

June 2016

# The Observatory Mirror



## ISED SMALL ENTERPRISE OBSERVATORY

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**Gender and Enterprise**  
**Local Economic Development & SMEs**  
**MSMEs: Public Policy and Practice**  
**Public Policy : Global Experience**  
**Advocacy for Enterprise Development**  
**Social Enterprise Policy**  
**Public Policy : The ISED Touch**



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## Public Policy in Spotlight

Public policy is a fashionable topic in the semantics of development theory and practice today. In a democratic system, people are always on the lookout, for early solutions to their pressing problems. Following a 'bottom of the pyramid' approach, governments, on a priority basis, would naturally try to solve the problems of the majority sections of society. In order to make the best out of democracy, there is a need for problem solving at the grass root level. It obviously, demands an analysis of the existing situation, as also a blue print on future strategies. These strategies can be, to do something, or not to do. How the government utilises the options before it, is what 'public policy' all about.

Enterprise development is a critical theme of today. In order to take this agenda forward, we need to learn from past experience within India and in other countries. This issue of the Observatory Mirror seeks to outline the broad contours of the focal theme of public policy. Based on the findings of some of the recent studies at the Institute, an attempt has been made to explain how a public problem gets shaped, and how it leads to public policy. This issue also highlights on some of the recent studies and initiatives of the ISED centre for public policy, which we hope, may be of interest to policy makers and practitioners.

A handwritten signature in black ink, appearing to read 'P.M. Mathew', written in a cursive style.

*P.M Mathew*

## Enhancing inclusion through Knowledge

The enhanced growth of the global economy brings, along with it, significant inequalities in income and wealth. The burden of such inequalities is disproportionately distributed among various social categories of people. In India, this gets reflected largely in the case of women, scheduled castes and tribes, and some of the minority communities. The country attempts to solve this problem through specially targeted programmes and the reservation criteria. However, specialised knowledge inputs have a major role in addressing this problem. ISED was approached by the Union Ministry of Women and Child Development to develop the blue print of a 'Gender and Enterprise Observatory', on lines of the Institute's concept of the 'ISED Small Enterprise Observatory'. The Institute has come out with some actionable research findings and has made its recommendations to the Government of India. As part of ISED Small Enterprise Observatory, the institute has already set up a 'Gender and Enterprise Observatory'.

## ISED -SEO : A Milestone in Policy Support

In the area of enterprise development, the enhanced role of knowledge systems has been widely accepted today. In the U.S.A , the Small Business Administration plays a major role. In Japan, regular analysis of the state of small enterprises, come out. In India, there are many critical gaps in this area. The ISED Small Enterprise Observatory is a step forward in offering a knowledge platform for the SME sector. It brings out regular reports on the state of enterprise and entrepreneurship in the country.

## Local Economic Development and Enterprise Policy

Along with the high rate of economic growth of the country, India faces a significant problem of surging aspirations of its people, especially of the young. As democracy deepens, such aspirations need to be increasingly addressed, especially with focus on local economic development. Given the constraints of other resources, it is enterprises that can meet such local aspirations to a significant extent. A recent research at ISED looks into the various dimensions of local economic development in the Indian context. In India, public policy has not yet given adequate focus on this subject. The ISED research brings out the strategic position of local enterprise development in the Indian context.

## Policy and Practice: Lessons from India

What is there in a policy statement? It is a thumb rule on what the government will do and what it will not. But more than that, practice is something that affects the day to day life of the people for whom the policy is meant for. For MSMEs, there cannot be good policy without good ground level experience. Ground level experience, by itself, cannot lead to good policy also. A recent research at ISED looks into this umbilical relationship between MSME policy and practice in India. ISED Policy Brief entitled, '*MSMEs in India : Public Policy and Policy Institutions*', looks into their mutual relationships, and brings out some grey areas that demand further investigations.



## Policy Making for Enterprise Development: Advocacy role neglected

Advocacy is a relatively new area of intervention in the policy space in many countries. Governments often come out with several policies for development. But unless there is a strong mechanism for advocacy, these policies are not likely to yield positive results. While the advocacy role for enterprise development is performed by various actors in different countries, India's experience stands out. Unlike in the U.S.A, U.K and Japan, India does not have an official advocacy platform for enterprise development. Perhaps, advocacy is perceived as a bad word in administrative circles.

