

TITBITS OF SME HISTORY

From
ISED Small
Enterprise
Observatory



Creating a New Platform for Communicating MSME Concerns

The world recession has brought the micro, small and medium enterprises (MSMEs) sector into a new limelight. Many countries, especially the EU and the UK, consider SMEs as a shock absorber. In India, despite the policy packages of the Government of India and the RBI, industry really feels stringencies, having its ripples at the grass roots. Besides, the more recent phenomenon of mounting inflation, means that the consumption basket of the common man gets increasingly reduced, he has to depend increasingly on cheaper goods and services, which often are provided by the MSMEs.

Besides this objective ground for promotion of MSMEs, in times of an economic shock,

there lies the reality of a poor delivery system. The mechanisms for mentoring new entrepreneurs, providing expert advice, and highlighting success stories, do not really happen meaningfully in the Indian context. The tragedy is that the communication lines between the entrepreneurs, aspirants and the promotional agencies are too weak to deliver any effective response.

Here comes the imagination of the Institute of Small Enterprises and Development (ISED) Cochin, to offer a new platform for communication and dialogue. ISED Small Enterprise Observatory (ISED - SEO) an innovative platform within the Institute comes out with a variety of solutions for

addressing the so-called "invisibility syndrome," which in most cases, peg the MSMEs in the ratchet of policy neglect.

One of the means identified by the Observatory to address this problem is Sector reporting. Beyond a report card, this annual exercise by the Observatory provides a comprehensive analysis of 'what is, and would be' of MSMEs. The 14th Report in the Series was brought out by Dr. K.C. Chakrabarty, Deputy Governor, Reserve Bank of India, recently. According to Dr. Chakrabarty, "this Series is a powerful tool for the MSMEs to analyse their own environment, articulate their needs, and understand the 'would-be's'..."

of promoting MSMEs Success
■ Customer Care - Mantra for
■ Mentoring for Successful
■ Angel Investing