintech, equity crowdfunding), the book seems **heavily bank-focused**, likely due to the authors' backgrounds. This could be limiting for MSMEs seeking **non-traditional finance avenues**, especially in today's digital economy.

3. Limited Innovation

Though practical, the book might not offer much **new or revolutionary thinking**. Much of the advice, while sound, is consistent with existing MSME financial education resources. It could have benefited from:

- Case studies of **failed MSMEs** and lessons learned
- Data on **regional or sectoral MSME lending gaps**
- Chapters on **digital lending platforms, UPI-linked credit**, etc.

4. Visual and Design Simplicity

The cover design, while clean, lacks **visual appeal or modernity**. For a book targeting entrepreneurs, especially younger ones, a more dynamic layout or graphical summaries could help. The text-heavy back may discourage casual readers.

5. Absence of Digital Tools/Resources

The book appears to be **strictly print-based**, with no mention of:

- Companion website
- QR codes linking to tools/forms
- Downloadable resources for business planning

In an era where entrepreneurs use mobile tools extensively, this could reduce engagement.

Conclusion

MSMEs Banking & Finance is a commendable and practical guide that fills a critical gap for Indian entrepreneurs trying to navigate the banking and finance system. Its **strength lies in real-world experience, accessible writing, and India-specific insight**. However, it could expand its relevance by including **modern finance trends, digital tools, and a wider spectrum of funding models**.

Recommended For:

- First-generation entrepreneurs
- MSME owners seeking working capital
- Bankers handling SME portfolios
- Business schools teaching SME finance

Rating: ★★★★★☆ (4/5)

A must-read for MSMEs starting out or struggling with traditional finance. Just don't expect cutting-edge fintech insights.

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