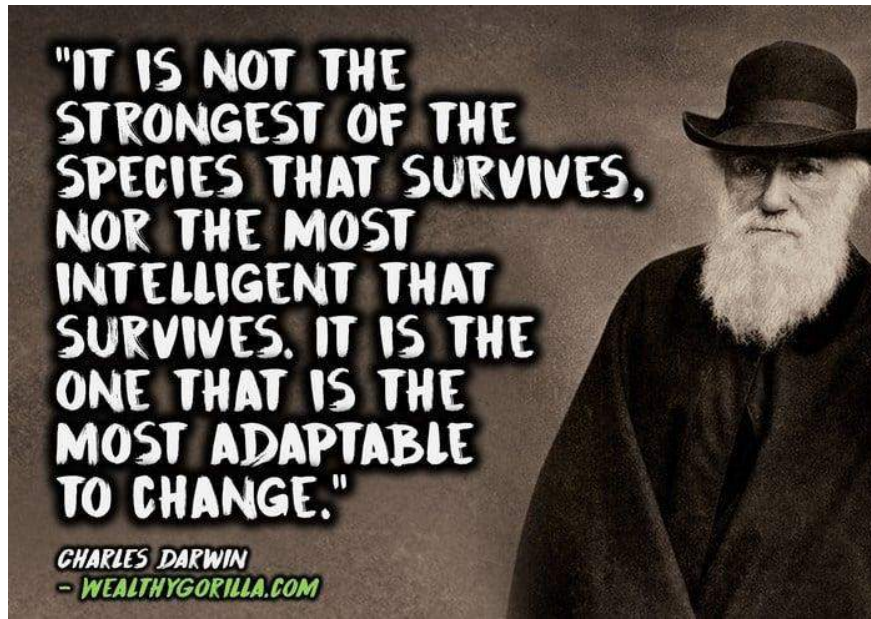


# Automation for MSMEs

**15<sup>th</sup> October 2023**  
Hotel Ornate, Guwahati



**CA Sanjib Sanghi**  
Vice Chairman, EIRC of ICAI  
Chairman EICASA, EIRC of ICAI



## Popular Quotes

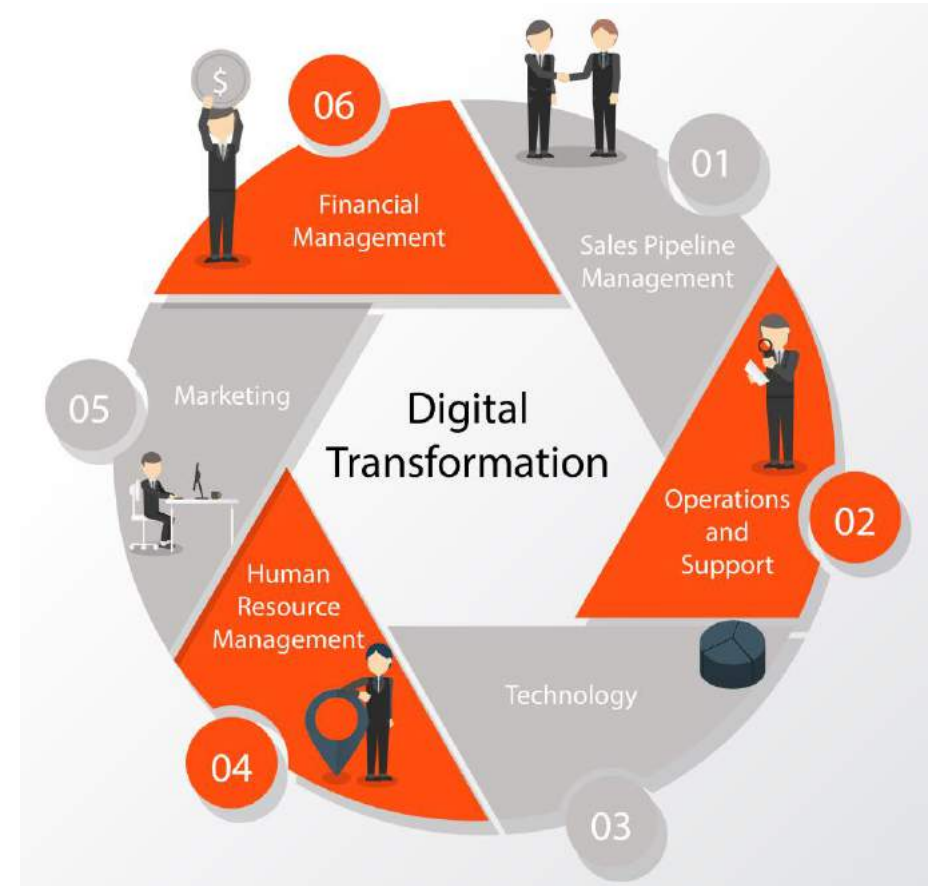
"The illiterate of the 21st century will not be those who cannot read and write but those who cannot learn, unlearn and relearn."

