

# SIDBI organises MSME outreach programme

Small Industries Development Bank of India (SIDBI), Lucknow branch, organised an MSME outreach programme-2023, joining hands with Indian Industries Association (IIA) at Lucknow. The event was aimed to disseminate information amongst MSMEs about direct credit products being offered and latest initiatives being under-



taken by SIDBI in the MSME eco-system.

Manish Sinha, GM, SIDBI regional office, Lucknow, said that SIDBI has taken up digitisation and simplification of its direct lending operations, which has enhanced customer experience. He said that direct lending operations have been transformed into a seamless digital journey. Prabhakar Praveen Kumar, GM, SIDBI, provided insight about ONDC platform and onboarding process.

Vikas Balani, AGM, SIDBI, Lucknow branch office made a presentation on SIDBI's various direct schemes of assistance.

IIA was represented by Mandeep Bajaj, vice chairman, Lucknow Chapter IIA, and Anandi Aggarwal, VC, Women Wing, Lucknow Chapter IIA, who provided informative insights to MSMEs.