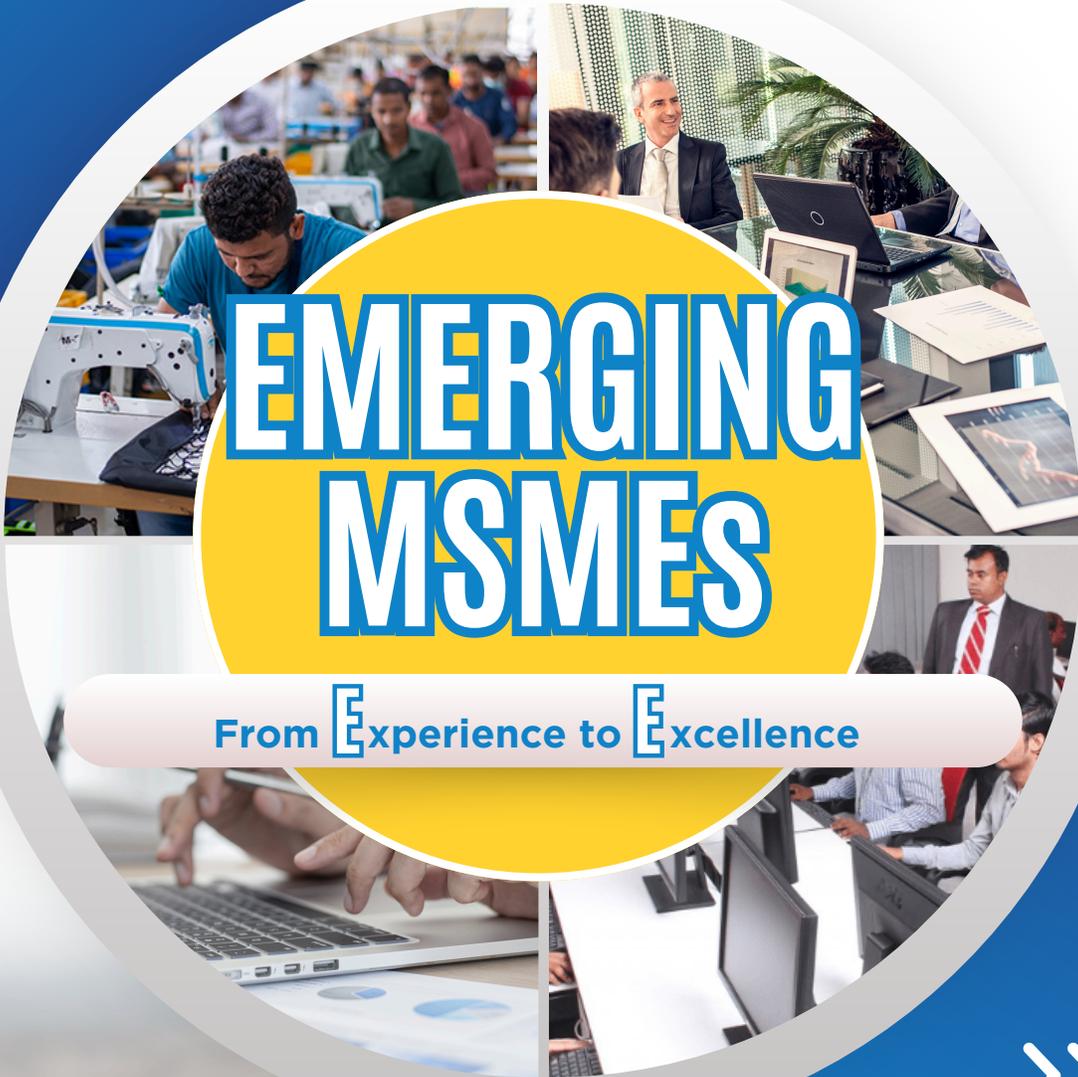




**AUGUST  
EDITION**



From **E**xperience to **E**xcellence



# SUPRIYA SACHDEVA

FOUNDER – FLURRISH FACTOR

“ For our August MSME edition of The Learning Blaze: Igniting Minds, we sat down with Supriya Sachdeva, Founder of Flurrrish Factor. She shared sharp insights on how MSMEs can blend digital growth, creativity, and strategy to scale with impact. ”

Supriya Sachdeva is the Founder of Flurrrish Factor, a digital growth and analytics firm that blends strategy, creativity, and systems to shape impactful brands. With 20+ years of experience across technology and marketing, she brings a rare balance of analytical depth and storytelling finesse to help organizations strengthen their digital presence.