- Alvin Toffler  
(US Author 1928 - )



# Roadmap to Go Digital

- ☐ Go Paperless
- ☐ Manage Work Anytime from Anywhere
- ☐ Manage Employee Motivation
- ☐ Client Engagement & Experience
- ☐ Training & Increasing Learning Curve
- ☐ Digital Reputation
- ☐ Client Reporting
- ☐ Data Network & Cyber Security



# Solution

NEW MINDSET



NEW RESULTS

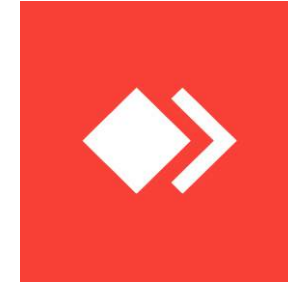
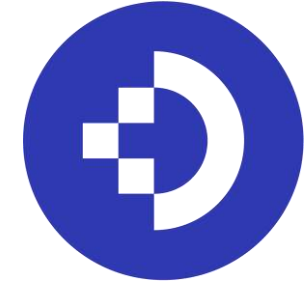
# Cloud Computing





# Tools for Automating MSMEs

- ❑ Time Management – Time Keeping
- ❑ Cloud Storage
- ❑ Remote Access
- ❑ Communication
- ❑ Resource Management
- ❑ Customer Management
- ❑ Cloud Accounting
- ❑ Data Security



# Communication Tools

## Virtual Meetings & Video Conferencing



**Zoho Meeting**



**Google Meet**



**Microsoft Teams**



**Zoom**



**Skype**

# Remote Access Tools





# File Sharing Tools



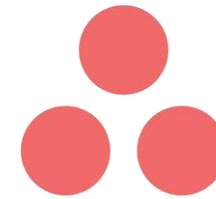
# Project Management Tools



Zoho Projects



Trello



asana

# Time Management Tools



# Cloud Accounting Tools



**ZOHO**  
**Books**





# Customer Relationship Management Tools

The final goal of Digital Transformation is enabling the best possible Customer/Client Experience.



# Human Resource Management Tools



K<sup>₹</sup>EDILY

bamboohR™

greytHR

HRMantra  
Lets Lead



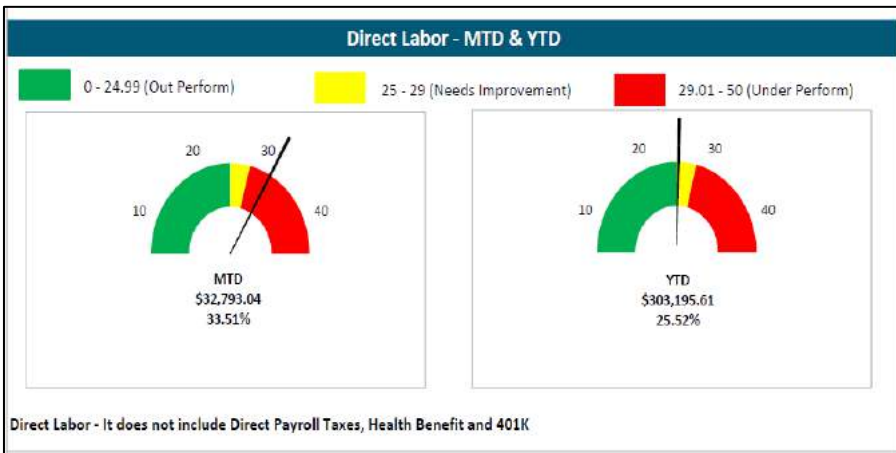
# Hiring Tools



# Data Visualisation



A Picture is worth  
a Thousand Words



# Data Security Tools



# Automating MSMEs with ChatGPT

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- ❑ ChatGPT 3.5
- ❑ ChatGPT 4 – GPT 4.0
- ❑ Dall - E

