



FOR MSMEs GROWTH

*Connecting your business
to the resources you need...*

An initiative under MSME Financing and Development project implemented by



gtz



SIDBI

SMALL INDUSTRIES DEVELOPMENT BANK OF INDIA

Rationale

It is believed that private sector Business Development Services (BDS) have significant and positive contribution to the growth and health of the Micro, Small and Medium Enterprises (MSMEs) in the developed countries. Use of professional business development services enables the enterprises to manage their business more successfully and efficiently and thus enhance their competitiveness.

Significant proportion of MSMEs in India have limited access to BDS because of multiple factors both from demand and supply side. Usage of BDS by MSMEs is mainly for meeting the legal, regulatory, audit and taxation requirements while usage of other strategic services is very limited. BDS providers also do not see MSMEs as valuable clients and do not market their services amongst MSMEs. Hence a full fledged BDS market for MSMEs does not exist in India. With an aim to facilitate BDS market development GTZ has brought together a group of service providers to form **Consortium of Service Providers for Upgradation of Enterprises [CAPSULE]** which is a not for profit organization.

Objectives

- ◆ Solve the issue of lack of information regarding BDS providers and assisting MSME to access demand oriented generic and embedded Business Development Services (BDS)
- ◆ Create awareness amongst MSMEs on the benefits of strategic BDS for overall competitiveness and sustainable growth.
- ◆ Liaison with industry association to provide BDS to their members thus achieving outreach.



Goal

The ultimate goal is to enable MSMEs improve business performance and achieve sustainable growth. CAPSULE will do this by providing a basket of varied cost effective services comprising of the latest management methods and technology solutions which will in turn help the MSMEs make the best use of available resources

Activities

- ◆ Identification of service needs of the MSMEs
- ◆ Dissemination of the identified needs of the MSMEs to the CAPSULE members
- ◆ Deployment of Business Development Service Providers to the MSMEs
- ◆ Organizing seminars/workshops on relevant themes
- ◆ Organizing Service Provider's Clinics/Exhibitions

Services

Financial Services

Enabling organizations access credit through preparation of project reports, syndication of loans from banks/private equity and initial public issue advisory. Also assists in legal compliances and audits as per IT Act, CLB, SEBI, Service Tax and other allied Acts.



Energy Conservation & Environmental Services

Identify various losses in energy and utilities like steam and water through audits and provide solutions for eliminating or minimizing these thereby reducing consumption of resources. Help in increasing process yields through better by-product and solvent recoveries.



Information Technology Solutions

Implementing cost effective integrated software solutions to bring in various business processes under single database. This will help MSMEs to access real time data for cost control, reduce errors in transactions and make informed decisions driven by processes rather than people.



IPR Services

To help organizations register trademarks and apply for patents for their products and processes as well as to provide information on whether a product or process is infringing on an already registered patent.



International Quality Standards & Services

Implementation of Quality Management Systems to ensure defect free processes leading to customer satisfaction. Helping organizations prepare documentation for regulatory compliances like US FDA, GMP and for obtaining international quality standards certification such as ISO 9001.



HR Services

Focussed consulting services to help MSMEs design, develop, implement and maintain need based human resource functions. Also conducts organisation specific training programs and provides other HR related services.



Process & Productivity Improvement Services

To enable MSMEs to improve productivity and quality, decrease cost and enhance delivery performance through implementation of lean manufacturing, Six Sigma and kaizen concepts. Foster team spirit and develop internal lean champions in the organization to help sustain growth.



Members of CAPSULE

 <p>Zen Consultants</p>	 <p>GMP Pharma Consultants</p>	 <p>Trust Chem Corporation</p>	 <p>Sai Enviro Engineers Pvt. Ltd</p>
 <p>Sweetech Engineers</p>	 <p>Syscon Solutions Pvt. Ltd</p>	<p>Ganesh Venkat & Co</p>	 <p>Kanzen Institute Asia Pacific (P) Ltd</p>
 <p>Global Outlook</p>	 <p>Seal Infotech Pvt Ltd.</p>	 <p>Scitech Patent Art</p>	 <p>Shanta Software Solutions Pvt Ltd</p>
 <p>Indwa Technologies</p>	 <p>Husys Consulting (P) Ltd</p>	 <p>Sachi Infotech (P) Ltd</p>	 <p>Positive Solutions (P) Ltd</p>
 <p>R soft</p>	 <p>I-Win IP Services</p>	<p>FOCUS5</p>	<p>iMark Consultancy</p>

*Consortium of Service Providers
for Up Gradation of Enterprises*

CAPSULE

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