



Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has over 8,500 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 200,000 enterprises from around 265 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

As a developmental institution working towards India's overall growth with a special focus on India@75 in 2022, the CII theme for 2017-18, **India@75: Inclusive. Ahead. Responsible** emphasizes Industry's role in partnering Government to accelerate India's growth and development. The focus will be on key enablers such as job creation; skill development and training; affirmative action; women parity; new models of development; sustainability; corporate social responsibility, governance and transparency.

With 67 offices, including 9 Centres of Excellence, in India, and 11 overseas offices in Australia, Bahrain, China, Egypt, France, Germany, Iran, Singapore, South Africa, UK, and USA, as well as institutional partnerships with 355 counterpart organizations in 126 countries, CII serves as a reference point for Indian industry and the international business community.

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The Mantosh Sondhi Centre  
23, Institutional Area, Lodi Road, New Delhi – 110 003 (India)  
T: 91 11 45771000 / 24629994-7 • F: 91 11 24626149  
E: info@cii.in • W: www.cii.in

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www.mycii.in

Reach us via our Membership Helpline: 00-91-124-4592966 / 00-91-99104 46244  
CII Helpline Toll free No: 1800-103-1244

**For more details, please contact**

Ms Archana Sinha  
249F, Udyog Vihar, Phase IV, Gurugram-122015  
T: +91-124-4014060-67 E: archana.sinha@cii.in



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## SME Finance Facilitation Centre

“Empowering SMEs Through Addressing Their Financing and Related Needs”



**In Partnership with**



CII Online Finance Facilitation Centre was launched by Shri Kalraj Mishra, Hon'ble Minister for Micro, Small and Medium Enterprises, Government of India in the presence of Mr Madhav Lal, Secretary, Ministry of MSME, Government of India on 16th June 2014 in New Delhi.

The Micro, Small and Medium Enterprise (SME) sector is of critical importance in reviving growth. While the Government has taken several measures to promote SME, access to credit remains a major issue which needs urgent attention. SMEs are facing a lot of pain due to rising costs, lower demand and high cost towards accessing credit.

There was a pressing need for setting up a support centre to ensure that SME are provided with credit at cost effective rates, to meet their demand for working capital as well as for expansion and diversification. To meet this need, CII has set up an Online SME Finance Facilitation Centre to provide advisory and credit facilitation support to such companies. CII SME members can easily approach this Centre for their credit requirements. The Centre will facilitate the enterprises and link them to financial institutions.



CII Finance Facilitation Centre was launched by Shri Kalraj Mishra, Hon'ble Minister for MSME, Government of India on 16th June 2014 in New Delhi

## OBJECTIVES

- Providing facilitating role for SMEs to approach the process of accessing funds in a more professional manner with adequate process content.
- The Centre will operate as a one-stop-shop, aggregating financing options from multiple large financial institutions. It will match the SMEs financing demands with the banks and financial institutions, and also project large requirements for finance across financial institutions.
- Finance Facilitation Centre will also work towards creating Financial Literacy amongst the SME members through roadshows, Seminars webinars and FFC Academy.

## KEY TAKEAWAYS

- Access to Banks/Financial Institutions for financing requirements
- Time bound delivery mechanism for all loan applications
- Sharing information about various SME Schemes of Banks/Financial Institutions
- Access to FFC Academy for creating Financial Literacy amongst SMEs

## SERVICES OFFERED TO SMEs

- Linking the SMEs with the Financial Institutions to access the Financial services easily.
- The Finance Facilitation Centre possesses a definitive knowledge of various financing policies and schemes for the SME sector in India. SME units seeking financial assistance would be facilitated with updates on the latest schemes of the Central and State Governments as well as financial institutions.
- Information services are being provided through FFC Academy in 'myCII.in' – the knowledge portal and various CII offices across the country. These services will help SMEs check out various schemes offered by the Government and financial institutions. The enterprises would be able to check their needs vis-à-vis eligibility and understand the criteria thereof.

## AWARENESS CREATION THROUGH CII FFC ACADEMY

- CII will upload various SME Schemes offered by partnering Banks in the FFC page of the CII website.
- CII will organize Road Shows in Tier II / Tier III cities for the empanelled 'Banking Partners'.
- CII would organize National / Regional Seminars on Access to Finance for SMEs.
- CII would organize webinars / online sessions on Schemes offered by empanelled Banking Partners.
- CII would publish a Compendium of various Schemes earmarked for SMEs by its empanelled Banking Partners.

## SERVICES OFFERED TO BANKS/FINANCIAL INSTITUTIONS

- Enhanced reach to large number of SMEs through a structured framework
- Access to potential bankable projects complying with the banks' requirements on Pan-India basis
- Platform to showcase SME specific schemes through Online Sessions/Webinars, Roadshows, Seminars, CII Website etc.
- Access to CII's Knowledge platform which provides information for the development of core competency of SMEs
- Be part of a national eco-system, enabling access to finance for SMEs

## 4 Steps to apply for loan through CII SME Finance Facilitation Centre's online portal

### STEP 1

Finance requirements with basic details to be submitted through [www.mycii.in](http://www.mycii.in)

### STEP 2

Validation and auto forward of the application with required details to the Banking partners of the Centre

### STEP 3

Expression of interest by Banks to be shared within 15 working days

### STEP 4

Once application is accepted, applicant gets linked with concerned Branch of the Bank

CII SME members can easily approach this Centre for their credit requirements through [www.mycii.in](http://www.mycii.in)