



**THE INSTITUTE OF CHARTERED
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MSME UPDATES

Quarterly e-Newsletter

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Committee on MSME and Startup, ICAI

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MESSAGE FROM CHAIRMAN



CA. Dheeraj Kumar Khandelwal
Chairman
Committee on MSME and Start Up

Dear Esteemed Members and Stakeholders,

As we approach the end of the year 2024, I am pleased to present the December edition of our quarterly newsletter, bringing to you the latest updates, initiatives, and successes of the Committee on MSME & Startup, ICAI. It has been an eventful year, marked by transformative events and collaborations that have contributed to the growth and empowerment of MSMEs and startups across India.

One of the key highlights of this quarter has been the successful conclusion of the *ICAI MSME and Startup Yatra 2024*, which took place from 27th June to 19th October 2024. This initiative allowed us to engage with various stakeholders, providing a platform for MSMEs and startups to thrive through knowledge sharing, networking, and collaboration.

In addition, our recent meeting with CPA Australia, held on 19th November 2024, was a significant step forward in fostering global partnerships. This meeting was an opportune moment to discuss enhancing the MSME ecosystem in India, drawing from international insights and fostering growth opportunities for businesses. We are excited about the potential outcomes of these discussions, especially in light of the findings of the 2023-24 Asia-Pacific Small Business Survey, which provides critical information on the challenges and growth opportunities for small businesses.

The *ICAI MSME Pathshala Series*, our ongoing webinar initiative, continues to gain momentum. Every Friday, we bring together distinguished speakers to impart valuable knowledge on a wide array of subjects. These webinars are tailored to provide practical solutions and support for entrepreneurs and professionals in the MSME and Startup sector.

As we look ahead, the Committee remains committed to creating a thriving environment for MSMEs and startups by fostering innovation, providing resources, and advocating for policy changes that benefit this critical sector. We encourage all members to stay engaged, participate in upcoming initiatives, and continue to contribute to the success of MSMEs in India.

Wishing you all very happy New Year and I look forward to our continued collaboration.

ICAI MSME and Startup Yatra 2024

ICAI MSME & Startup Yatra 2024, a sequel to the previous yatra recorded in the Asia Books of Records was a grand success of the Committee. The yatra was inaugurated on 27th June 2024 by **CA. Ranjeet Kumar Agarwal, President, ICAI and CA Aman Gupta, co-founder and CMO at boat Lifestyle**. It was flagged off from KTPO, Bengaluru, on 29th June 2024 and concluded on 19th October 2024 during the Finale Event



held at Terapanth Bhawan, Mumbai. This road journey covered **more than 21,000 km**, traversing multiple states, with the aim of raising awareness about various Central and State Government schemes and opportunities for MSMEs and Startups. Similar to the MSME Yatra 2022, this campaign promoted government schemes for MSMEs and Startups, under the theme "Financial & Tax Literacy" as part of the "Hamara Sankalp Viksit Bharat" initiative of the Institute of Chartered Accountants of India (ICAI). Titled "**MSME & Startup Yatra @100 Days, 100 Programmes, 100 Cities**," the campaign focused on preparing MSMEs and Startups for a sustainable Indian enterprise ecosystem, contributing to "Financial & Tax Literacy". The Committee is going to release a Coffee table book related to the ICAI MSME & Startup Yatra 2024. This book will serve as a comprehensive and visually appealing publication that captures the essence, achievements, and impact of the Yatra.

Meeting with CPA Australia: 19th November 2024

The Committee on MSME & Startup, ICAI, facilitated a productive meeting with representatives from CPA Australia on 19th November 2024. The delegation included key members such as:

- **Gavan Ord**, Asia Policy Lead
- **Nicklaus Wee**, Head of Emerging Markets
- **Carmen Pan**, Media and PR
- **Preeti Dang**, Country Head, CPA Australia India Liaison

The meeting focused on exploring opportunities for growth within the accounting and startup ecosystem. CPA Australia has sought inputs from the Committee Chairman on findings and implications on the India Small Business Survey Report for 2023-24 which is a part of 15th Annual Asia-Pacific Small Business Survey (2023-24). Asia-Pacific Small Business Survey (2023-24) offers critical insights to support small business owners, advisers, and policymakers, focusing on growth trends, innovation, technology adoption, and strategies driving success across 11 economies in Australia, New Zealand, and Asia. The CPA Australia team discussed the findings and explored opportunities for collaboration to strengthen the MSME and startup ecosystem in India.

You can view Asia-Pacific Small Business Survey (2023-24) at
<https://shorturl.at/AdmRW>

ICAI MSME Pathshala Series

The ICAI MSME Pathshala Series, organized by the Committee, continues its impactful weekly webinars every Friday. These sessions are taken up by eminent speakers who provide valuable insights into various aspects of MSME management and development. Each week, the series addresses a different topic, offering practical knowledge and guidance to support professionals and entrepreneurs in the MSME sector. Through this ongoing initiative, the Committee aims to enhance expertise and foster growth within the MSME community.

The key topics covered in the series include:

- Loans and Limits to MSMEs and the challenges faced with Banks
- Go To Market Strategies & Social Media Presence for Startup
- Unlocking Income Tax Exemption under Section 80-IAC: Registration Process and Key Considerations
- Firm Foundation of IP for a Startup
- Competencies for Success in MSMEs and Startups
- Role of Banking in Support to MSMEs
- Importance of Cost Analysis & Process Mapping for Startups
- Fundraising for Early-Stage Startups Through Government Schemes
- ESG in MSMEs
- Legal Remedies and Role of CA in MSMEs
- Challenges Faced by MSMEs in Banks and Banking Products for MSMEs



For more information, visit at <https://msme.icai.org/msme-pathshala-series/>

Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE)

The Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), established by the Government of India, aims to facilitate credit access for micro and small enterprises (MSEs) by providing credit guarantees on loans from financial institutions. This initiative, developed by the Ministry of MSME and SIDBI, supports entrepreneurship by offering collateral-free loans and mitigating lending risks. The scheme covers term loans and working capital up to 5 crore (effective from April 2023), with a guarantee of 75-85%, offering higher coverage for micro-enterprises and women entrepreneurs. Eligible MSEs in manufacturing and services can benefit from this scheme, which provides a guarantee for up to 5 years or the loan term.




For MSEs, CGTMSE ensures easier access to credit at lower interest rates, while lenders benefit from reduced risk and greater confidence in lending to the sector. Chartered Accountants (CAs) can play a crucial role by assisting MSEs in loan structuring, risk assessment, compliance, and financial planning, thereby helping both MSEs and lenders leverage the full benefits of the scheme. For more details, you can visit the official website at www.cgtmse.in

**Join us for ICAI Startup Manthan 7.0 on 17th January 2024
at Jio World Centre, BKC Mumbai:
<https://startup.icai.org/startup-manthan/>**



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