

Evaluating the Effectiveness of FINTECH in Addressing MSME Credit Gaps.

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Abstract: *This study examines how Financial Technology (FinTech) is helping Micro, Small, and Medium-Sized Businesses (MSMEs) in India close the credit gap. MSMEs, which employ more than 110 million people and account for 30% of India's GDP and roughly 45% of exports, are essential to economic growth. Nevertheless, because of their short credit history, lack of collateral, and complicated documentation, MSMEs continue to confront obstacles accessing formal financing. With its ability to facilitate digital financing, mobile payments, automated accounting, and alternative credit scoring through the use of big data and artificial intelligence, fintech has become a disruptive force. FinTech's contribution to improving MSME finance access, operational effectiveness, and long-term sustainability is examined in this study using secondary data. In order to promote inclusive digital transformation, it also assesses adoption barriers, particularly in rural areas, and makes policy recommendations*

Keywords: Digital Lending, Credit Gap, Operational Efficiency, FinTech, MSMEs, Digital Transformation