Her journey began in investment banking tech with JP Morgan and Oracle, before discovering her passion for marketing and brand growth. Today, she works with businesses across B2B, B2C, D2C, and non-profit sectors, while also mentoring students and contributing to industry bodies like BMA and CSI.

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## INTERVIEW

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# DIGITAL OPPORTUNITIES FOR MSMEs: LEVELLING THE PLAYING FIELD



In today's digital era, Micro, Small, and Medium Enterprises (MSMEs) have unprecedented opportunities to compete on par with large corporations. Digital technologies have dismantled traditional barriers, enabling MSMEs to access markets, tools, and efficiencies that were once exclusive to big businesses.

## MARKETING: TARGETED AND COST-EFFECTIVE

Traditional advertising mediums like TV and newspapers are. Digital marketing changes this. With platforms like Google and LinkedIn, MSMEs can execute highly targeted campaigns, reaching niche audiences without significant upfront investment.

### Digital Marketing Advantages:

Does not need any minimum budget for marketing. Also allows hyper targeted outreach to customers (like finding needle in a haystack).

### Key Digital Tools:

**Website:** Your website is your office on the Internet. Should make suitable investment to have a very good looking professional website.

**Google Advertising:** Search Engine Marketing enables capturing customers at the conversion end of the marketing funnel. Run ads based on products, brand name, competitor names etc and drive traffic to thought leadership content.

**LinkedIn Advertising:** Linked also allows very targeted advertising to potential buyers based on industry, designation, geography, size of company etc.

**Content Creation:** Digital marketing involves creating interesting content to help the reader engage with the brand. White papers, articles, videos (that address potential customer pain points or aspirations) need to be created. And then put out via the website and on social channels

## E-COMMERCE: EXPANDING MARKET ACCESS

Establishing an e-commerce presence no longer requires heavy infrastructure. MSMEs can start with entry-level platforms like Shopify or opt for advanced solutions like Magento. Alternatively, leveraging existing marketplaces (Amazon, Flipkart, Indiamart, Udaan) provides immediate access to millions of customers along with logistics and payment gateways. There are very specialised B2B market places as well. A groundbreaking initiative in this space is India's Open Network for Digital Commerce (ONDC Network) . This government-backed platform enables business to sell products and services to customers, at the same time giving very rich analytics and customer data

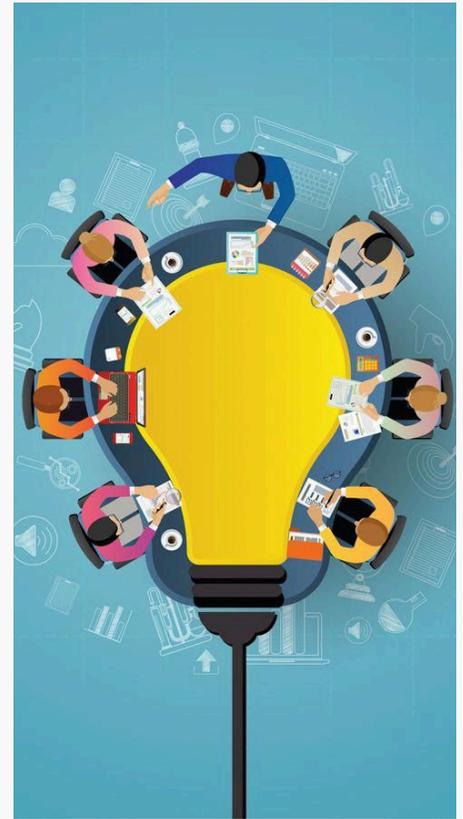
## CLOUD COMPUTING: DRIVING BUSINESS EFFICIENCY AND REDUCING COSTS

Cloud computing offers MSMEs access to enterprise-grade software on a pay-as-you-go basis. Solutions span across HR management, finance, CRM, workflow management, and document signing. Affordable platforms like Zoho, Zendesk, and Bitrix24 allow MSMEs to streamline operations, improve productivity, and reduce administrative overheads.

