

## Launch of New Scheme “Development of Industry Associations (DIA)” by SIDBI

“Development of Industry Associations” (DIA) is a strategic framework by SIDBI to strengthen India’s MSME ecosystem through proactive engagement with Industry Associations (IAs). It aims to enhance IA’s institutional capacity, foster sustainable and inclusive growth for MSMEs, and establish a mutually beneficial relationship with SIDBI. As on date, engagement with 105 IAs have been undertaken under DIA.

### **Key Objectives:**

1. Enhance IA’s Capacity: Strengthen IAs through formalized legal structures, improved governance, and operational efficiency.
2. Promote Cluster & Network Development: Foster sustainable growth within MSME clusters.
3. Dedicated Web Portal: Launch of dedicated portal for IAs for information dissemination and networking
4. Facilitate Policy Advocacy Enable effective representation of the MSME sector in policy discussions.
5. Develop Data and Insights: Create a robust database of MSMEs to inform policy.
6. Ensure Steady Revenue Streams: Enable IAs to assist MSMEs with Credit Connect under referral arrangements.

### **Development of Industry Associations**

A national digital platform empowering Industry Associations through a unified network.

### **For Industry Associations:**

- Collaborate Nationally to share best practices.
- Stay Updated on events and industry news.
- Influence Policy through collective data and surveys.
- Enhance Capacity to expand your reach and improve member services.

### **For MSMEs:**

- Collaborate with other MSME members
- Gain a Stronger Voice through a connected association.
- Participate in Surveys / Discussion Forums
- Access Better Support from a more robust support system

### **General Features :**

- Access to Publication and Reports
- Get in touch with SIDBI
- Access to MSME Profiles

For more information, log onto : D.I.A. Portal – <https://evolvemsme.in/home>