

YES BANK

Transformation  
series

**EDITION VII**

**TEAM JIGSAW, XLRI JAMSHEDPUR**

# SOLUTION OVERVIEW



## INDIAN MSME SECTOR

**Encouraging B2C Exports**



**Solution 1**

**Marketing & Promotion**



**Solution 2**

**Educating MSMEs on global opportunities**



**Solution 3**



Application of **BLOCKCHAIN** with a focus on:

Supply Chain Financing

Operations & Logistics



**CO-OPETITION MODEL** for MSME Clusters

Cooperate



Compete

*To build a stronger domestic and global presence*



**GLOBAL SELLERS INITIATIVE** by the government for global buyer discovery

Global E-Commerce Players



Indian MSMEs

*Our solution ecosystem consists of future-ready and feasible ideas which address the core issues at hand*

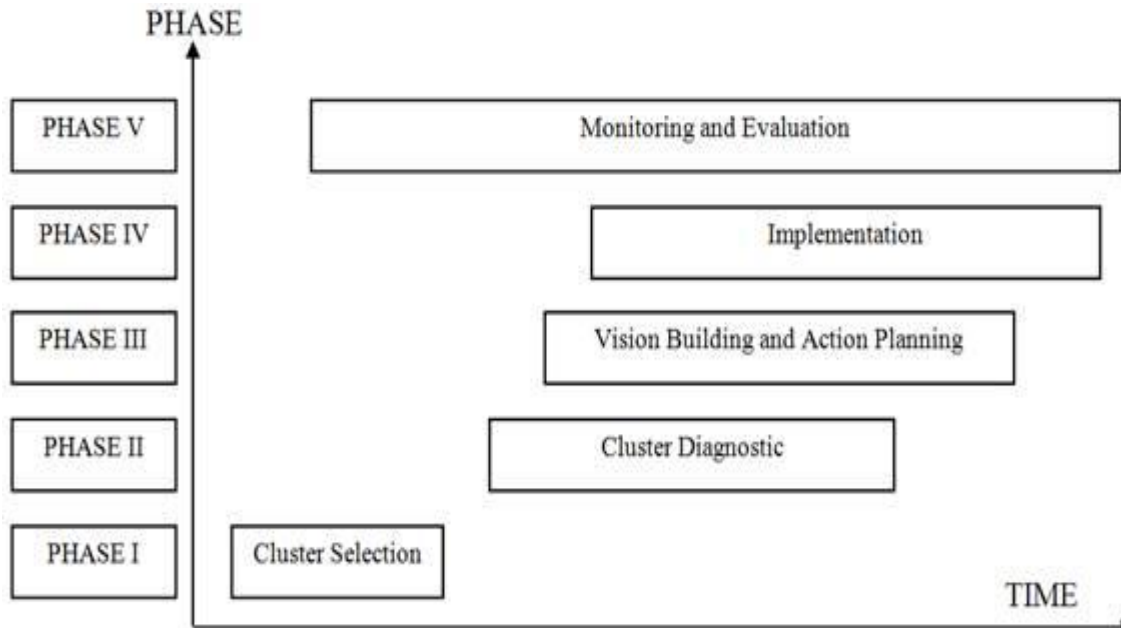
# Policy: Cluster Development Approach



## Clusters with more than 50 % MSMEs

The government will set up **Common Facility Centre** for SHG support , market access, training, capital support through grants in range 60%-90%.

*The following are a few Government recognized clusters for MSMEs*



**J&K**  
Cricket Bat - Anantnag

**Orissa**  
Rice Mill - Bargarh, Sambalpur  
Cashew - Ganjam, Nilachakra,

**Karnataka**  
Readymade Garments - Hubli.  
Food Processing - Gulbarga

# Logistics: Solving the Truck Load issue in the first mile



Dynamic On-Demand service

Shared service platform

Reduction in Lead time & storage cost

Home
Services
Booking History
Customer Care

On Demand Booking

**BOOK YOUR LOAD**

⇕

Kg

Go

Original Cost	70,000
Actual Cost	48,000
Cost Savings	22,000

Book Now

Date	Time	Truck ID	Hours	Price
30/11	15:45	TMLL0012	42 Hrs.	Price
30/11	10:25	MLTA1022	28 Hrs.	Price
30/11	17:00	ALML3112	35 Hrs.	Price
30/11	19:30	TMLL0220	36 Hrs.	Price
30/11	15:30	TMLA0112	32 Hrs.	Price
30/11	11:00	TMLL1450	24 Hrs.	Price