A research at the ISED, jointly with the Durham University Business School in U.K., tries to analyse this problem and to offer some solutions.

## Public Policy: Global Experience

Public policy in the area enterprise development arises out of the overall needs and initiatives for economic development in a particular country. The developed countries of the world, and the emerging economies, on the other, demonstrate distinct policy thrusts. Many of the developed countries, especially in the European Union and North America, demonstrate an experience of policy, supported by effective databases and knowledge base. However, the emerging economies often show a mixed picture. An ongoing research at the ISED examines the comparative experience of developed and emerging economies. The study has a focus on the experience of India and the U.K., in particular.

## Regional Development Policy in India

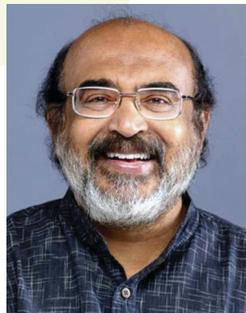
India's federal system has produced a diverse experience of policy and practice relating to its MSMEs. However, policy statements have often failed to grapple with the ground level realities and needs. A recent research document at ISED looks into the policy experience of India under Co-operative Federalism. The publication has been brought out under the Policy Briefs series of the Institute.

## Social Enterprise Policy

Considering the hugeness of the country, India faces several problems relating to sustainability, such as social tensions, environmental degradation, and economic inequalities. Governments often do not address the issue of sustainability. Instead, they often try to find solutions to particular problems. A recent research at The ISED examines the relationship between social tensions and entrepreneurial solutions. Taking the case of Kerala, the study says that a new orientation and policy approach to social enterprise can help the country to achieve sustainable development, and to minimise social tensions.

## ISED Submits Pre- Budget Memorandum

Against the background of the forthcoming Kerala Budget on July 8, ISED has submitted a Pre-Budget Memorandum to the State Finance Minister. The Institute makes a detailed analysis of the background factors and pressures on the State Budget, and advocates a social needs based approach to enterprise development in the State. Kerala's critical problems of water, unsafe food and eating houses, pesticide-soaked vegetables, agricultural decline, and environmental degradation, needs intelligent entrepreneurial solutions, wherein, the potential of the millions of existing and potential entrepreneurs need to be harnessed. Unlike in the past, the State needs to play only a supportive role, rather than intervening directly, the Memorandum says.



The ISED Memorandum also specially notes the significantly low share of self employment in the State, and the enhanced thrust on out-migration, thereby creating a dependent economy. Unless the credibility and clout of the private sector is regained, Kerala's dreams of sustainable development is likely to remain a pipe dream. ISED plays a responsible role in contributing to the Planning and Budgeting exercises in the State and at the national level in various capacities.

## ISED Team appointed at High Power Committee

The Institute of Small Enterprise and Development , has been appointed by the Government of India as Institutional Associate to the Prabhat Kumar Committee on MSME Policy. Mr. Prabhat Kumar, former Cabinet Secretary to the Government of India, was appointed by the Prime Minister in February this year as Chairman of the High Power Government Committee. This Committee has the task of reviewing the policy and practice of MSME development in the country, and to make recommendations on future policy directions. The recommendations of the Committee are expected to lead to some significant changes in MSME administration in the country, especially in the context of the new thrust given to start-up and innovation, as also the introduction of tools like the Udyog Aadhar Memorandum(UAM).

ISED, as a policy think-tank, has the responsibility of research and analysis, and to help the Committee to shape its final recommendations. The Committee has been provided with office and necessary infrastructure at New Delhi. ISED will co-ordinate its operations simultaneously from New Delhi, and from its head quarters in Cochin. The Institute, a strong advocate of decentralisation of MSME administration, was the propounder of a Unique Identification Number(UIN) for MSMEs , way back in 2001. The dream has come true in the form of Udyog Aadhar Memorandum(UAM).