A case study of an electrical goods distributor illustrates this impact. By adopting a cloud-based mobile app, the company was able to

1. Service dormant retailers efficiently
2. Reduce order fulfillment errors
3. Enhance field sales productivity
4. And expedite payment collections

Simple tools like route planning, real-time data capture, and automated claim submissions transformed business outcomes. And all this at the cost of a few hundred rupees per salesperson per month



## DIGITAL PUBLIC GOODS: INDIA'S GLOBAL LEADERSHIP

People say that India is a third-world country. However when it comes to Information Technology we are a first-world country. Our stack of Digital Public Goods such as Aadhaar, UPI, Bhashini, Aabha and ONDC is second none worldwide.

If we need to set up a factory, we need power, water supply, roads and available of skilled manpower. Once government has set up this infrastructure, then we are able to set up our manufacturing facility. On the digital front, government has similarly set up a very good infrastructure. This is what we call as Digital Public Goods (DPG). And on top of this DPG, we can build new innovative business applications.

## MANUFACTURING EFFICIENCY & NEW AGE TECHNOLOGIES

Artificial Intelligence is playing a very important role in the manufacturing sector and in the MSME space. Right from predictive maintenance to industrial process automation; inventory and warehouse management; quality control to customer engagement using automated chat bots, AI is proving to be a big boon for MSME sector

### About the Author

#### MR. HAREESH TIBREWALA

CEO : Anhad |

Co-founder : Mirum India

Hareesh Tibrewala is a serial entrepreneur with three decades of experience. He founded Mirum, India's leading digital agency, in 2009 and sold it to WPP in 2023.

He is a certified Independent Director and advises businesses in the area of Digital Transformation, Artificial Intelligence and Corporate Governance. He has co-authored a book on his entrepreneurial journey : If I Had To Do It Again. He can be reached at [hareesh.tibrewala@gmail.com](mailto:hareesh.tibrewala@gmail.com)

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# INVESTMENT STRATEGIES FOR ENTREPRENEURS IN THE TRUMP AGE!

The world is in a flux. At one end there are tariffs levied on India and on the other hand there is low earnings growth in Q1. The growth depends on a mix of government capex, private sector capex, consumption and the rain gods. Government capex had been the driving force for markets to grow over the last 5 yrs. It went up from 4.39 lakh crores to 11.1 crores recently for the year 2024-25. Balancesheets are strong both at a Corporate level and at a Bank Level.

## THIS IS THE PRESENT. WHAT DOES THE FUTURE HOLD?

Government capex is expected to rise in a sustainable growth fashion over the next 5 years basis the current government policies. Growth rates are likely to be in higher single digits or initial double digits. Private sector capex is expected to double to 850 billion dollars across a mix of high growth sectors like power, renewables and infrastructure. The reduction in GST rates is likely to increase savings and put money in the hands of the consumer. This can create a virtuous cycle which can be both sustainable and predictable. These 3 forces combined can create a situation of a GDP growth between 6-6.5 % over the next 5 years.

Assuming that our businesses who supply to the US find it unviable to service this opportunity, we lose about 0.4-0.6 % of GDP growth. Additionally a fall in consumption implies another 0.25-0.5% fall in GDP numbers. Overall we are looking at a growth rate of 5.5-6% as the median scenario for the current financial year.

It implies a nominal gdp growth rate of 10-11% over a 5 yr period. This translates into an earnings growth rate for the economy at 10-12% from the current 8-9% for the top 900 companies in the economy. By no means it is an easy number to achieve, however that said it does not seem much of a stretch given the fact that the government is looking to sign more FTA's which help in increasing business over a period of time. Also Rains have been good implying a good rural demand.

