

October 2016

The Observatory Mirror



ISED SMALL ENTERPRISE OBSERVATORY

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FICCI-ISED Meet on MSMEs

Monitoring India's MSME Subsectors

MSME Exports: The Fifth Wheel ?

Modelling Business Development Services

Finance Park: New Dimensions

What is 'Ease of Doing Business'?

District Industries Centres: A Fresh Look

Economic Governance: Back to the Fundamentals



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Brooding Over the so-called Start-up

Where the subject of small business is discussed, promotion of 'start-up' is a catch word of the times. The term is often used even by practitioners and policy makers, without going into its true meaning. For many, it is something connected with information and communication technologies. In India, though there is a major flagship programme in the subject area, the tragic experience is that, even many of the promotional agencies have failed to understand its huge potential. 'Enterprise lifecycle', 'hubonomics', and 'circular economy' are, of course, hard nuts to crack! But, they are going to shape our future.

Though India entered into a major economic reforms era in 1991, beyond some of the legislative measures and institutional changes, the country is still reluctant to go beyond some of the archaic legislations and cultural practices in government. For instance, though public-private partnership is the accepted policy paradigm, it is still a concept of convenience in government. E-governance is often suggested as the indicator of democratisation and transparency in government. But, from 'public governance' to 'economic governance', the country has miles to go. These are some of the critical issues that haunts and present sleepless nights to the SME entrepreneurs who are much less articulate and influential.

This issue of the 'Observatory Mirror' examines some of these, and related issues of concern to sustainable development of enterprises and entrepreneurship. I hope, beyond bringing to light some of the relatively less known aspects and issues, the few pages ahead would contribute to a healthy discussion on the way forward for micro, small, and medium enterprises.

A handwritten signature in black ink, appearing to read 'P.M. Mathew'.

P.M.Mathew

FICCI-ISED Meet on MSMEs

The Federation of Indian Chambers of Commerce and Industry (FICCI) and the ISED joined together to organize a National MSME Conclave at New Delhi on September 19. The event was organised by FICCI, with ISED as the Knowledge Partner. The day-long deliberations, which covered plenary Theme Sessions, dealt with several key issues of MSME development. The ISED Knowledge Paper on 'Improving Ease of Doing Business : A Review of Union and State Initiatives in India', was formally launched by Mr. K.K. Jalan, Secretary, Ministry of MSME, Govt of India, giving a copy to Ms. Panudda Boonpala, Regional Director, International Labour Organisation. The speakers included, Mr. K.K. Jalan, Mr. Didar Singh and Dr. P.M. Mathew.



**'Propelling MSME Growth:
Ways & Means'**

SUMMIT - 2016

September 19, 2016 - New Delhi

The Inaugural was followed by four Plenary Sessions: The session on 'Centre and State initiatives for improving ease of doing Business for MSMEs', was remarkable for the content of its debates, as also the spectrum of speakers. Mr. Ajay Shankar, Former Secretary, Department of Industrial Policy and Promotion, and Former Chairman, Expert Committee on Regulatory Approvals, by the Govt of India, as the moderator, pointed out the key issues relating to policy and practice relating to ease of doing business. Dr. P.M. Mathew highlighted the critical gap between 'public governance' and 'economic governance' in India, which is decisive in shaping and ensuring results from the 'ease of doing business' initiatives. The other speakers included Shri. K.C.Tyagi, former Member of Parliament, Shri. Surendra Nath Tripathi, Additional Secretary and Development Commissioner, Ministry of MSME, and Mr. Sanjeev Gupta, Additional Secretary, Department of Industrial Policy and Promotion.

ISED inducted into the Kerala Planning Group

Against the background of the formulation of the 13th Five Year Plan (2017 - 2022), the Government of Kerala has constituted a Working Group on Micro, Small and Traditional Industries, under State Planning Board Order no : SPB/295/2016/I&I(WG-5) dated: 23/09/2016. ISED has been invited to be a Member of the Committee. The task of the Committee is to review the existing programmes and policies, and to make recommendations on programmes and policies for the next five years.

ISED Observatory enters the Third Decade

The ISED Small Enterprise Observatory enters its third decade of existence on December 10 this year. The Observatory that was set up on December 10 1997, at the 'International Conference on Small Enterprise Development in the Asia Pacific Region', held at Cochin, is a unique experiment at the international level. Its membership base, as also the the concept of 'Inclusive Partnership that provides its support base, make it stand up. The India MSME Communication Program, and its two components, ie., 'India MSME Report', and the 'India MSME Darshan', are unique experiments in communicating the MSME Interests in society.

Monitoring Subsectors: The Need of the Times

The flagship public programmes of India, especially 'Make in India' and 'Start-up India', provide a reasonable direction and focus relating to promotion of enterprise and entrepreneurship. However, beyond this policy direction, there is need for concrete action at the ground level. ISED, through the 'India MSME Report' Series, has analyzed the imperatives in this area, and came out with a program on subsector studies in 2012. The purpose of the Subsector Program is to stimulate action for development of MSMEs in a focused manner. The Institute has decided to initiate detailed studies on three subsectors this year. Through, it's several volumes the 'India MSME Report' provides a comprehensive view of the country's major MSME-dominant subsectors.

