



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 8,300 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 200,000 enterprises from around 250 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.

The CII theme for 2017-18, **India Together: 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 66 offices, including 9 Centres of Excellence, in India, and 10 overseas offices in Australia, Bahrain, China, Egypt, France, Germany, Singapore, South Africa, UK, and USA, as well as institutional partnerships with 344 counterpart organizations in 129 countries, CII serves as a reference point for Indian industry and the international business community.

For more details, please contact

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CII TECHNOLOGY FACILITATION CENTRE FOR MSMEs

Leveraging Technology To Boost Productivity, Build Capability And Propel Efficiency



Technology Partners:





Cutting edge advanced technological innovations and applications have greatly altered the way business is done around the world. Rapidly evolving novel technologies are presenting MSMEs with unprecedented opportunities to expand their markets, enhance their productivity and propel their growth. But MSMEs encounter a host of hurdles in the uptake of technological solutions.

▶ KEY CHALLENGES

- Lack of awareness about the available technological solutions
- Identification of the best fit technological solution
- High cost of technological application and solutions
- Low connectivity and linkages to technological solution providers
- Lack of expertise in handling and implementing complex technological processes

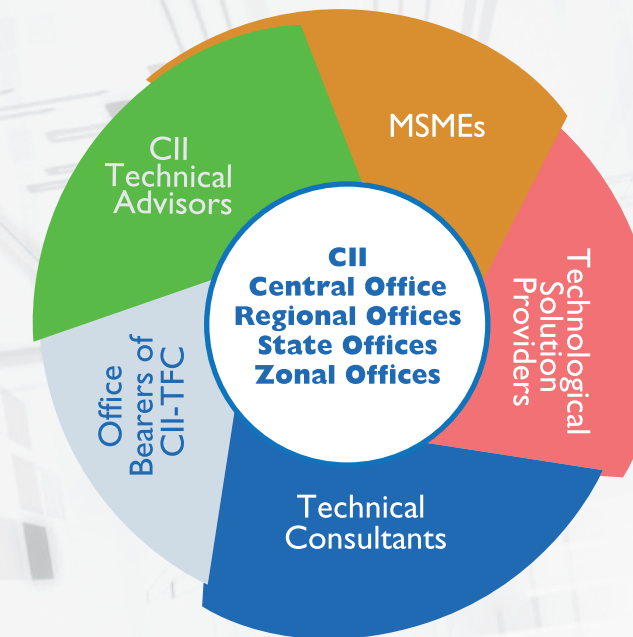
In line with CII's theme for building competitiveness of the Indian industry in 2016, CII has launched the CII Technology Facilitation Centre (CII-TFC) to enhance the access to technology for Indian MSMEs and create technical literacy amongst them. The Centre will partner with top technological solution providers to bring advanced technological solutions to Indian MSMEs. The Centre will provide an opportunity to its technical partners to expand their market and reach out to MSMEs spread throughout the country with their technical products and services.

▶ KEY TAKEAWAYS

- A platform to connect technological solution providers in the areas of process automation, technology for manufacturing, robotics, digital marketing, renewable energy, cloud technology, etc. with MSMEs across the country
- Applications across sectors in areas such as designing, machining, supply chain management, prototyping, product development and evolution, etc.
- End to end facilitation and support services for smooth delivery of the services of the Centre's technical partners to MSMEs
- Technological demonstrations and roadshows in Tier I and Tier II cities for expansion and diversification of market base for technology providers
- Opportunity for technological solution providers to network and interact with their prospective customers and gain insights for product development and diversification



CII Technology Facilitation Centre (CII-TFC) Ecosystem



▶ KEY SERVICES

- ▶ Technological Facilitation for MSMEs through CII's online portal www.mycii.in
- ▶ Empanelment of top technological solution providers as CII-TFC's technical partners
- ▶ Matchmaking between the technological solutions offered by CII-TFC's technical partners and MSME technological requirements
- ▶ Platforms for demonstration of technological solutions by CII-TFC's partners through roadshows, webinars and online master classes
- ▶ National and Regional Seminars for bringing together Technical Partners and MSMEs
- ▶ Roadshows across the country to create technological awareness and provide market expansion opportunities to TFC's partners
- ▶ Technical advice to MSMEs on proper usage and adoption through CII-TFC Governing Council
- ▶ B2B meetings and networking opportunity for MSMEs and technical partners
- ▶ Opportunities for technical partners to connect with a large number of MSMEs and expand their market
- ▶ A grievance redressal mechanism in-built in the system for handling pre and post-delivery queries