## WHAT CATEGORIES ARE LIKELY TO OUTPERFORM?

Midcap is likely to outperform with returns being in a range of 14-16% per annum in the tariff driven world we are in. Large cap is likely to be in the region of 10-12% per annum. Small cap will be an investment with a long term time horizon of close to 10 years.

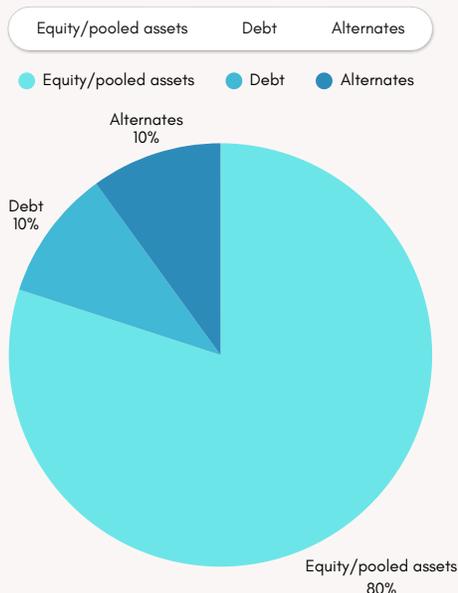
What strategies are likely to do well?

In corrective phases value is likely to do well and in growth phases growth is likely to lead the way.

## In these kind of scenarios as an entrepreneur what is the right portfolio strategy to follow?

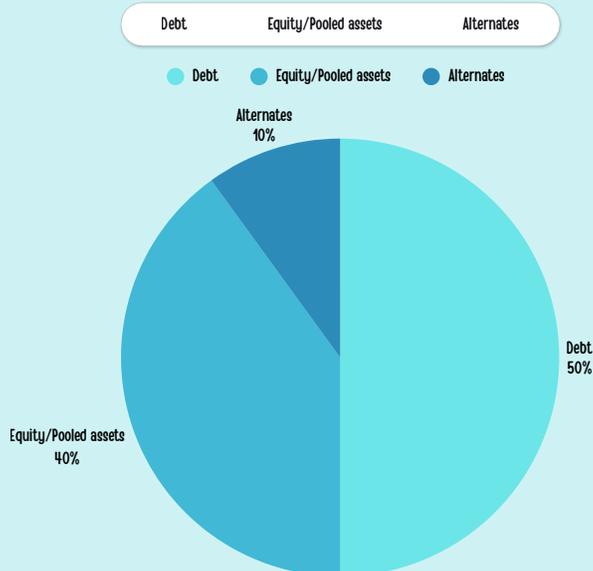
It depends on the nature of your business. If it is a horse strategy i.e. cashflows happen month on month with a reasonable margin and less than 90 days or equivalent to 90 days payment term then you can have the model portfolio below

### Model Portfolio 1



**This strategy is good as it takes care of inflation as well as takes care of any liquidity situations.**

### Camel strategy



If your business is seasonal and payment cycles are longer than 90 days a camel strategy is suitable. It helps to keep the liquidity while the regular work of projects is getting on with the flow. I know of a family office which had to take debt when a liquidity event i.e. buying a house was important to the Promoter. It was manageable but then not really a situation to enter into.

## IN THESE KIND OF SCENARIOS AS AN ENTREPRENEUR WHAT IS THE RIGHT PORTFOLIO STRATEGY TO FOLLOW?

It depends on a mix of what is the nature of your dominant business whether it is a horse or whether it is a camel business. every business needs to be seen separately and investment ideas are to be generated accordingly.

Carpe Diem!

### About the Author

#### MR. ANIRUDH GUPTA

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# THE STATE OF EMERGING MSMEs IN INDIA: TRENDS, DATA & FUTURE OUTLOOK



“The small and medium enterprises are not just a sector; they are the backbone of India’s economic architecture.”

– Narendra Modi, Prime Minister of India

The MSME sector has long been a silent force behind India’s economic progress. It supports employment, fosters entrepreneurship, and sustains livelihoods in every corner of the country—from urban clusters to remote rural areas. What sets this sector apart is its ability to innovate from the ground up, even without massive funding or formal structures. In recent years, especially post-pandemic, the transformation of MSMEs has taken on a new direction. They are becoming tech-aware, growth-driven, and increasingly adaptive to the demands of a changing economy.

