



**Global Bharat  
Program**

**THE BEST RUN**



# MAKING INDIAN MSMEs GLOBALLY COMPETITIVE

With the industry-wide disruption brought on by the pandemic, identifying pockets of growth has become all that more important. Micro, Small and Medium Enterprises (MSME) sector continues to be an unstoppable force in the revival of the Indian economy. As the Government shifts focus to a self-reliant or Atmanirbhar Bharat, there has never been a better time for MSMEs to flourish.



## Empowering Indian MSMEs to realize their full potential

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### Current Contribution

**29%**  
to India's GDP

**49%**  
to exports

### Expected Contribution

**50%**  
to India's GDP

**75%**  
to exports

These rapidly growing businesses are facing obstacles – digitization and the associated costs, supply chain inefficiencies and market access, talent acquisition and upskilling. That's why the **Global Bharat Program** equips MSMEs with world-class technology, training and global market access.

## Global Bharat: Helping MSMEs unlock a future-ready business

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This is a unique initiative by SAP in association with NASSCOM Foundation, United Nations Development Program (UNDP) and Pratham InfoTech Foundation. Global Bharat is envisaged as a catalyst for MSMEs, driving greater efficiencies and augmenting business value. By helping reassess critical processes, the program enables these companies to become future-ready. It follows a **three-pronged approach** – providing access to a global marketplace, digitally skilling the workforce, and digitally transforming the business.

[Explore the Program >>](#)

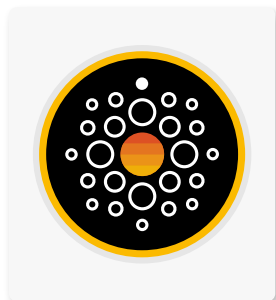
**~30%**

of SMEs (3.3 lakh businesses) with 8.6% CAGR can contribute \$1 Trillion to India's GDP by 2026.

**80%**

of SAP's customers in India are MSMEs, and Global Bharat seeks to empower them to become globally competitive.

# Three Pillars of the **Global Bharat Program**



## Global Market Access with SAP Ariba Discovery

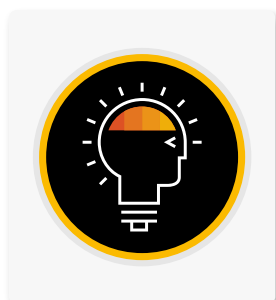
To help MSMEs build supply chain resilience, SAP is offering open access to the world's largest B2B network with **no fees through December 31, 2020**.

- The digital marketplace hosts transactions worth \$3.2 Trillion annually
- Over 70,000 Indian businesses use it to find leads every day
- The platform helps suppliers save time by connecting with active buyers across 20,000 categories
- It helps buyers discover alternative suppliers from among the 4 Million registered



Being on SAP Ariba, this is a sustainable e-commerce solution which is helping us keep our back office operations cost at bay.

– **Manjunath Prabhakar**, E-Commerce Manager, HP India



## Workforce Skilling with Code Unnati

To develop talent and upskill the MSME workforce, SAP has partnered with NASSCOM Foundation and Pratham for this **Golden Peacock Award**-winning digital skilling initiative.

- Delivered via Learning for Life – an intuitive mobile application
- Exclusive access to over 240 highly relevant digital courses
- Covers topical content such as Technology, Productivity, Soft Skills and more.



## Digital Transformation with Bharat ERP

To drive greater efficiency with global standards, systems and processes, SAP is offering MSMEs best-in-class ERP – SAP Business One Starter Package on cloud for just **Rs. 3,999 per user per month** (up to 5 users).

- Gain accurate insights and better control over the business with SAP HANA
- Reduce IT complexity, run your business from anywhere with the mobile app.
- Address business requirements and achieve greater compliance with Indian tax
- Receive standard on-going support which is built into the pricing

# Let your business lead **with Global Bharat**

The benefits of this program are available to members of **Growth Matters Forum** – an exclusive community of over 5,400 MSME business owners. The forum helps likeminded individuals connect, discover mentors, share ideas, and adopt best practices and more. Simply click on the link, fill in a few details and become a member today!

[Join now >>](#)

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