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DEUTSCHE ZUSAMMENARBEIT

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Status Update: GIZ – CII MSME Survey

17 June, 2020

OBJECTIVE

Analyze impact of COVID 19 on Energy Efficiency Demand and Shifting Business Scenario

PLAN OF ACTION

1

Study existing industry outlook on fiscal /monetary policies; anticipated production trends; finance requirements; technology innovation required

2

Understanding awareness & acceptance of Energy Efficiency (EE) measures

3

Exhaustive review of priorities to reboot production / sales in next 12 months

4

Analyzing technology needs (cluster-wise) and finance requirements; map with financing mechanisms available for EE

5

Identify pointed stimulus needs including need for viable ESCO business model

6

Dissemination of survey findings and suggestive recommendations with stakeholders through webinar(s)

Activities undertaken so far...

- Survey started on 09 June 2020
- Targeted group:
 - SMEs – 28 clusters
 - Industry Associations
- Reached out to over 8000 SMEs through social media & emails
- Response received till date: 37



Survey to analyse the impact of COVID 19 on Energy Efficiency demand and the shifting business scenario in MSMEs

2. Organisation Details

* 1. Basic details

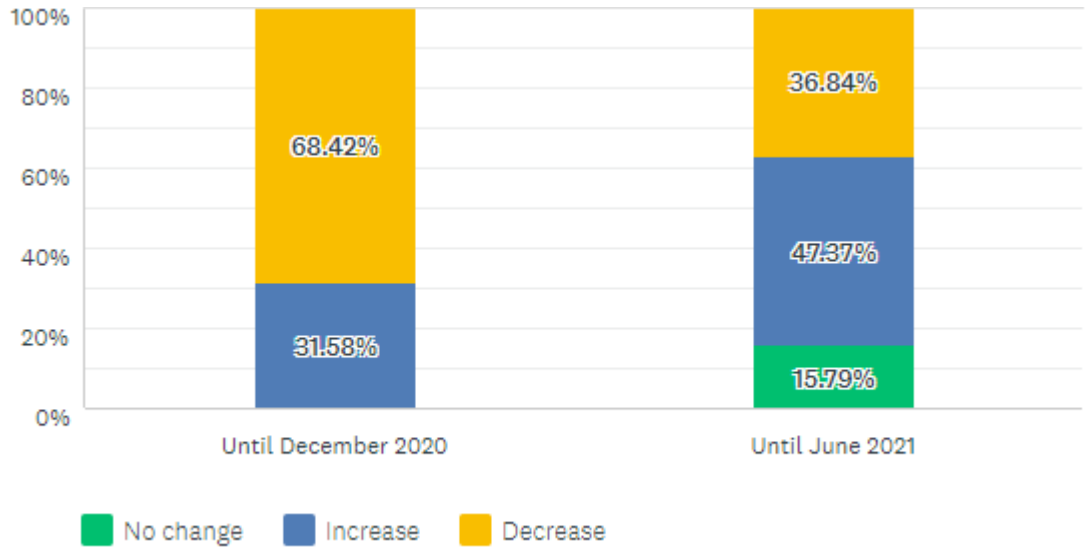
Company Name

Location

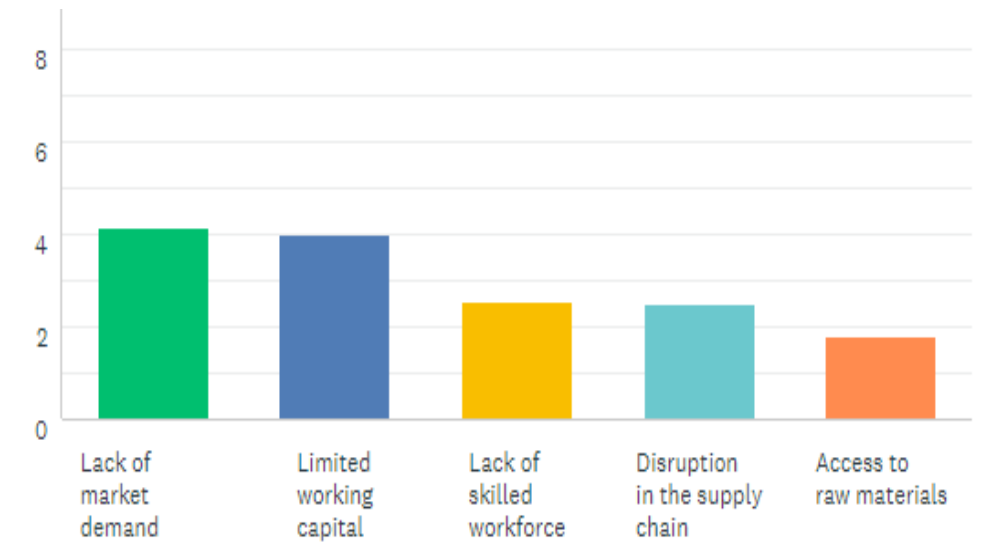
Your name

Contact No

