



Confederation of Indian Industry

Financing for Market Transformation towards Clean Technologies for MSMEs

Confederation of Indian Industry
CII – Sohrabji Godrej Green Business Centre

Nisha Jayaram

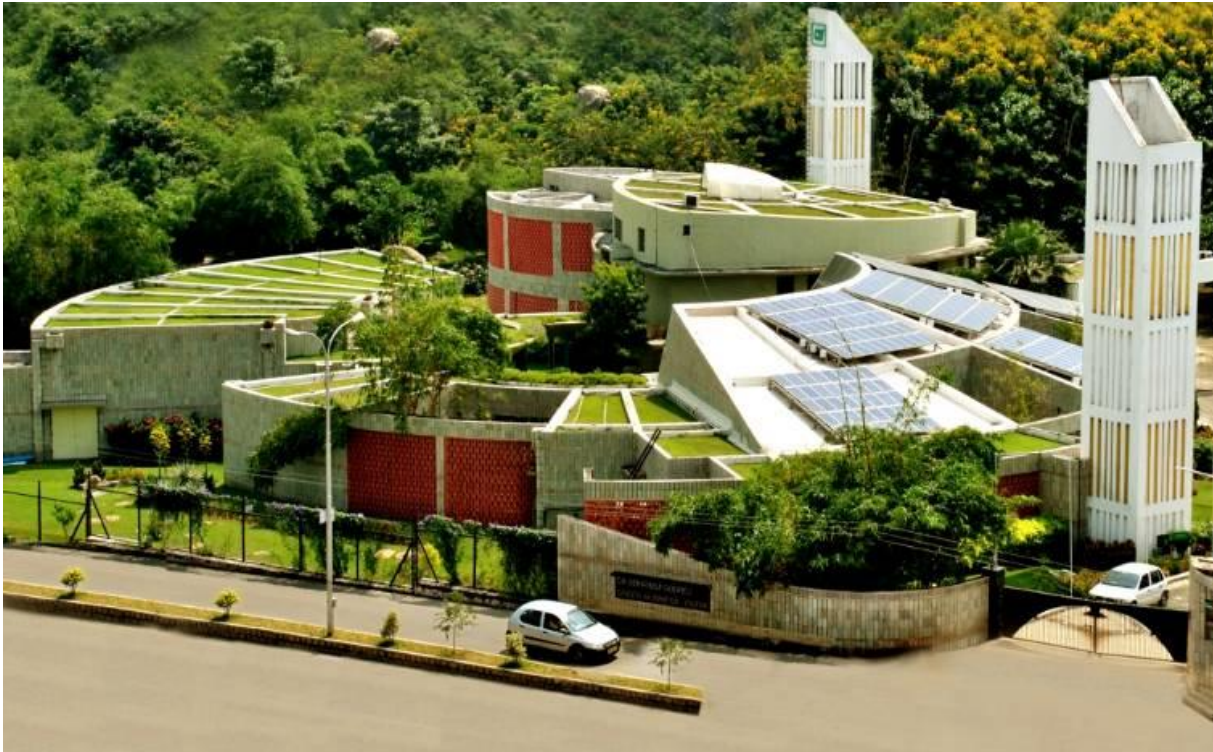


بنك التنمية العماني
Oman Development Bank



ADFIAP
financing sustainable development

About CII – Green Business Centre



- Centre of Excellence for energy, environment and green buildings in Hyderabad, India
- **Vision:** Make India one of the global leaders in Green Businesses