## GROWING BASE AND CHANGING PROFILE

As of **May 2025**, approximately **6.44 crore MSMEs** are registered via the Udyam Registration and Udyam Assist Platform, collectively employing **26.77 crore individuals**. Out of these, over **4.77 crore units are registered on the Udyam portal** as of mid-2024. SIDBI reports that as of **September 2024**, the total count of MSMEs stood at **73.4 million (7.34 crore)**—up from 6.3 crore in 2014–15—underlining a surge in both formal and informal growth.

These enterprises include traditional small-scale manufacturers, urban and rural service providers, traders, and home-run ventures operated by individuals or families.

While micro-enterprises still dominate, there’s a noticeable rise in small and medium units led by first-generation entrepreneurs, professionals returning from cities, and tech-savvy startups operating out of tier-2 and tier-3 towns. Encouragingly, **women-led enterprises now account for about 20% of registered MSMEs**—a sign of progress in inclusive entrepreneurship.

## ECONOMIC CONTRIBUTION AND JOB CREATION

According to the **Economic Survey 2024**, MSMEs contribute **30.1% of India's GDP**, around **45% of total manufacturing output**, and **45.7% of national exports**. They provide employment to over **11 crore people**, many of whom are engaged in informal or self-employed roles.

## DIGITAL PROGRESS AT THE GRASSROOTS

One of the most visible shifts in the MSME space is the adoption of digital tools. From UPI payments to social media marketing, businesses are leveraging mobile apps for invoicing, inventory tracking, and client outreach.

While only 12% of MSMEs are fully digitised, over 70% of partially digitised firms report better operational efficiency, improved income, or customer retention, based on industry reports from early 2024.

Access to finance is also becoming more data-driven. Traditional banks were often hesitant to lend due to lack of collateral or formal records. Today, fintechs like LendingKart, Indifi, and Razorpay Capital are offering unsecured loans using digital footprints—bank transactions, Udyam data, and GST returns—as substitutes for paperwork.

That said, the sector still receives just 16% of total bank credit, far below its GDP contribution. Bridging this gap remains a challenge.



### Top 5 Govt MSME schemes



## POLICY SUPPORT AND GOVERNMENT SCHEMES

The government has made strategic interventions to support the sector:

- **Emergency Credit Line Guarantee Scheme (ECLGS)**: Disbursed over ₹3.6 lakh crore during and after COVID-19.
- **PM MUDRA Yojana**: Over ₹5.4 lakh crore disbursed in FY 2023–24.
- **RAMP Scheme**: Aimed at raising MSME competitiveness with ₹6,000 crore outlay.
- **PLI Incentives**: Helping MSMEs integrate with formal supply chains.
- **Udyam Assist Platform**: Easing registration and compliance for informal micro units.

These schemes, supported by digital infrastructure and industry clusters, are helping MSMEs transition from survival mode to sustainable growth.

## OPPORTUNITIES AHEAD

The future for India's MSMEs lies in emerging sectors like green manufacturing, clean energy, agritech, healthtech, and direct-to-consumer retail. The push towards sustainability and digitisation is drawing young entrepreneurs into the space.

The road ahead for India's MSMEs focuses on formalising small units, bridging the credit gap, and embracing digital tools like ONDC and AI for growth. Their role in exports is set to expand, especially in textiles, food processing, and handicrafts, while women and young entrepreneurs are driving ventures in green manufacturing, agritech, and healthtech.

With continued policy support, better access to credit, and training in technology and compliance, MSMEs could contribute up to 35% of India's GDP by 2030, as estimated by NITI Aayog.

Their story is not just economic—it's about aspiration, resilience, and innovation from the ground up.



