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### **The Progression of Fintech In Boosting The Growth of Smb's And The Role Of Technology In Business**

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#### **ABSTRACT:**

Small and medium businesses are growing rapidly and play a very important role in the growth of country economy, and it has become the major source of innovation, employment and industrialization of all the areas in the country. Small and medium business sector contributes up to seven percent of the manufacturing GDP. Increase in purchasing power and improved policies are driving the growth of Small and medium business industry in India. Financing is a vital side of each section of a medium business. Difficulty in obtaining access to credit and finance may be a massive challenge that tiny businesses face. With the rise of the Fintech industry and companies, more and more financing options and instruments that are accessible and affordable for small businesses are available. New credit-scoring mechanisms, usage of information and analytics, automation of cumbersome processes, and simplified user journey strategies area unit serving to tiny businesses get access to finance. Fintech players have additionally allowed SMBs to induce loans and credit quicker with lowest work, documentation, and collateral. This will facilitate entrepreneurs specialize in their core business rather than worrying regarding the gaps in their income.

**KEYWORDS:** Fintech, SMB's, Technology, Financial support, strategy.

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## **ROLE OF TECHNOLOGY**

The role of technology has been emerged to be a one of the biggest drivers of the SMB sector in India. The change in the technology and consumer behavior has been an aspect of the growth of digital technologies, platforms, and the internet has enabled entrepreneurs and small businesses to expand their reach to newer markets and outside their existing physical limitations. As additional shoppers embrace the web and mobile channels, digital becomes a huge opportunity for the growth of SMBs and emergence of new ones. Digital SMBs are growing doubly as quick as offline SMBs. Almost 32 percent of Indian small businesses are now online, and there is a long way to go. There is a lack of awareness, access, and support that acts as a restriction for SMBs to go online. We will also see more small businesses adopt the internet to run their businesses and engage with customers. Initiatives by the govt. and therefore the personal sector, the push for monetary inclusion, changes within the payments scheme, and changes within the method shoppers interact goes to extend the pace at which small businesses adopt technology and the internet faster in the forthcoming year.

India ranked second in the growth rate in adoption of fintech among digitally active consumers across the globe; this gush was paralleled by the rise in fintech funding. The Economic analysts predict that the next inducement for growth in the Indian economy will come from SMBs and startups. This is a great prospect for the fintech industry, above all startups, to make it easier for SMBs, including kirana and mom-and-pop stores that are looking to gain access to capital and grow their business, by providing services where traditional banks and lenders have failed to reach and they have provided services so far at higher cost.

In the midst of the initiation of the information technology, computers, phones, and software, commerce have been able to transform from local mom and pop shops to international household names. In order to stay up with competition as an outcome of web commercialization, corporation area unit progressively turning to data technology or hardware, software, and telecommunications networks to contour services and enhance performance. As such, data technology has become a vital feature within the business landscape that has helped corporation cut prices, improve communication, build recognition, and liberate a lot of innovative and enticing merchandise.

The Data technology smooth the progress of Strategic Thinking .The solitary advantages of data technology is its ability to enhance a corporation competitive advantage in the marketplace, by facilitating strategic thinking and knowledge transfer. Accessing and influencing social networks and subscription databases, for instance, has enabled companies the ability to assemble, interpret and transfer information more than ever before. This has given commerce consummate access to

customers and consumers, enabling institute to deliver new and enhanced products. Consequently, when used as a strategic investment rather than as a means to an end, data technology provides organizations with the tools they need to properly evaluate the market and to implement methods required for a competitive edge.

Technology will be embedded in everything in the digital business of the outlook. The society which is equipped with state-of-the-art technology will enjoy competitive advantages, better productivity and cost savings. There's an increased number of customers go online for their banking needs, their data and privacy cannot be compromised; the solutions to enable the security of transactions through technologies such as block chain, the faster we can expect the digital payment industry to elevate. Fintech startups can play an important role in making this turn out. As these firms discover new B2B horizons like insurtech, credit loans, and digital business services, the variability of enterprise and SMB-focused horizontal solutions still continue to expand, but pave the way by means of security.

Financial technology is helping petite companies in a lot of ways, from innovative accounting software to financial management, insurance and business valuation services. Fiscal services source have under reserved petite businesses as a result of they create less revenue than larger companies. Though Fintech source are finding ways in which to serve even the negligible businesses beneficially. It has formed an infrastructure wherever any depositor, big or small, can lend to small businesses. Consistent with the World Bank cluster, these exemplify information privacy as customers progressively more share their records in return for personalized services, whether or not investors in peer-to-peer lending are fully aware of the risks, and whether or not fin techs have enough superior competence to know and monitor new applications.

## **CONCLUSION**

It is not possible to achieve future business success while not investing the advantages of data technology during this digital age. The companies need to bear an affordable price to realize this success as a result of development. Innovative approach in business strategy, using extremely trained IT professionals and creating right selections at right time square measure the requirement of business success. As IT solutions still increase the productivity, effectiveness of business operations and communication, business can still accept data Technology for achievement.

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