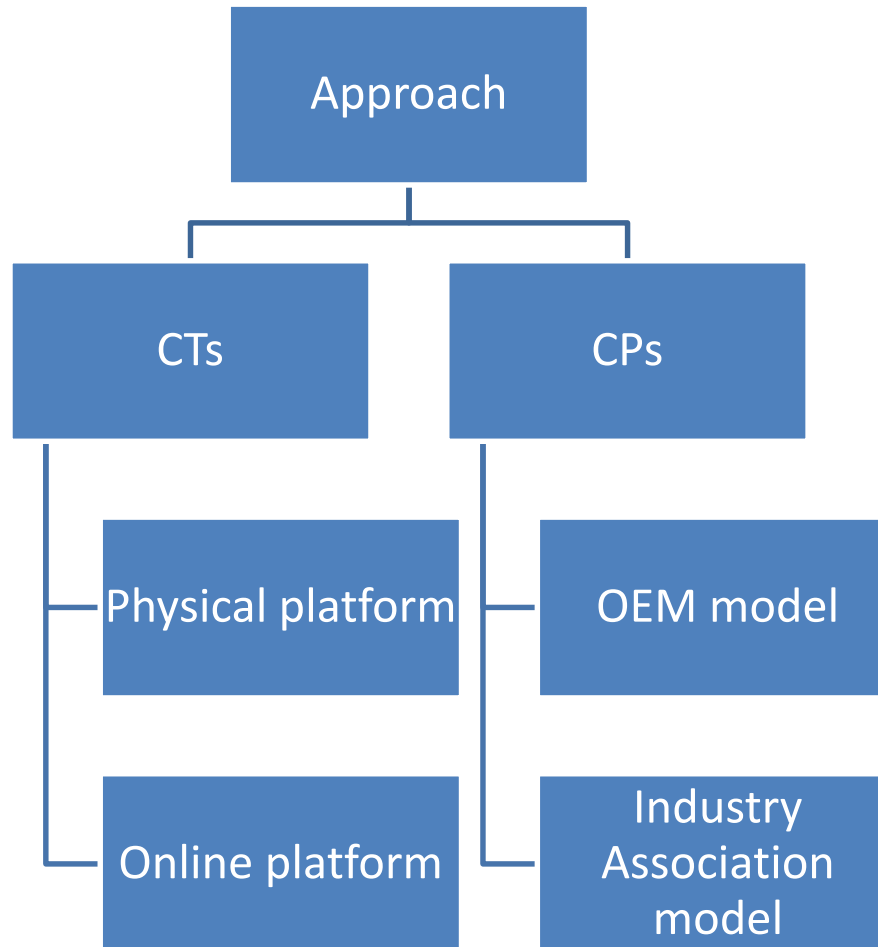
Asia Cleantech MSME Financing Network (ACMFN)



- 4-year project funded by the European Commission (Switch Asia II program)
- Objective: To support MSMEs in becoming greener and cleaner, and facilitating access to finance for clean technologies
- Multi-country impact: China, India, Indonesia