Sort By :

Earliest
Fastest
Cheapest

Filter :

Type of Truck
Discount
Clear All

IST : 6:30 AM

29+  
outgoing arriving in Delhi

25+  
Incoming Vehicles

19+  
Riders arriving in Kolkata

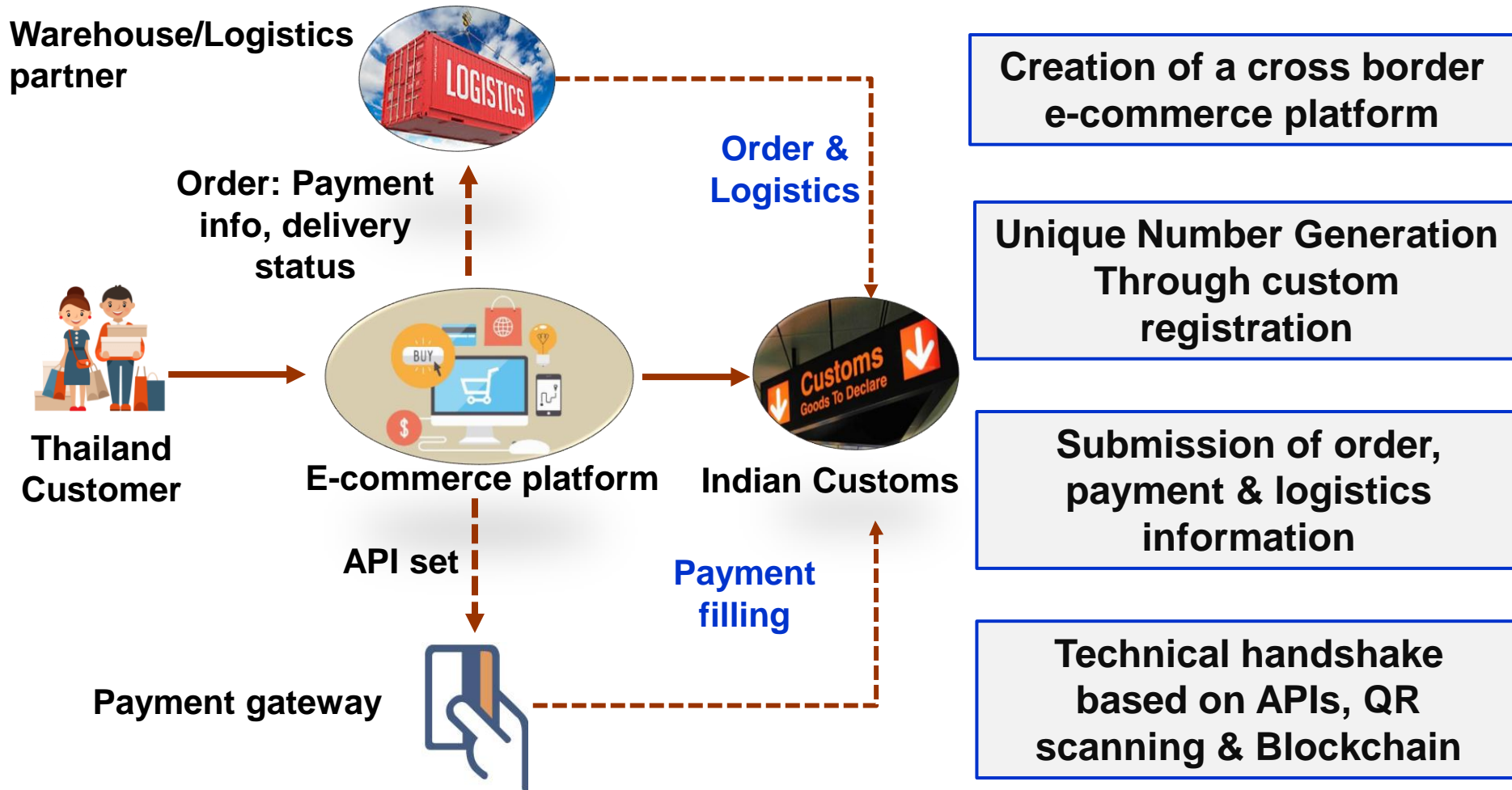
16+  
