



## CREDIT ADVISORY CENTER (CAC) AT IIA HO IS OPERATIONAL (In association with SIDBI)

IIA Members,

Dear All,

As you are aware, IIA's Endeavour has always been towards creating an enabling eco system for MSMEs, which in past included a number of unique initiatives e.g MSME Knowledge bank, Centralized query system, B2B facility through Member Directory on IIA website, Buy-sell desk on IIA website, Facility for launching a website for just Rs 500/-, etc . Further to it IIA have set up a Credit Advisory Centre (CAC) in partnership with SIDBI at IIA Bhawan, Lucknow which is now operational.

The CAC will deliver the following facilities:

1. Guide new / existing entrepreneurs regarding availability of schemes of SIDBI / commercial banks.
2. Inform MSMEs about Government subsidies /benefits.
3. Provide borrowers with debt counseling.
4. Facilitate response to queries raised by banks etc.,
5. Support in the area of rehabilitation of viable units
6. Capacity building of bankers etc.

**IIA members may therefore send queries/problems on Banking/Finance to IIA Head office to avail CAC facility.** To provide the Credit Advisory Services, Shri AKhilesh M Mishra (A retired and experienced bank Officer) has been appointed as Knowledge Partner by SIDBI who will be present at IIA Head Office once in a week.

Kind regards,

Manish Goel  
General Secretary



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