# Automating MSMEs with ChatGPT

Chat **G**enerative **P**re-Trained **T**ransformer



CEO Sam Altman

- ❑ Most Advanced Language Model
- ❑ Generate Human-Like Text Messages
- ❑ Utilizes Advanced Natural Language Processing
- ❑ Continuous Learning and Evolving

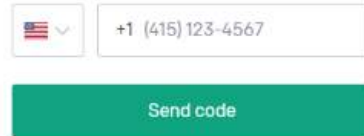
# How to use ChatGPT

**Step 1.** Go to [chat.openai.com](https://chat.openai.com) to access the Chat GPT login page, and click on the “Sign up” button to get started

**Step 2.** Fill out the registration form with your email address and password. Alternatively, you can sign up using your Google or Microsoft account

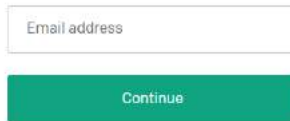
**Step 3.** You must verify your email address before you can get started. Check your inbox for the verification email

## Verify your phone number



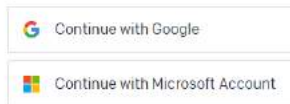
## Create your account

Please note that phone verification is required for signup. Your number will only be used to verify your identity for security purposes.



Already have an account? [Log in](#)

OR



## Verify your email

We sent an email to [redacted]@yahoo.com.  
Click the link inside to get started.

[Resend email](#)

**Step 4.** Once you verify your account, provide the required details.

**Step 5.** Next, enter a valid mobile number and input the code you will receive via text

**Step 6.** Now you can start writing your prompts and questions



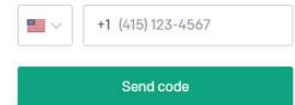
## Tell us about you



By clicking "Continue", you agree to our [Terms and Conditions](#) and acknowledge our [Privacy policy](#).



## Verify your phone number





# How can MSMEs use ChatGPT

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- ❑ Marketing Ideas
- ❑ Ideas for improved Cost-Effectiveness
- ❑ Suggestions for creating Online Presence
- ❑ Finding out Latest Trends
- ❑ Social Media Strategy
- ❑ Finding out Best Practices and Standards
- ❑ Learning about Compliances and Requirements
- ❑ Creating and Optimizing Website
- ❑ Ideas for managing Finances and Accounting

# How can MSMEs use ChatGPT - Examples

**Q:** How can I effectively market my products in Local Community?

Human-like Reply by  
ChatGPT 3.5 is: -



How can I effectively market my products  
in Local Market



To effectively market your products in the local Indian market, you can consider leveraging social media platforms, local events, and traditional advertising methods such as flyers, posters, and banners. Additionally, building strong relationships with local customers and businesses, offering personalized discounts, and ensuring high-quality customer service can significantly enhance your marketing efforts.



# How can MSMEs use ChatGPT - Examples

**Q:** What are some Cost-Effective ways for expanding my business?

Human-like Reply by  
ChatGPT 3.5 is: -



What are some cost effective ways for improving my business



Some cost-effective ways to improve your business in the Indian context include leveraging digital marketing tools like social media and email marketing, optimizing your business website for better visibility, implementing efficient inventory management systems, and exploring partnerships with complementary local businesses for cross-promotion. Additionally, offering customer loyalty programs and enhancing customer service can help improve your business without significant financial investments.



# How can MSMEs use ChatGPT - Examples

**Q:** How to design a website for my business?

Human-like Reply by  
ChatGPT 3.5 is: -



How to design a website for my business



To design a website for your business, you can consider using user-friendly platforms like WordPress or Wix, which offer intuitive templates and customization options. Ensure the website reflects your brand's identity and values, includes clear and concise information about your products or services, and is optimized for mobile devices. Integrate secure payment gateways if applicable, and include engaging content such as high-quality images and informative blogs to attract and retain customers.



# How can MSMEs use ChatGPT - Examples

**Q:** What are some Legal Compliances for MSMEs in India?

Human-like Reply by  
ChatGPT 3.5 is: -



What are some legal Compliance for  
msmes in India



For MSMEs in India, it's essential to adhere to legal compliance requirements such as obtaining necessary licenses and registrations, adhering to tax regulations, maintaining proper accounting records, and complying with labor laws. Additionally, ensuring compliance with environmental regulations, intellectual property rights, and data protection laws, as well as staying updated with changes in government policies, can help you operate your business smoothly while meeting legal obligations.



# How can MSMEs use ChatGPT - Examples

Q: How to increase reach for my Social Media Pages?

