



Technology:

Powering Opportunities for MSMEs

FIVE TECHNOLOGIES THAT CAN TRANSFORM INDIA'S SME SECTOR IN THE NEXT 5 YEARS:



SMEs today can access all the above technologies at minimum or no upfront/ fixed costs. They virtually can connect to global customers and suppliers, on the move, while managing their operations through digital platforms.

Fact file:

- 1 In 2015, India had 348 million Internet users
- 2 Mobile Internet users have 70% share of overall Internet usage
- 3 E-commerce is the fastest growing industry in India
- 4 98% of online players contribute to export activities
- 5 As on 31 Jan 2016, 75.8% Indians have been allotted UID

Five Technologies That Can Transform the Global Business Scenario:

Intelligent Transportation System

An EU directive defines ITS as systems in which information and communication technologies are applied in the field of road transport, including infrastructure, vehicles and users, and in traffic management and mobility management, as well as for interfaces with other modes of transport.

ITS technology applications varies from basic management (vehicle navigation, traffic signal control systems, etc.) to more complex systems that integrate live data and feedback from a number of devices (parking guidance and information, weather information, etc.).

Internet of Things (IoT)

As per CISCO, it is estimated that by 2020, 50 billion devices globally will be connected to the Internet, gaining deeper insights with analytics and creating newer business models IOT will trigger huge requirements of sensory equipment, networking, communication devices and software development.

Automation of Knowledge Work

By 2025, Automation of knowledge work will have a USD 5-7 Trillion impact across Routine cognitive processes will be performed by computers using complex analysis, subtle judgment, and creative problem solving subroutines. This technology has the potential to provide more timely access to relevant information and raise the quality and speed of decision making. (Ex: Apple Siri 9, Google Now.)

Renewable Energy

Solar is expected to contribute substantially to India's energy source by 2025, with the market share of solar power likely to be 5.7% (54 GW) by 2020 and 12.5% (166 GW) by 2025, according to KPMG's report.vii With competitive cost advantage and near zero emission, solar power will contribute about 4% to the country's 30-35% reduction target over 2005 emissions levels by 2030.

Next Gen Genomics

Combined with newer informatics approaches, researchers have been able to understand the genetic bases of drugs response and disease efficiently. Thus, the technology has a huge impact over industries such as medicine, biotechnology, anthropology and other social sciences.



Today's SMEs are increasingly depending on technology to manage their designs, operations, processes, purchases and sales. With emerging smart ways to manage things, SMEs can benefit from a cost-sensitive environment. Technology and industrial growth go hand-in-hand. Both complement each other in such harmony that resonance of benefits is always seen!

FIVE DISTINCT ADVANTAGES OFFERED BY TECHNOLOGY TO THE MSME SECTOR



Scalability

With technology, one can exponentially increase the size of business without increasing input costs in the same ratio, improving overall profitability.



Reach

Technology has brought the customers, suppliers, bankers and operations together like never before.



Agility

With access to information and communication technology, decision making is real-time and error-free.



Time to Market

Product development and order execution has become easier because of seamless manufacturer/service providers and market existence.



Cost Effectiveness

Access to global sources have provided cost effectiveness to the entire operations and supply chain.

OUTLOOK

SMEs with access to technology are in a better shape to respond positively to changing market conditions as well as keeping their operations within the regulatory framework.

As the Indian Government goes digital, it is critical for SMEs to adopt technology. With the right exposure and deep penetration of technology, SMEs can transform their businesses rapidly while controlling their operating expenses and increasing productivity.

Reference

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- vii. <https://www.kpmg.com/IN/en/IssuesAndInsights/ArticlesPublications/Documents/ENRich2015.pdf>
- viii. http://www.business-standard.com/content/b2b-manufacturing-industry/solar-power-to-revitalise-the-indian-energy-sector-kpmg-115111700391_1.html

For More information -

<http://www.digitalindia.gov.in/content/about-programme>

<http://www.smechamberofindia.com/>

About Kotak Mahindra Bank Limited

Kotak Mahindra Bank Limited (KMBL) is a foremost banking and financial services company. It was established in 1985 as Kotak Mahindra Finance Limited and in 2003, became the first non-banking financial company (NBFC) in Indian corporate history to be converted into a bank.

Our professionals leverage the financial scenarios of the world and aid our customers and clients with extensive banking services. The Kotak Group offers comprehensive personal finance solutions from commercial banking, to stock broking, mutual funds, general and life insurance. The bank offers transaction banking, operates lending verticals, manages IPOs and provides working capital loans.

Kotak's footprint across the country consists of 684 branches, 1273 ATMs, covering 379 locations. With a vision to be the most preferred employer, and the most trusted financial services company, KMBL professionals reflect the ethos of the organization to deliver award-winning services. The KMBL symbol is representative of the infinite number of ways we meet our clients' needs, while maintaining a uniquely global Indian personality.