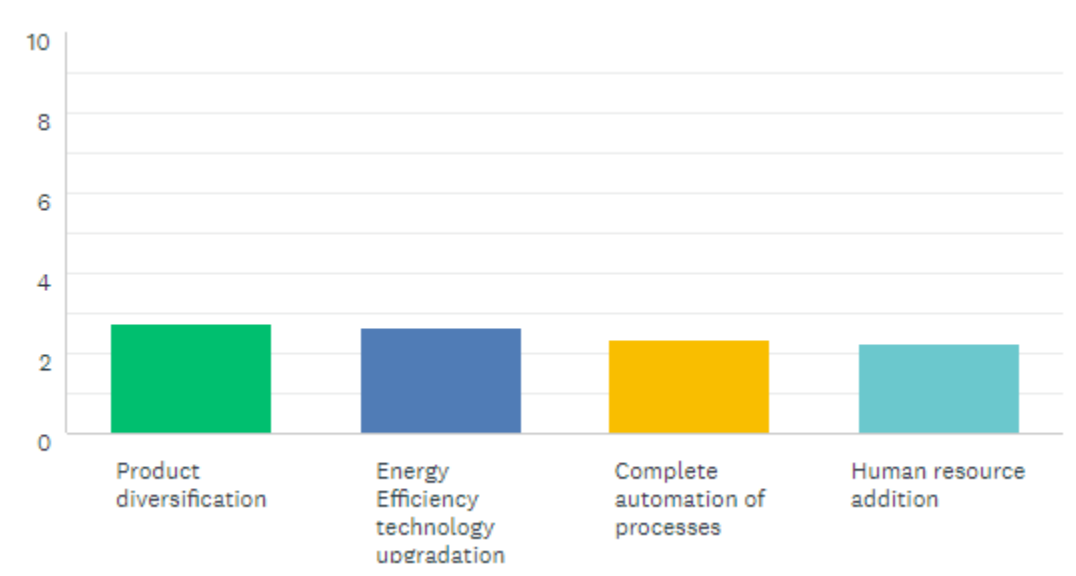
0 of 27 answered



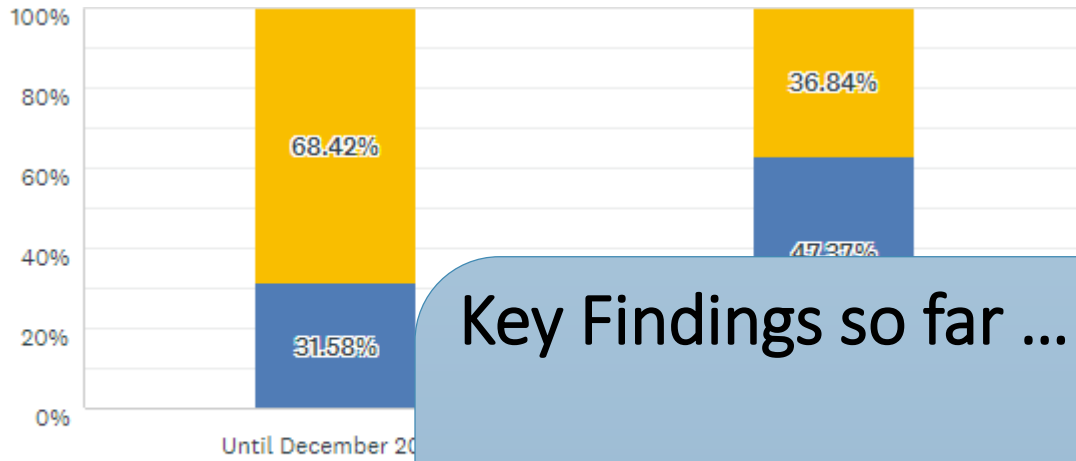
1. Expected production trends



2. Key challenges faced

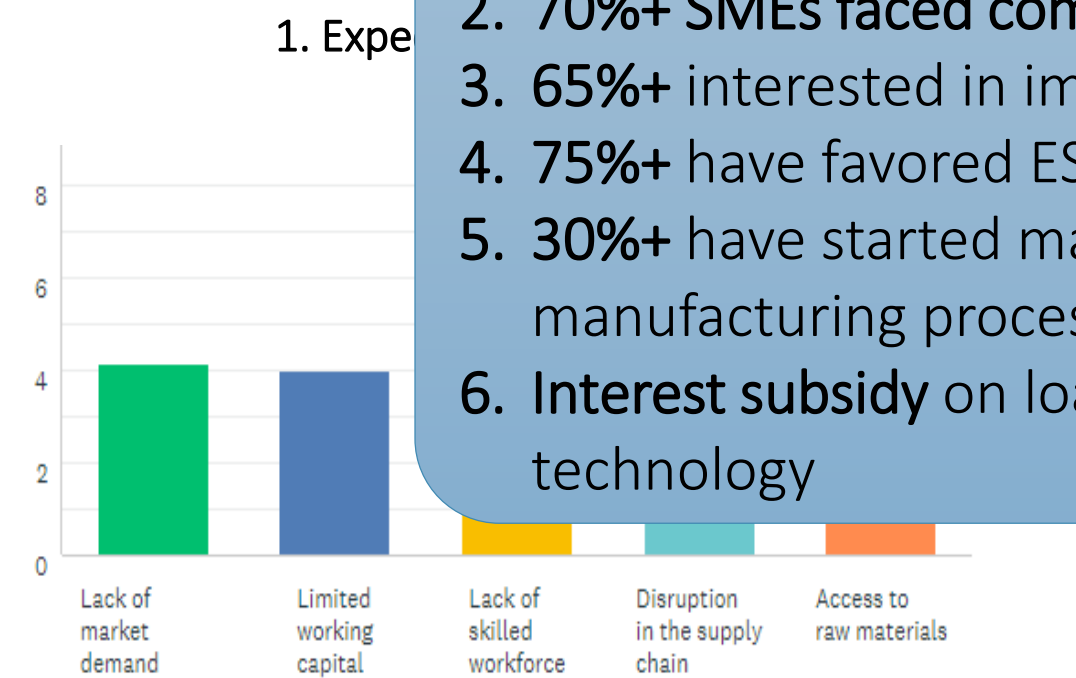


3. MSME priority post lockdown (descending order)



Key Findings so far ...

1. Responses received from **10 sectors**
2. **70%+ SMEs faced complete shutdown** in April and May
3. **65%+** interested in implementing EE technologies
4. **75%+** have favored ESCO model for project implementation
5. **30%+** have started manufacturing new products – Changes in manufacturing process & technology needed
6. **Interest subsidy** on loans is felt a key motivator to adopt EE technology



2. Key challenges faced