### About the Author

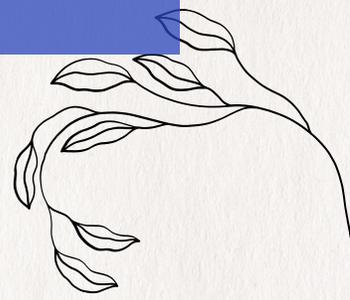
#### DR. PINKEY N BHARDWAJ

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Marketing researcher, educator, and strategist with expertise in luxury real estate, hospitality, and consumer behaviour. Professional journey bridges academia and industry,

delivering data-driven insights, digital-first strategies, and impactful branding solutions for businesses targeting HNI and UHNI markets. As an International Research Reviewer with Quora, contributions include shaping knowledge and thought leadership by evaluating scholarly work across global platforms.





# From Local to Global: The Kitchen That Dreamt Big

When Arvind Krishnan returned to his hometown of Mysuru after completing his engineering degree, few understood why he walked away from a promising tech job. But Arvind wasn't chasing comfort, he was chasing a dream that had been quietly simmering since childhood.

Raised in a middle-class home where mornings began with the sound of a wet grinder and the aroma of fermenting batter, Arvind believed that traditional food could still have a place in modern lives if offered with convenience and care. That belief gave birth to TazaMix, a small venture producing fresh, preservative-free idli and dosa batter

He began in a 100 sq. ft. rented kitchen with one second-hand grinder, a home fridge, and a stack of self-designed labels. His customers were a few local stores and young professionals in his apartment complex. Deliveries were made on his old scooter. The product spoke for itself. Simple, authentic, and consistent! But as demand grew, so did the challenges. Scaling meant understanding cold chain logistics, maintaining consistent quality across batches, extending shelf life, and eventually, complying with food safety standards for wider distribution. His engineering background helped him think analytically but it wasn't enough.

Then came a turning point: an MSME expo in Coimbatore, where Arvind attended a session on "Export Readiness for Indian Food Startups." A fellow entrepreneur who had scaled a traditional food business globally shared insights on using Free Trade Agreements (FTAs), meeting international quality certifications, and tapping into the growing demand for authentic Indian food among the diaspora.

That one session became Arvind's launchpad. He enrolled in a short certification course in food safety, applied for FSSAI and ISO approvals, and upgraded his production unit with support from the Ministry of MSME's ZED (Zero Defect, Zero Effect) initiative. Smart packaging with extended shelf life and cold chain partners enabled him to begin supplying to Gulf countries, starting with a small Indian grocery chain in Dubai.

Today, TazaMix operates across five Indian cities and exports to two international markets. Arvind continues to innovate, developing ready-to-cook South Indian meals and exploring new distribution partnerships abroad. While Arvind's story is fictional, it reflects the real-life journey of P.C. Musthafa, founder of iD Fresh Food a son of a daily wage worker who pursued engineering and IIM-Bangalore, only to return to his roots and reimagine traditional Indian food. Starting from a small kitchen in Bengaluru, iD Fresh has grown into a ₹500+ crore company with a presence in India, UAE, and the USA.



# Woven with Intention

## *Rukmini's Revival of Chanderi.*

In the heart of Madhya Pradesh, the town of Chanderi is known for more than its ancient forts and sandstone architecture. It sings with the soft rustle of silk, Chanderi sarees, woven with air-like finesse and intricate motifs passed down through generations.

Rukmini Verma is not just part of that legacy. She's reimagining it. At 34, Rukmini is a designer, weaver, and entrepreneur. She runs Rukmini Vastra, a boutique label that blends traditional Chanderi weaving techniques with contemporary aesthetics.

Bold indigo borders, unconventional butti placements, and silk-cotton blends in earthy tones define her signature style. "I don't just weave sarees," she says, seated beside her loom. "I tell stories. Of our town, our textures, and how tradition can evolve without losing itself." Rukmini grew up watching her grandfather at the loom, learning by observing rather than formal training. While most of her peers moved towards more 'modern' careers, she chose to stay, drawn not by nostalgia but by curiosity.

"I always knew I wanted to work with fabric," she recalls. "But I didn't want to repeat what had already been done. I wanted to experiment." Her early designs weren't always understood by local customers. "People thought I was making mistakes," she laughs, "but slowly they saw what I was trying to do—respect the weave, but speak a new language." Things changed when Rukmini was invited to a textile exhibition in Bhopal three years ago. It was her first time showcasing outside of Chanderi.