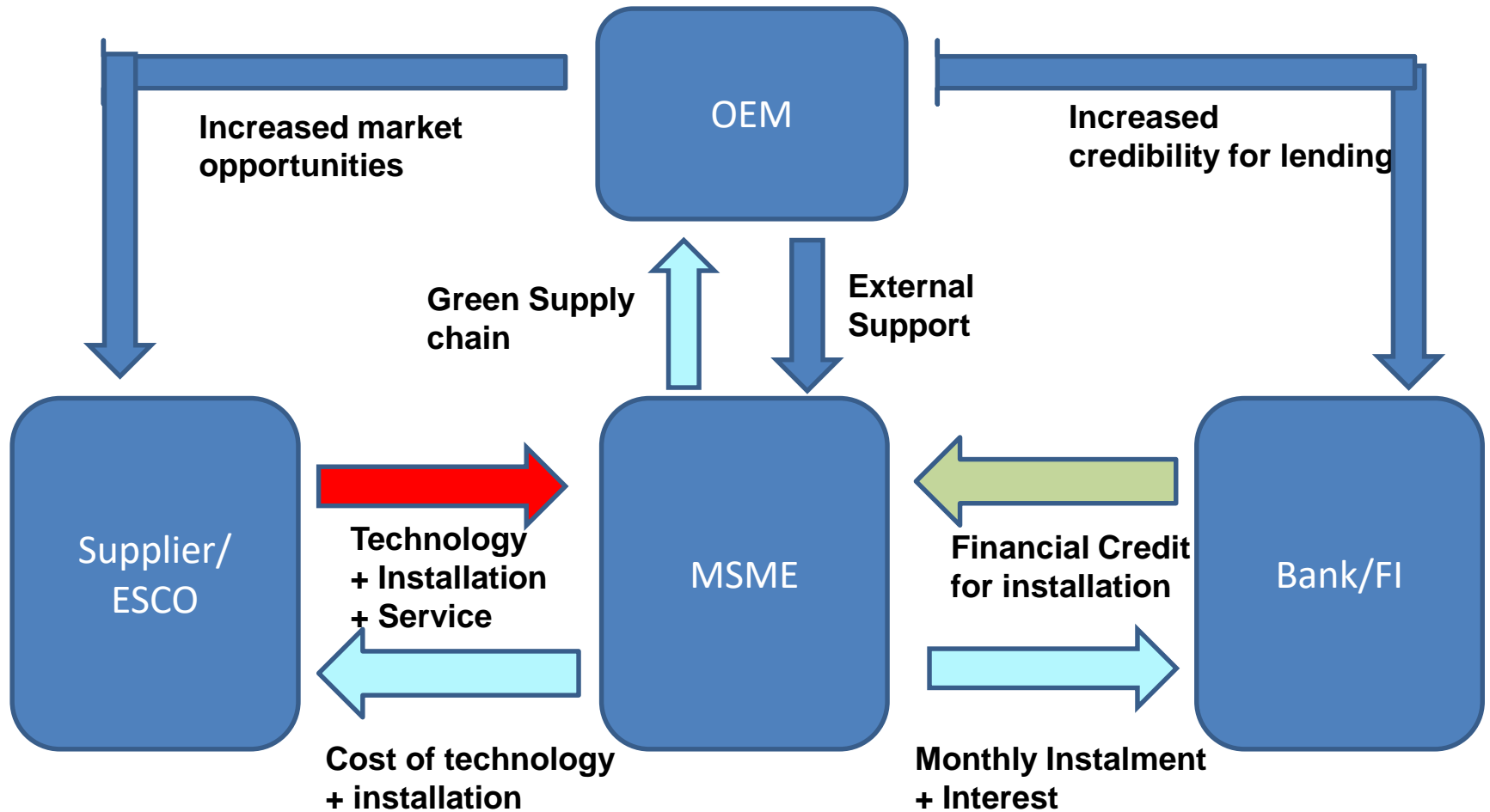


ACMFN Engagement Approach



- * **CTs: Producers of clean technologies**
- * **CPs: Users of clean technologies**
- * **OEM: Original equipment manufacturer**

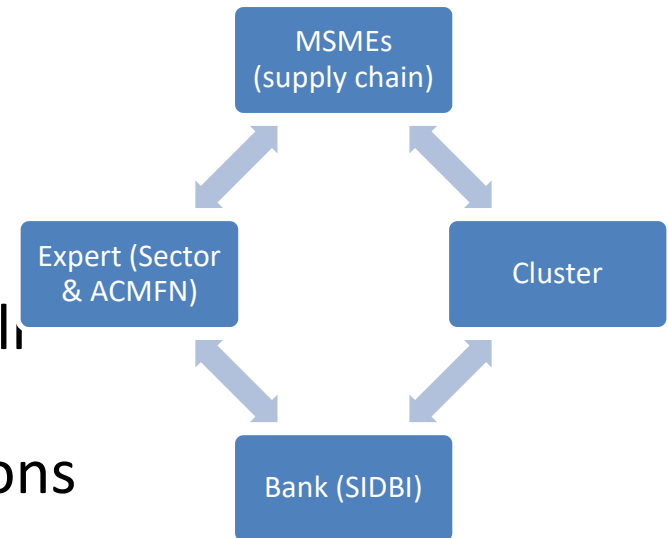
CPs: OEM Model of Engagement



CPs: Cluster Approach



- Work with MSMEs in clusters
 - Geographically clustered
 - One or more sectors
 - Easy to learn from one another
- Involvement and interactions with all stakeholders
- Building the ecosystem for interactions
- Easier for FIs to evaluate
 - Single location, multiple MSMEs
 - Similar technologies
- Focus on expanding the work and network inside the cluster and promote the concept across India through other clusters



CTs: Clean Tech Expo



- To promote innovative clean technologies in the market
- 3 day exposition with 400+ footfall
- 15+ industrial sectors
- 14 Clean Technology suppliers showcased their products and pitched about their product to participants and investors
- Energy efficiency; Renewable energy; waste, water/others
- 4 investors presented about their portfolios and schemes
- Good feedback from individual CT company

CTs: Online Engagement



- Platform for Accelerating Clean Technologies (PACT)
 - Aimed at pooling all the clean technologies in the country
 - Increased visibility and reach out opportunity for CT companies
 - Increased business engagement for clean technology suppliers (established or start ups)
- Informal network of more than 50 CTs on WhatsApp
 - Serves as a business promotion platform
 - Feeder to the bigger idea of developing PACT platform
 - Plan to organize WhatsApp chat sessions with experts on varied topics of interest

PACT Website



www.pact-india.com



To Sum Up



- All these models are aimed at:
 - Promoting clean technologies among MSMEs and FIs
 - Enabling easier access to finance for MSMEs
 - Enabling FIs to access a large pool of potential clients
- Overall, these initiatives are aimed at building a sustainable eco-system to propel the clean technology movement

Market transformation in Clean Technologies

Thank You



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