



## Funding Opportunities for MSMEs

### **Fund Raising through Capital Markets || Digital Lending || Conventional, Nov Conventional Funding Modes**

**Date: 1<sup>st</sup> October 2021, Time: 3 pm to  
4.30 pm**

India has unique economic potential, as it is among the world's most populous countries with large consumer base and a substantially large population of working age. Along with the large corporate and in the environment of formal and not so formal sectors, we have SMEs that accounts for 45 per cent of industrial output and 40 per cent of the total exports in India.

In changing world order and with the impact of pandemic, one of the key elements needed for the country to reach its full economic potential is access to **financing by SME Sector.**

The funding requirements of business are diverse, ranging from meeting the requirement of working capital to new machinery to business expansion, etc.

There exist a large pool of financially underserved individuals and micro, small and medium-sized enterprises. Infrastructure and risk management have been among the main reasons conventional lending providers have had difficulties in providing credit access to untapped Entrepreneurs and SMEs.

The traditional financial services industry's incapacity to serve these segments of the population represented a unique opportunity for **non conventional financing models** where players can leverage digital technology, use innovative business models and novel approaches and are able to address the challenges that conventional lending providers face and achieve wider coverage . These have the unique opportunity to tackle the funding gap.

**Using Equity Raising as a means of funding business is gaining popularity.**

ASSOCHAM over the years have taken several initiatives of connecting the MSME's with various financial options available. Today the world has varied traditional to non-traditional options for MSMEs to meet their financial needs. ASSOCHAM in this regard brings forward a power packed agenda for MSMEs, women entrepreneurs, young aspirants, to meet and discuss several opportunities and challenges of traditional and non-traditional sources of funding, financial technologies, Digital Foot Prints, newer business models and digital platforms.

### **Why the funds are required**

Setting up new business.

Working capital requirement.

Business expansion.

Up-gradation of machinery /  
technology/ Upgrading Human Skills

### **PROGRAM HIGHLIGHTS**

Conventional Vs Non Conventional  
Funding methods || Capital Market  
for Fund Raising|| Government  
Schemes || Digital Platforms for  
funding || Various models such as  
O2O, P2P, AAs, Crowd funding etc ||  
Access to data and ratings

### **WHO SHOULD ATTEND**

MSMEs across sectors, Women  
Entrepreneurs, Young Aspirants,  
Exporters/ Importers /Traders,  
Financial Institutions, Central and  
State Agencies, Asset Management  
Companies, Independent Consultants,  
Pes, VCs, Manufacturers, Fintech  
Players, Funding Houses, Exchanges

### **FOR SPONSORSHIP / PARTICIPATION PLEASE CONTACT**

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