There, she met artisans from across the country, ikat weavers from Telangana, block printers from Jaipur, and a young designer from Kutch who, like her, was blending heritage with innovation. One of them told her about schemes under the Ministry of MSME that support for small businesses, including design development and market linkages. "I had always thought those things were for big workshops or factories," she admits. "But that conversation opened a door."

With guidance from a district MSME officer, she registered her unit, got access to design mentorship, and later, funding to upgrade her looms. She also began working with a local graphic designer to create her first lookbook, a blend of photography, sketches, and handwritten notes about each piece.

Today, Rukmini Vastra sells primarily through Instagram and at curated exhibitions in metro cities. She employs four other women from Chanderi not as labourers, but as co-creators. Each piece is tagged with the weaver's name and the story behind the design.

She's proud of the fact that her brand hasn't diluted its identity for mass appeal. "People often ask me why I don't switch to power looms or scale faster," she says, "but for me, the value lies in the pace. My sarees take time. That's the point."

To young entrepreneurs, Rukmini's message is simple: "Don't wait for a perfect plan. Start with your idea, stay curious, and find your people along the way."

When asked where she sees herself in five years, she smiles: "Still weaving. Still exploring. Still telling stories. One thread at a time!"



# NAVIGATING GLOBAL MARKETS: EXPORT POTENTIAL & CHALLENGES FOR INDIAN MSMEs

India's Micro, Small, and Medium Enterprises (MSMEs) are increasingly stepping onto the global stage, offering everything from handicrafts and textiles to precision components and IT services. With over 6 crore MSMEs contributing nearly 45% of India's exports, their role in boosting global trade is undeniable. However, while the export potential is vast, the road to international markets is paved with both opportunities and challenges.

One of the biggest enablers for MSMEs in recent years has been Free Trade Agreements (FTAs). With India actively pursuing new FTAs such as those with Australia and the UAE tariff barriers are being reduced, opening up new destinations for Indian goods. Yet, many MSMEs remain unaware of how to leverage these agreements, often missing out on preferential treatment simply due to lack of documentation or clarity on compliance.



## Quality standards

pose another critical challenge. Global buyers demand consistency, certification, and adherence to stringent safety and environmental norms. Many Indian MSMEs, especially those in traditional sectors, face difficulty in meeting these benchmarks. Without certification like CE, ISO, or REACH, entry into premium markets like the EU or the US becomes difficult. Government support in skilling and testing infrastructure is improving, but the gap is still significant.



## Logistics bottlenecks

further complicate exports. Despite efforts to improve port infrastructure and reduce turnaround times, inland connectivity, especially for MSMEs located in tier-2 and tier-3 cities, remains weak. High freight costs, unpredictable shipping schedules, and cumbersome customs procedures can make Indian exports less competitive globally.



## Navigating market entry strategies

Its is another puzzle. Unlike large exporters with dedicated trade teams, MSMEs often lack in-house expertise on international marketing, legal norms, or consumer preferences. Digital platforms like Amazon Global Selling and the Government's Trade Infrastructure for Export Scheme (TIES) are useful tools, but awareness and accessibility remain limited.

To truly unlock global potential, Indian MSMEs need a mix of policy support, capacity building, and handholding. Incentives like the Market Access Initiative (MAI) and Export Credit Guarantee Corporation (ECGC) need to be more MSME-friendly. Moreover, building export clusters, common facilitation centres, and stronger trade associations can help MSMEs navigate complex export ecosystems more confidently.

India's vision to become a global manufacturing hub cannot materialize without its MSMEs playing a central role. With the right push and practical interventions, Indian MSMEs can not only compete but lead in global markets.

### THEY'RE EVERYWHERE

India has over 6.3 crore MSMEs—meaning 1 in every 5 Indians is either running or working for one!

### THEY POWER THE ECONOMY (LITERALLY!)

MSMEs contribute to nearly 30% of India's GDP and 45% of exports. So if you've worn a kurta, eaten pickles, or used packaging today, there's a good chance it came from an MSME.