Human-like Reply by  
ChatGPT 3.5 is: -



How to increase reach dor my social  
Media pages



To increase the reach of your social media pages in the Indian context, you can employ strategies such as posting engaging and relevant content regularly, utilizing trending hashtags, and interacting with your audience through comments and direct messages. Collaborating with influencers or local businesses, hosting contests and giveaways, and using paid advertising tools can also help expand your social media presence and attract a broader audience.





# GPT 4.0 over ChatGPT 3.5

- ❑ Ability to process Images as Inputs
- ❑ Enhanced Contextual Awareness
- ❑ More Accurate and Human-like Responses
- ❑ Faster Response Time
- ❑ Greater Precision and Capability
- ❑ Expanded Knowledge Base



# Dall – E - AI Enabled Image Generator

- ❑ Evolution of AI Art
- ❑ Generate High Quality Images from Textual Descriptions
- ❑ Multi-Modal Abilities




 **OpenAI**  
**DALLE-2**



# **Automating Delayed Payments for MSMEs**





**Profit may be the marker  
of success for a  
business, but it is the  
cash flow that keeps the  
shutters open.**





# Earlier Measures by Government

In October 2017, the government launched the **MSME Samadhan Scheme** under which MSMEs that faced more than 45 days' delay in payment could approach MSEFCs in their state to fast-track the settlement of dues. Facts as on 1<sup>st</sup> April 2023:

Applications & Cases status of Micro and Small Units (MSEs)



# The New Clause

**Now, The Union Budget 2023** has delivered a clever solution to the persistent issue of delayed payments MSMEs in the country.

- ❑ **Section 43B (h):** “Any sum payable by the assessee to a MICRO or SMALL Enterprise beyond the time limit specified in 15 of the Micro, Small and Medium Enterprises Development Act, 2006,”





# How to Automate the Process?

Accounting Software's can help us in recovering Delayed Payments by providing an **Efficient Invoicing System**

- AR/AP Aging reports – Which tells you the list of customers who are due for payment in 45 days
- Automated/ Manual Reminders for your Invoices
- Customized Emails for the Reminders





# Reminders – Manual or Automated

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- Send Automated Reminders to customers for payment.
- Customised Email for the reminders
- Manual Reminders for specific invoices
- Deciding how many reminders do you want to give to your customers
- The number of days before or after that you want to give the reminder for the due date.





# Warning Message – Alerting Defaulters

- **Assess** the **Category** of the Customer – Individual, Company or Firm
- **Link** the Invoice Due Reminder to Government Issued Regulatory Updates regarding penalty for Delayed Payments
- Once a company ( as a customer of an MSME) defaults in payment of Dues within **45 Days** of Purchase, it would not be allowed to claim it as an Expense in it's Books of Accounts and Taxation.



# Thank You

Sanjib is a **tech-savvy, Practicing Chartered Accountant** with 25 years of experience as an entrepreneur in international FinTech industry.

With a passion for technology and digital transformation, Sanjib has been instrumental in guiding numerous professionals towards digitizing and automating their practices. His book "**The Digital Professional**" serves as a guiding light for fellow professionals to upskill themselves by leveraging technology in their operations.

He has a passion for sharing his experiences and knowledge and has provided **training and counseling** in numerous academic institutes, professional bodies, study circles, and merchant forums. He is a regular speaker on various topics, including Digitalization & Automation, Cloud Computing, Social Media Presence, Cloud Accounting, Entrepreneurship, DCMM, and Global Opportunities.

A multi-faceted personality, he is

- **Vice Chairman – Eastern India Regional Council of ICAI**
- **Chairman – Eastern India Chartered Accountants Students Association of EIRC of ICAI**
- **Vice President of BBD Bag Professional Association**
- **Vice President of New Alipore Chartered Accountants Society (NACAS),**
- **Executive Committee Member of Association of Corporate Advisers & Executives (ACAE)**
- **Executive Committee Member, Bara Bazar Library,**
- **Co-Chairman of the IT Committee of the Merchants' Chamber of Commerce & Industry (MCCI)**
- **Special Invitee to the Executive Committee of the Direct Tax Professionals' Association (DTPA).,**
- **Charter member of TIE Kolkata**
- **Senior Vice President of MSME Development Forum, West Bengal.**

Sanjib's desire to assist young minds in their careers inspired him to launch **Bhavishya Kiran**, a social initiative that trains individuals in software skills that are essential for securing decent jobs. He is one of the Trustee of **Maharaja Agrasen Hospital, Siliguri**



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