Incoming Vehicles

IST : 6:30 AM

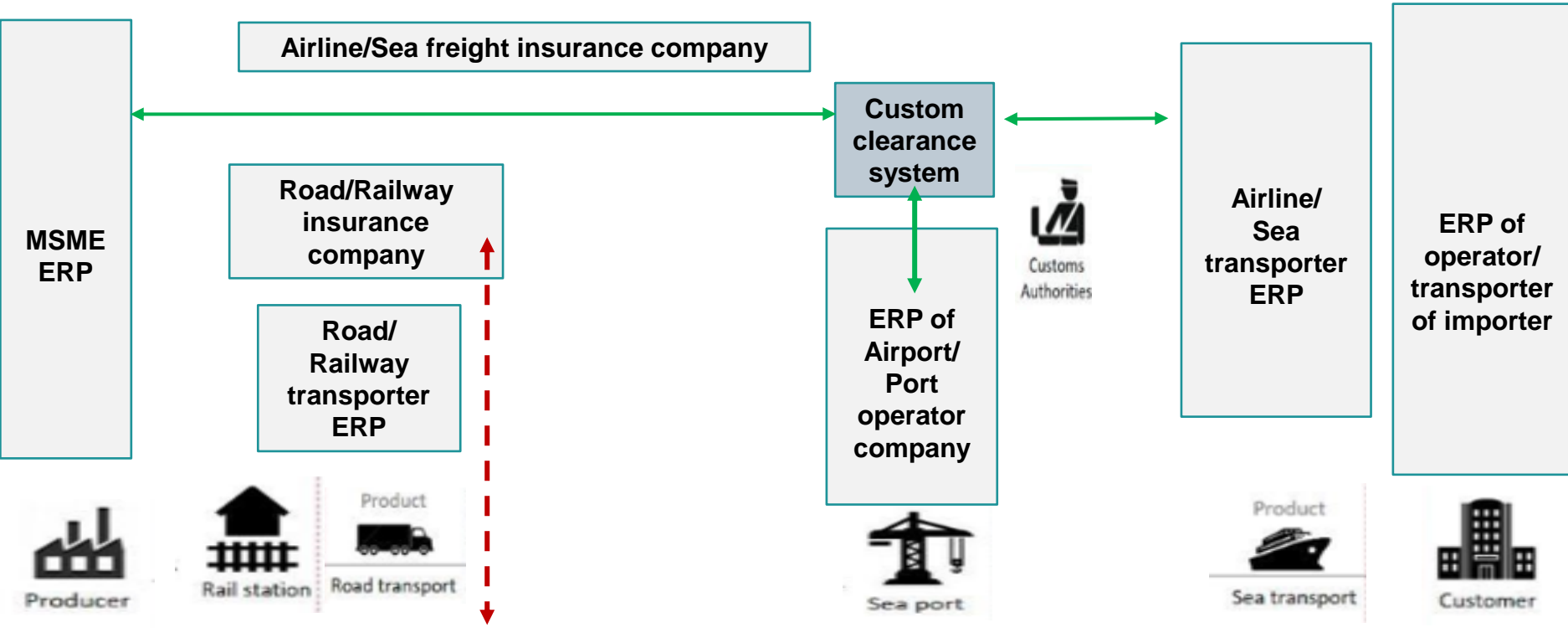
# Advance Custom Clearance through technical handshake



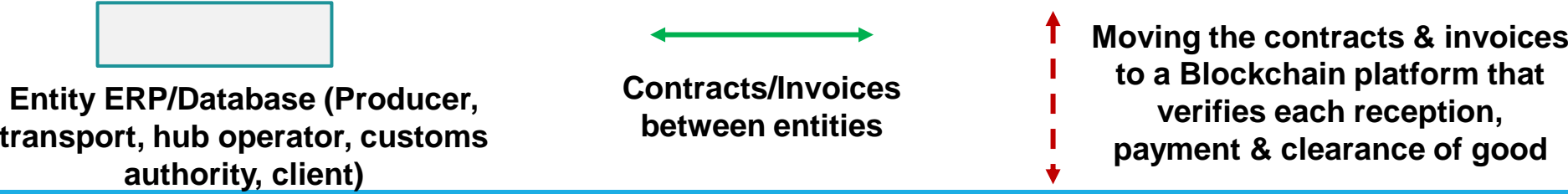
*Orders, Payments and Logistics clearance in a single cycle*



