

# ADVANTAGES – SME SECTOR

- HOLDS 40% OF INDIA'S EXPORTS
- MORE THAN 8000 DISTINCT PRODUCTS MANUFACTURED BY 10.5 m units VALUED AT US\$ 300 BN.
- 34% OF THE TOTAL PRODUCTS MANUFACTURED ARE EXPORTED
- EMPLOYS 35 M PEOPLE
- FLEXIBLE AND QUICK REACTION

# ESSENTIAL FEATURES FOR GROWTH Of SMEs

- OVERALL LIBERALISED ECONOMY
- ACCESS TO BEST AFFORDABLE TECHNOLOGY
- ACCESS TO INFRASTRUCTURE
- ADEQUATE FUND FLOW
- CROSS CULTURAL INTEGRATION
- MARKETING ASSISTANCE
- SKILL INTENSIVE

# MAIN PROBLEMS OF SMEs

- HERD MENTALITY
- LACK OF STEWARDSHIP
- DISORGANISED WITH LACK OF NEW CLUSTERS
- LESS AWARENESS TO SOCIAL AND ENVIRONMENTAL NORMS
- TRADE AND NON-TRADE BARRIERS
- VICTIMS OF PRIVATE BORROWINGS

# ITCs POSSIBLE ROLE

- CONNECTING MANUFACTURING AND CONSUMING MARKETS
- CONNECT RAW MATERIAL SOURCES AND MANUFACTURERS; LIKE PACT-II programme (AFRICA-INDIA-ITALY)
- GLOBAL PROGRAM FOR GREATER PRODUCTIVITY AND EMPLOYMENT
- TECHNOLOGY SUPPORT TO IMPROVE TRADITIONAL SECTORS
- GLOBAL ADVISORY TO LENDERS FOR THE GROWTH OF SMEs