The Institute has earlier served in several policy bodies of Government of India, including, Dr. S P Gupta Committee on Development of Small Enterprises at the Planning Commission, Dr. Praveen Visaria Committee on Unorganised Manufacturing at the Ministry of Statistics and Program Implementation, and the Consultative Group on the Unorganised Sector at the Prime Minister's Office(PMO).

The Institute at Vennala, set up in 1988, is a specialised knowledge institution in enterprise development, and small business in specific, and has gained several international and national recognitions since inception. The Institute is involved in research, advisory services and training. The Institute has a specialised Centre for Public Policy, under which the policy studies and related activities are coordinated.

ISED, a Consultant to ILO, UNIDO, and the ADB, is founder of innovations in the SME field, such as, 'Small Enterprise Observatory', 'Regional Enterprise Development Audit', and the 'India MSME Communication Programme (IMCP)'. It has advisory role with various Union Ministries and State governments. The Institute has also served as Member of the Executive Council and Programmes Committee of the Indian Association of Social Science Institutions(IASSI),the apex body of social science research Institutes and Universities in the country. It has also served as Member of the Standing Credit Advisory Committee on MSME Finance at the Reserve Bank of India, and the State Level Bankers Committee (SLBC),Kerala.

## ISED Centre for Public Policy

In much of the development discourses, the role of public policy has not been adequately addressed. Irrespective of the concerns and good intentions of programmes and interventions, it is public policy which shapes the society into what it is. On the other hand, policy in itself, is a reflection of the society we live in. The importance of a focused attention on public policy lies in the fact that, it is a vital factor which shapes markets and human behaviour. Seen from this angle, the studies at this Centre are anchored on three aspects: (a) policy architecture; b) policy process; and (b) the impact of policies.

The activities of this Knowledge Centre includes, research, advisory services, and other related activities. For more details, please visit [www.isedonline.org](http://www.isedonline.org).

## ISED Knowledge Centres

- Centre for Enterprise Development
- Centre for Social Development
- Centre for Public Policy Studies
- Centre for Responsible Business
- New Economy and Local Economic Development Centre (NEWLED)
- Centre for Financial Education and Research
- ISED Centre for Economic Research
- Centre for Monitoring Enterprise Development in the States (ISED-CMEDS)

- ISED-173 A Directory of Women's Industrial Enterprises in Kerala
- ISED-085 A Situational Analysis of Small Industry Associations in India
- ISED-022 Aasoothranathinte Puthiya Maanavum Vyavasaya Valkaranavum (Malayalam)
- ISED-049 An Approach Paper on Development of Small Enterprises in Kerala
- ISED-128 An Evaluative Study on Women's Organisations in Kerala
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The Political Economy of Women's Organisations in an Indian State(1880-1984)
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ISED-186	Evaluation Report on Co-operative Rural Development Project
ISED-060	Feasibility Study for a Non-Banking Financial and Investment Company
ISED-045	Finance for Small Enterprises in India,
ISED-104	Financial Sector and SMEs in India: Problems and Prospects
ISED-043	Financing MSMEs: Towards a Business Case
ISED-109	Flexible Specialization for Developing Economies
ISED-198	Gender and Enterprise in India: Key Issues in 2015
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ISED-134	India : Manufacturing Competitiveness in MSMEs
ISED-073	India : MSME Programmes and the Progress Card
ISED-090	India : The Regional MSME Scene
ISED-012	India Micro Small and Medium Enterprises Report - 2007
ISED-014	India Micro Small and Medium Enterprises Report - 2008
ISED-015	India Micro Small and Medium Enterprises Report - 2010
ISED-018	India Micro Small and Medium Enterprises Report - 2011
ISED-016	India Micro Small and Medium Enterprises Report - 2012
ISED-017	India Micro Small and Medium Enterprises Report - 2013
ISED-019	India Micro Small and Medium Enterprises Report - 2014
ISED-191	India Micro Small and Medium Enterprises Report - 2015
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ISED-063	India Needs a Small Enterprise Commission
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ISED-195	India: MSMEs Under Co Operative Federalism
ISED-061	India: Next Generation Strategies for MSME Development
ISED-202	India: Start-ups, Skills, and Entrepreneurship
ISED-041	India: The Economy, Political Transition and MSMEs
ISED-054	India: The Regional Ecosystem and MSMEs
ISED-023	India: The State of Development of Small and Medium Enterprises -2005
ISED-004	India's MSME Ecosystem: Change and Choice

