



## ANOTHER UNIQUE INITIATIVE OF IIA

### SETTING UP OF CREDIT FACILITATION CENTER (CFC)

#### (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 is going to set up a Credit Facilitation Centre (CFC) in partnership with SIDBI at IIA Bhawan, Lucknow.

The CFC is expected to 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 start sending in their queries related to Banking/Finance to IIA Head office to avail CFC facility.** To provide the credit facilitation services, a Knowledge Partner (a retired and experienced bank Officer) is being appointed by SIDBI who will be present at IIA Head Office from Monday to Friday. In the mean time one of the SIDBI Officer will be available at IIA Head Office on every Monday till the Knowledge Partner is appointed.

Kind regards,

Manish Goel  
General Secretary



**Indian Industries Association**

IIA Bhawan, Vibhuti Khand Gomti Nagar Lucknow-226010  
Ph: +91-522-2720090, +91-522-3248178 Fax: +91-522-2720097  
Website : [www.iaonline.in](http://www.iaonline.in)

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