

4th Edition of

Round Table Conference On “SMALL & MEDIUM ENTERPRISES THE INDIAN GROWTH STORY AND THE SMEs”

Organised on Monday 8th August 2011 | Courtyard by Marriot, Ahmedabad

THE FINANCIAL EXPRESS

Wednesday, August 10, 2011, Mumbai



Left to right: Rasna Pvt Ltd CMD Piruz Khambatta, Ficci Gujarat State Council MSME Committee chairman and Troikaa Pharmaceuticals MD Ketan Patel, CII Gujarat State Council vice-chairman and Hi-Rel Electronics MD Piyush Shah, FE, Ahmedabad, resident editor Jyotsna Bhatnagar, Gujarat State Minister for Industries Saurabhbai Patel, SBI, Ahmedabad, GM N Ravichandran and SME Chamber of India president Chandrakant Salunkhe at the round table conference on 'Small and Medium Enterprises: The Indian Growth Story and the SMEs', in Ahmedabad on Tuesday

Gujarat bets big on SMEs

fe Bureau
Ahmedabad, Aug 9

In a bid to provide impetus to the state's SME sector through a common branding and marketing platform, the Gujarat government is planning to promote its 'Made in Gujarat' campaign in a big way.

Speaking at a round table conference on 'Small and Medium Enterprises: The Indian Growth Story and the SMEs', a joint countrywide initiative of the State Bank of India and *The Financial Express*, state industries minister Saurabhbai Patel hinted at government support to SMEs carrying

promise of quality and innovation. He added that the government's venture finance schemes were always there to support deserving enterprises. The minister acknowledged that some banks were still following a conservative approach in lending funds to SMEs, an issue which the state government was taking up with the central government.

On the government's role as a facilitator in SME growth, the minister said the state was coming up with

an innovation-cum-incubation centre that would meet the needs of budding ventures, in next two to three years.

The interactive session was attended by SBI, Ahmedabad, general manager N Ravichandran, CII Gujarat State Council vice-chairman and Hi-Rel Electronics MD Piyush Shah, Ficci Gujarat State Council MSME Committee chairman and Troikaa Pharmaceuticals CMD Ketan Patel, Rasna Pvt Ltd CMD Piruz Khambatta and SME Chamber of India

president Chandrakant Salunkhe. The session threw light on various aspects of SMEs, especially those in Gujarat, their growth prospects, problems and role in accelerating growth of the Indian manufacturing sector.

The panelists in the discussion came up with various suggestions for the budding entrepreneurs as well as the established ones for strengthening and widening their base beyond the boundaries of Gujarat.

Piyush Shah discussed his team's experiences in dealing with issues related to running his business successfully. Responding to observations made by Ketan Pa-

tel that innovation had a big role in building successful brands, panelists said that in fact innovation was the key to meeting competition successfully at all levels.

N Ravichandran said that rating of an SME for lending purposes was a delicate task and therefore, instead of relying on outside rating agencies, SBI had developed its own model of credit rating since it were the banks which understood their clients better than anyone else.

Chandrakant Salunkhe gave tips on how SMEs could operate in the current situation.

