



With a 1.3 billion population, the “world’s biggest lockdown in history” has happened right here in India. That’s one-fifth of the world’s population essentially in extended confinement in order to protect millions from infection. This confinement has left its impact on all sectors of the economy but nowhere is the hurt as much as the Medium, Small and Micro Enterprises (MSMEs).

According to the latest available Annual Report of Department of MSMEs, there are 6.34 crore MSMEs in the country that provide employment to more than 114 million and contribute around 35 percent to the GDP. But today, this ever-struggling but promising sector, has got a question mark raised on its very existence amid the lockdown, primarily because these are not firms that have too much cash to wait out the crisis.

Hard Road Ahead

Broadly speaking, the MSMEs are affected at several levels –

1. With the national lockdown, the production facilities and retail has been hit big time. Micro enterprises specifically in the services sector are considerably impacted.
2. MSMEs engaged in hotel industry, tourism sector and logistics have been witnessing a sharp drop in business for some time now.
3. MSMEs engaged in essential services are still operational; however, it is unlikely to remain isolated from the slowdown owing to liquidity constraints, plunging general sentiments and purchasing capacity. Moreover, the impact on businesses is likely to have a cascading effect across the value chain.
4. Consumer goods, garments, footwear, utensils, automotive segments will see a major direct impact.
5. Sectors which are dependent on high imports (of raw material) such as electronics, consumer durables, pharma etc. are facing bottlenecks and so are the export-oriented sectors due to a major drop in demand globally.

Why we choose MSMEs over medical, stranded labour, food shortage etc...?

We, Tech Womaniya, strongly advocate that collaboration between MSMEs and technology are the way forward for the industry to fight and emerge stronger amid this pandemic. Now, the question is why focus on MSMEs? MSMEs are a unique group. They fuel the economy yet, often go unnoticed & underserved. They captain the ship yet, are often in need of guidance & support. We believe that the current situation can become a change accelerator for this sector if steered in correct direction. Thus, presenting a B-to-B networking platform, ‘**MSME Sutra**’.

MSME Sutra – A bridge from adversity to prosperity

This platform offers an opportunity to link businesses digitally, allowing them to harness a collective pool of resources, the 3Ms – Men, Machinery & Materials. It is dedicated towards initiating meaningful connections & dialogues among various MSMEs, so that they can maintain a symbiotic relationship in this challenging time to keep themselves afloat. For instance, a manufacturing unit can have manpower but is struggling for raw material due to supply deficiency. A similar industry has stock but due to non-availability of manpower, it cannot resume operation. ‘**MSME Sutra**’ will provide an ecosystem for such industries to digitise and connect.

Apart from helping these enterprises in this period of turmoil, this portal would help expand customer base for these limited scaled industries. Also, would offer a chance to take business growth to the next level because no dreams are Micro-Small-Medium - so why should Enterprises be!