

**Udyami Mitra Portal (www.udyamimitra.in) -
Inclusive access to financial and non-financial services**

SIDBI, being the principal financial institution for MSMEs, has all along been endeavouring to bring institutional solutions. In its series of digital delight initiatives involving various portals such as sidbi.in, smallB.in, sidbistartupmitra.in, standupmitra.in, SIDBI has positioned www.udyamimitra.in, as an interactive web portal for all enterprise loans. It is an enabling platform which leverages IT architecture of Stand-Up Mitra Portal and aims at instilling ease of access to MSMEs financial and non-financial service needs.

Key Features

A to E (Access to e Platform)

- ✓ Any type of enterprise loans anywhere anytime access across the country
- ✓ Business ideas and knowledge pool from smallB.in, business leads, build trusts among stakeholders
- ✓ Credible Connect- Access to 1.25 lakh bank branches and 17000+ handholding agencies across the country.
- ✓ Decide – Self Assessment (Trainee/Ready/Schemes), choose the preferred banks – 3 banks.
- ✓ Enablers-
 - Loan Market place offering wider access- Banks peruse, pick and process, all banks can pick.
 - Standardised application forms acceptable across banks.
 - Transparency & responsiveness – customised dashboard-track your proposal-alerts to all. responsiveness is assured.

The portal, by rendering 'End to End' solutions for credit as also credit+ services, kindles entire eco system for inclusive, responsive & sustainable solutions. Some of the bouquet of offerings include :-

1. **Anywhere Anytime access:** Portal has been endeavouring to ease the way financial and non financial services are accessed, reducing impeders and unleashing potential on pan India basis. Aspirants get access to both credit (1.25 lakh bank branches mapped and around 1.06 lakh bank branches are presently active) and handholding services (17000+ agencies on portal for shaping their ideas into a proposal, EDP /financial/skill training, mentoring, access to margin money/subsidy and so on). It enables submission of direct loan application which allows applicants to choose 3 preferred bank/bank branches for processing their application. While adopting a uniform loan application form, the entire pre-sanction process is getting standardized across the banks.

Through interface facility the aspirants can communicate with stakeholders. Alerts to applicants (E-acknowledgement on registration, transaction start/ completion, marking of sanction/rejection) as also stakeholders on periodical basis enable quicker responses. They have ready access to helpline and support towards their functional and technical difficulties, if any. All these are available from anywhere and anytime (24*7).

2. **E-Categorisation** : Based on information furnished by a prospective entrepreneur, the self assessment module on portal categorizes the applicant into 'Trainee' (those needing training before they are ready for entrepreneurial pursuit) and 'Ready' borrowers (ready enough to approach banks or say bankable) and guides them to access handholding support, if trainee borrower. Aspirants are guided about their eligibility under standupIndia.
3. **Unleash Competition and Transparency** : On the E loan market place bankers get free business leads and strengthened cases which has passed through the filter of handholding / mentor agencies on portal . Now applicants are choosing their banks on portal. Submission of the application is linked with AADHAR (except in NER) reducing the possibilities for submission of multiple applications by one borrower. Also NIC code is enabled for nationally survey aligned data. After discussions with aspirant, if application has to be revisited and submitted, the same is possible. Applications lie on E market place till it is disbursed. All applicants and stakeholders can track the application (through customised dashboard) and keep abreast with the latest credit decision on the proposal.
- **Single point contact-** Portal acts as virtual relationship manager as all aspirants have access to information on scheme(s) including subsidy schemes and standardised application (acceptable across banking fraternity). As contents are in simple language, a new user gets navigation ease (both Hindi & English) coupled with guided Audio Visual (AV) tour, standard brochures & flyers, user manuals, FAQs (for bankers, applicants, handholding agencies), useful links etc. The AV movie has been hosted for easy navigation through portal for applicants, handholding agencies and bankers. As of now, besides Hindi and English versions, 8 AV Movies in regional languages (Marathi, Gujarati, Bengali, Telugu, Malayalam, Kannada, Tamil and Odiya) are hosted on portal for the benefit of applicants and 8 AVs for handholding agencies.
- The portal can be accessed on a desktop, laptop, Mobile and all hand-held devices. The entire information are available on portal upfront. The aspirants would become a well informed customer and can prepare oneself before approaching any institution. Portal access is enabled for free of cost access. Applications are being lodged from even from far flung area and proximity to bank branches is not a criteria for accessing loan. Unlike conventional practice, instead of approaching bank branches for loan, due to the pervasiveness of internet, the responsiveness has improved and now bankers are approaching the aspirants, offering loan. The applicants are having unique experience such that bankers are calling up and responsive to the request.

Access

- The portal has design capability to accept varied MSME loan Applications viz. MUDRA, STAND UP and MSME loans upto ₹ 1 crore.
- Inclusive Access to all - It provides access to both financial and non financial services with three distinct features viz.
 - Seek online handholding support
 - select and apply for online loans to preferred banks and
 - enable faster loan processing.
- On entering SIDBI Udyami Mitra Portal, the user is guided for registration and login. Based on information furnished by a prospective entrepreneur, the system categorizes the applicants into 'Trainee'(those needing handholding/training) and 'Ready' borrowers (ready to approach lenders for loan). Ready Borrower can submit its loan application online with instant acknowledgement through SMS/email. The submitted application flows to the preferred bank as selected by the loan applicant with online notification to the Nodal Officer of the bank.
- Access to Non Financial Services - The applicant may search for contact details of the required handholding agency in the vicinity of his/her place of proposed enterprise (based on the state and district given at the time of registration) to avail services. The portal has mapped hand holding agencies in different areas of expertise viz. application filling/project report preparation, financial training, skill training, mentoring, entrepreneurship development programme, work sheds and margin money/subsidy schemes being operated by various state/central organizations/corporations.
- Stakeholders interface- Interactive portal helps to exchange messages through the portal with the stakeholders to improve response mechanism. Upon scrutiny of loan application, if required, bankers can seek additional information and in turn, applicants can submit the same through portal. Guarantee coverage- Portal provides the tentative eligibility upfront along with the check list for guarantee coverage.
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Steps to Access udyamimitra.in Portal

Visit
www.udyamimitra.in



Loan in easy steps for Business Enterprises and MSMEs

Registration

requirement

- Mobile number
- Valid e-mail ID

Publish all handholding programs / events on portal calendar

Handholding Agencies

E-Categorization of borrower and scheme

MUDRA → <₹10 lakh

SUI → between ₹10 lakh and ₹1 crore

MSME → ₹10 lakh to ₹1 crore (other than SUI)

fulfills

Trainee Borrower

Ready Borrower

Request for Handholding

Handholding Request responded

Apply for Loans in e-Marketplace

requirement

Document Checklist

Whether Guarantee Coverage Available?

Messaging through the Portal

Submit additional documents (if any)

Tracking of Application

Sanctioned

Not Interested

Disbursed

1. Application Filling / Project Report Preparation
2. Skilling (Vocational)
3. Financial Training
4. Entrepreneurship Development Program
5. Margin Money / Subsidy
6. Mentoring
7. Workshops