### THE ORIGINAL "MAKE IN INDIA" CHAMPIONS

Long before the slogan, MSMEs were making everything from papads and pumps to parts for rockets and railways.

## Fun & Surprising Facts about Indian MSMEs

### SMALL SCALE, GLOBAL IMPACT

Some MSMEs export to over 100 countries while still operating from tier-2 and tier-3 cities—no fancy HQ required.

### NOT JUST MEN IN FACTORIES

Women entrepreneurs run over 20% of MSMEs in India—and the number is growing every year. Some are even entirely women-led clusters!

### MSMES GO TO SPACE TOO!

Several ISRO components used in India's space missions are made by small, specialized MSMEs.

### THEY'RE DIGITAL-SAVVY TOO

India's MSMEs are one of the fastest in the world to adopt WhatsApp, Instagram, and UPI for business—many are "digital-first"; without even having a website.

### FAMOUS BRANDS STARTED AS MSMES

Big names like Nirma, Zoho, iD Fresh, and V-Guard all began as MSMEs before becoming household brands.

## Fun & Surprising Facts about Indian MSMEs

### EMPLOYMENT SUPERHEROES

MSMEs are the second-largest employer in India after agriculture—providing jobs to over 11 crore people.

### EACH ONE HAS A STORY

Behind every MSME is a story: a family recipe, a garage workshop, a WhatsApp group, or a leap of faith.



HEY! I'M

**MiSMEEEE**  
SMALL IN SIZE,  
BIG IN DREAMS!



COMPANY

ONE MSME =  
10 JOBS.  
DO THE MATH!

FALL DOWN 7  
TIMES, PIVOT 8!



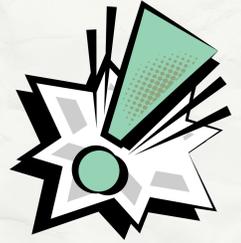
FROM GARAGE  
TO GLOBAL - WATCH  
ME GROW!

WHY FOLLOW  
TRENDS WHEN  
I CAN START THEM?





# FUN & SURPRISING GLOBAL MSME FACTS



*The power of MSMEs in numbers*

## THEY RUN THE WORLD'S ECONOMY

90% of businesses worldwide are MSMEs. They contribute to over 50% of global employment and 40% of GDP in emerging economies.

## THE UNITED NATIONS CELEBRATES THEM

June 27 is World MSME Day, officially declared by the United Nations to recognize the role of MSMEs in sustainable development and innovation.

## MSMES IN THE EU = BACKBONE OF EUROPE

In the European Union, 99.8% of all businesses are MSMEs. They provide two-thirds of private sector jobs!

## TECH UNICORNS STARTED AS MSMES

Global giants like Shopify (Canada), Alibaba (China), and Spotify (Sweden) all began as small startups—classic MSMEs with big dreams.

### **WOMEN-LED MSMEs = POWERFUL ECONOMIC ENGINES**

In developing countries, closing the credit gap for women-led MSMEs could boost global GDP by \$5 trillion.

### **MSMEs ARE GOING GREEN**

Around the world, small businesses are at the forefront of sustainable innovation—from eco-packaging in Germany to solar-powered micro-enterprises in Africa.

### **THEY GO WHERE BIG COMPANIES DON'T**

MSMEs often serve remote, underserved, or niche markets that large corporations ignore—making them essential for inclusive growth.

### **DIGITAL ADOPTION SKYROCKETED POST-COVID**

Globally, MSMEs accelerated digitization at an unprecedented pace—moving online 2 to 3 times faster than pre-pandemic levels.

### **IN JAPAN, CRAFTSMANSHIP MEETS MSMEs**

Many world-renowned Japanese artisanal products like samurai swords, washi paper, and ceramics are produced by family-run MSMEs that have operated for hundreds of years.

### **SPACE TECH? MSMEs ARE IN IT**

In countries like the US and Israel, MSMEs play a key role in developing aerospace components, satellite tech, and defense innovation.



# THE LEARNING BLAZE : IGNITING MINDS

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