Book ID	Title
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Book ID	Title
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ISED-034	MSMEs in India: Focal Themes of 2014
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ISED-115	Rural Entrepreneurship Clinic - Kalady, Kerala
ISED-177	Rural Entrepreneurship Clinic - Kattanam, Kerala
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- ISED-081 Women and the so-called Informal Sector
- ISED-072 Women Enterprises: Cluster Approaches for Marketing and Outsourcing
- ISED-110 Women's Industrial Employment in India
- ISED-006 Yes, the Small is Beautiful

## Data Products

The data products at the ISED Small Enterprise Observatory satisfy the needs, and answers questions raised by a wide spectrum of clientele: entrepreneurs, financial institutions, promotional agencies, researchers, policy makers, educational institutions, academia. These include, Sub sectoral Profiles, Regional Profiles, Project Profiles, MSME Connect and Data Sets (Generic Set, Sub sectoral Set and Geographical Set)

Please contact us: Tel: 0484 2808171, 2808727, 2809884  
Email: [info@isedonline.org](mailto:info@isedonline.org), [seo@isedonline.org](mailto:seo@isedonline.org) Website: [www.isedonline.org](http://www.isedonline.org)

### A Special Appeal

Dear friends,

At the ISED, we are happy to announce the formal launch schedule of the nineteenth volume of 'India MSME Report', during the first week of September 2016. The Report, and the ISED Small Enterprise Observatory that takes the lead in bringing it out over the years, have learned a lot from the stake holders and practitioners in India and abroad. Such understanding, contacts, and linkages, make us capable and embolden us to comment upon some of the key policy issues in the subject area.



India MSME Report 2016 has the focal themes of 'Public Policy, Governance, and Change'. As all of us know, there is a lot of talk about the MSME role in the economy. In fact, much of that story has been created by the drive and dynamism of the entrepreneurs, and much less by promotional initiatives. But public policy really matters, as it is decisive on the thumb rules of development agenda.

At the ISED, our team has been meticulously working on meeting the dead line. Detailed discussions with various stake holders, including entrepreneurs, associations, financial institutions, promotional agencies etc, are in progress.

Over the years, the 'India MSME Report' has been able to trigger policy debates, and has contributed to action at various levels. With that confidence, we solicit sharing with us your comments, suggestions and concerns. Please forward your notes across to the Coordinator, India MSME Report 2016, either through e-mail, or telephonically (e-mail: [seo@isedonline.org](mailto:seo@isedonline.org), Tel: 0484-2808171).

With good wishes,  
P. M. Mathew  
Co-ordinator, MSME-2016

# INDIA MICRO, SMALL & MEDIUM ENTERPRISES REPORT 2014

Releasing soon....

## Micro, Small and Medium Enterprises in India:

Towards Enterprise Security &  
a Medium-term Agenda (2014-2019)

Medium Term Agenda 2014-19  
Enterprise Security Legislation  
MSME Health  
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"The work of specialist institutions like ISED is of great relevance to entrepreneurs and policy makers alike....."

**Shri. Narendra Modi**, Prime Minister of India

"But even in this era of globalization, we live in neighbourhoods and communities. The 'Small Enterprise Observatory' at the ISED and the 'India MSME Report' Series reminds us of that....."

**Padmabhushan Mark Tully**, veteran Journalist and author.



"NPA creation is not a sin. Informed decision making and hand holding are critical in ensuring in MSME health..... The rich work of ISED in this regard is commendable."

**Mr. S.S. Mundra**, Deputy Governor, Reserve Bank of India



Institute of Small Enterprises and Development (ISED) is an interdisciplinary Centre with small enterprises as its key constituency. Along with research, advisory services, advocacy, networking, and training, the Institute is an active participant to policy dialogue on small enterprises. The Institute is affiliated to the Indian Association of Social Science Institutions (IASSI), as its Permanent Member.

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