

Deepak Mohanty Committee, a committee constituted by RBI to study on Medium term path on financial inclusion, had recommended for exploring a system of professional credit intermediaries / advisors for MSMEs, which could help bridge the information gap and thereby help banks to make better credit decisions.

Certified Credit Counsellors (CCCs) is an attempt to strengthen the supply side by enhancing access to credit as also it gives due thrust to demand side issues of MSMEs particularly those at the bottom of pyramid. SIDBI shall be the implementing-cum-registration authority for CCCs. The Counselors to act as CCCs shall have to go for certification course for which IIBF has accorded approval. IBA has also agreed to be on the Inter Institutional Group. CCCs shall be boarded on the digital solutions portals (www.standupmitra.in, www.udyamimitra.in) managed by SIDBI to extend their services.

Under the governance framework, CCCs shall have to agree to a code of conduct, benchmarked fee structure, Do's and Dont's and performance evaluation. CCCs can provide services to candidates both from online request made on portal as also offline however for offline they shall have to feed information on services rendered. This shall enable the assessment towards their continuity as CCCs. CCCs can charge reasonable fee (as per cap prescribed) from the loan aspirants and they, in turn, can rate the CCCs based on the services received.

CCC can provide the much needed crucial connect to the credit and non credits players thus facilitating the inclusive enterprise development.. Their outreach shall span across the entire enterprise life cycle comprising of scoping/ideation, startup, setting up, stabilization, growth, maturity and. To start with, evolving a market for Certified Credit Counsellors(CCC) on pan India basis such that access to credible handholding services are taken care shall be prioritised. Attempting pilots , imbibing learning's, adopt and adapt to such pilots which are replicable and sustainable, devising scale up approach (both vertically and horizontally), integrating multiple players through co-ordination and taking along stakeholders through participative approach are integral to the development of sustainable CCCs.