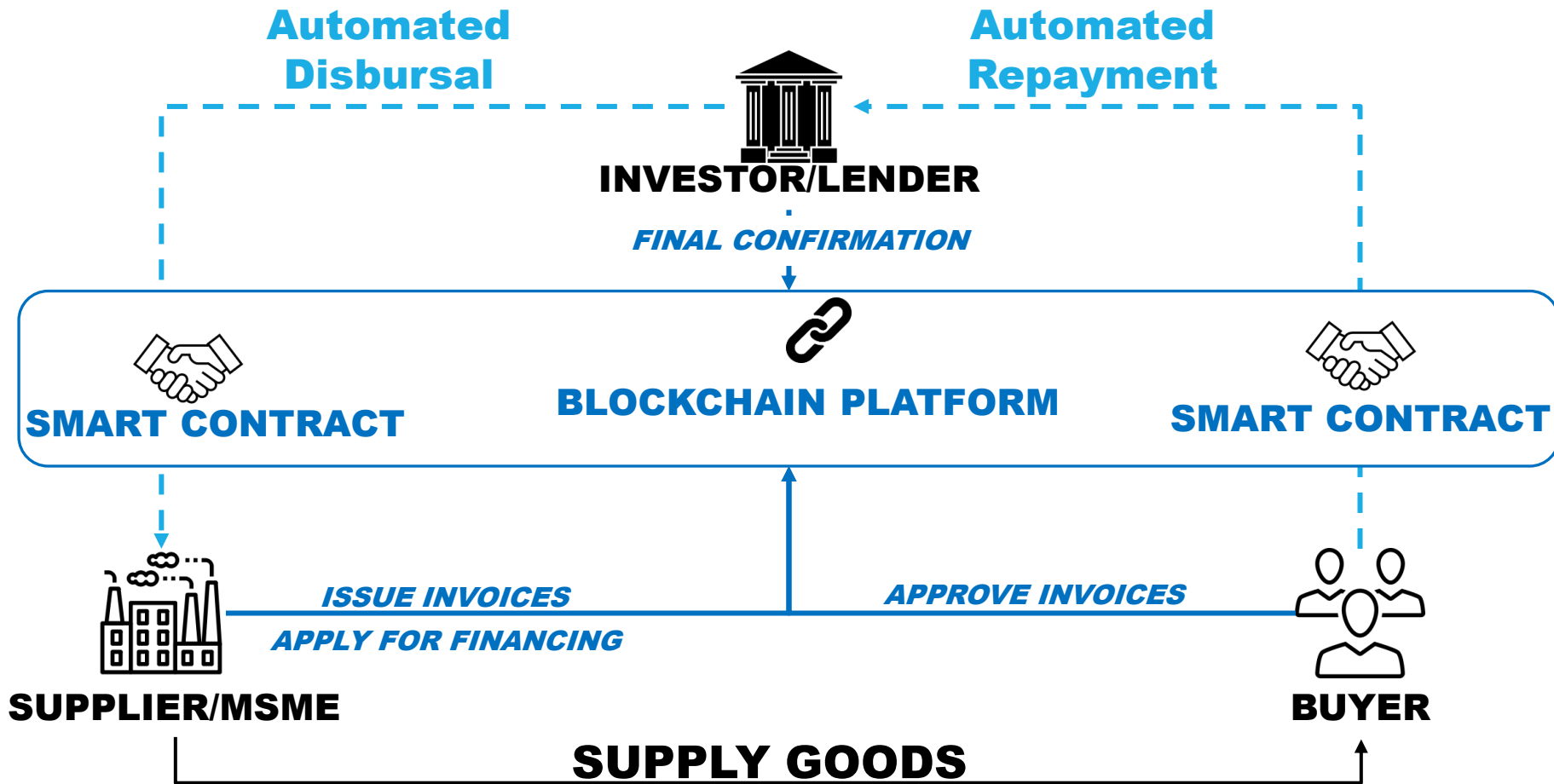
# Advance Custom Clearance: Block chain based Integrated Platform



## Integrated Blockchain platform with Smart Contract System



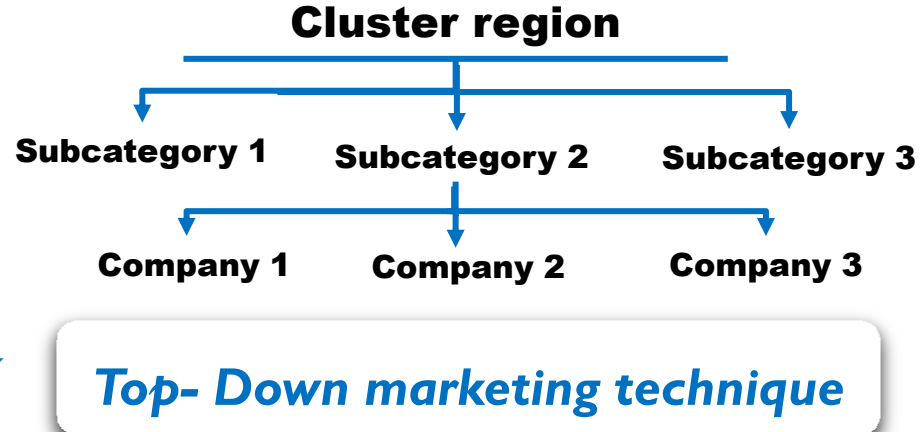
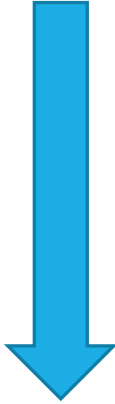
# SUPPLY CHAIN FINANCING



# CO-OPTETITION MODEL

**SOLUTION- Market the region and not the MSME on a global scale**

- 1 Market the region first for specialty
- 2 Compete as a group vs foreign entities
- 3 Create a House of Brands model
- 4 New companies gain association



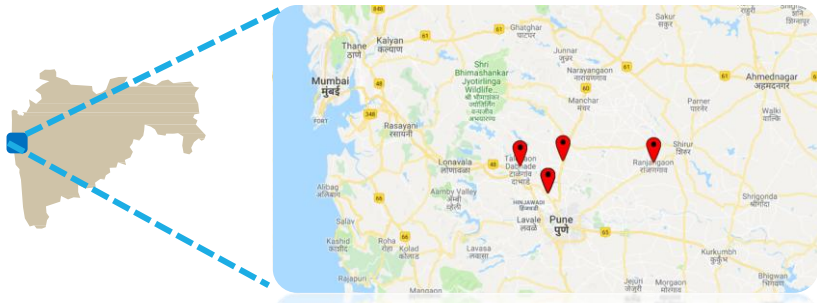
**What was Pune's competition**

Other companies within the region

Other cities in the country

Global manufacturing hubs such as Detroit, Guangzhou

Instead of marketing units or areas, Pune was marketed as a hub of automotive to the entire world



- Chakan
- Pimpri
- Talegaon
- Ranjangaon



# EDUCATING MSMEs: *Global Sellers Initiative*



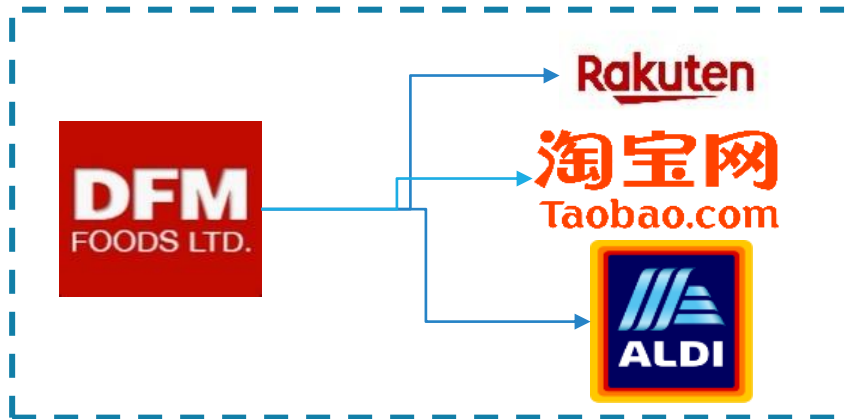
## TAPPING INTO THE GLOBAL E-COMMERCE MARKET

GOI will **build a platform** with the objective of bringing buyers and sellers together



Indian MSMEs will be **invited to register on the platform** and complete profile details

MSMEs will be connected to **Global E-Com Players** (with market information listed)



## MAJOR GLOBAL E-COMMERCE PLAYERS

amazon

Rakuten

ebay

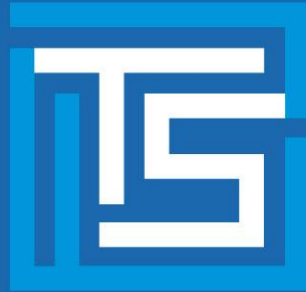
JD 京东 .COM

Alibaba Group

Aliexpress

ALDI

淘宝网  
Taobao.com



**Transformation**  
series

**EDITION VII**

**THANK YOU**

**We are Open to Questions**