MSME Exports : A Neglected Sector

Despite claims on India's export contribution, and the implicit reality of MSME contribution in this area, the track record, so far, on the action front is not commendable. While official policy documents often lauds the export contribution of MSMEs, there is very little of MSME - specific action programmes geared to export promotion, and capacity building of relevant stake holders. It is also important to note that, While MSMEs have a major export contribution, there is need for more focused on this sector. The Government of India has appointed only one committee, the Gujral Committee, to look into the problems on the export front. ISED identifies poor knowledge base as a critical area that demands close attention. At the ISED, the New Economy and Local Economic Development Centre (NEW LED Centre) has initiated some studies on enhancing export sensitivity and capacity building.

ISED Strategy for Reviving District Industries Centre Network

ISED has proposed a strategy for reviving and repositioning the District Industries Centres in the country. The District Industries Centre Program was initiated by the Union Government in 1977, by offering a national

network of resource centres at the district level. Before the introduction of the DICs, small industry promotion in the States was a departmental activity of the State governments. The DICs were offered as a platform of varied expertise, which could be utilised for the development for MSMEs in the district. Despite the laudable vision of the then Janata Government to have a broad based approach to target government programmes to the micro enterprises in the country, it, did not get translated into effective economic governance over the years.

The DICs gradually turned into centres where registration of industrial units take place. More recently, as Udyog Aadhar was introduced in September 2015, even the limited functional space available to these agencies also got reduced. It is time for them to reorganise their activities.



ISED recommends redesignation of the DICs into 'District Business Facilitation Centres', with a different set of functions, that can potentially provide them greater visibility.

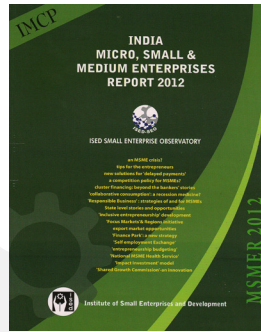
Business Development Services: New Strategies Proposed

While the small enterprises in India, as also the various actors that deal with them, require several services on a day-to-day basis, there is a serious shortage of those who are capable of delivering such services. This critical mismatch is a subject that has been widely discussed. The Donor Committee on Business Development Services (1989) at the global level, proposed a strategy of making business development services (BDS) a proposition that need to grow as per the open market principles. However, even today, India lacks seriously in terms of BDS capabilities, that can service the various needs of the MSME sector.

A recent Policy Brief, brought out by the ISED Small Enterprise Observatory, examines the constraints and opportunities of developing business development services into an effective business. The multi pronged strategy proposed by ISED advocates strengthening of the District Industries Centres and local governments, thereby creating an effective link that can address the critical gaps.

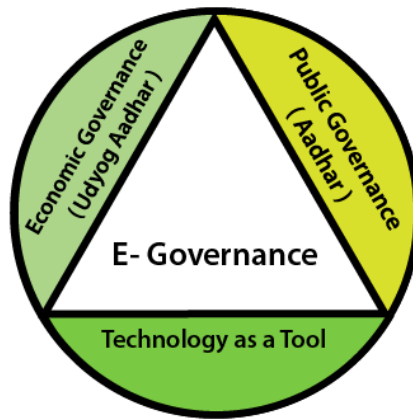
'Finance Park': New Dimensions

The, ISED concept of Finance Park, mooted by the India MSME Report 2012, has been further taken forward on an experimental path by the Institute. The Institute has decided to restructure its India MSME Communication Program, by providing some of the conceptual ingredients of the Finance Park into it. The Institute plans to restructure the India MSME Communication Program on these lines.



MSMEs: ISED Spotlight on Critical Governance Issues

Economic governance issues matter a lot in shaping the performance of MSMEs in any country. While, there has been lot of thrust on the generic term, 'ease of doing business' by governments and international institutions, the key governance issues often remain under the carpet, according to a Discussion Paper brought out by the ISED recently. In India, The Union Government gives a special focus on 'ease of doing business' essentially from the angle of attracting foreign investments.



The States compete each other to gain a share of the pie. However, MSMEs do not get adequate policy attention, which, in turn, explains the anomalies relating to governance. Even where policies are in place, they do not get properly implemented. Corrective steps in the past have taken place in two major forms: 1) e-governance; and 2) dispute redressal system, such as the Single Window Scheme. However, both these initiatives have not helped much to improve the state of governance. Three critical questions are relevant here: 1) the extent of cooperation between various tiers of Government; 2) the economic governance system in relation to knowledge base and capabilities of the implementing agencies/departments; and 3) people's participation. All the three areas need a critical review, says the ISED document.

Current Research

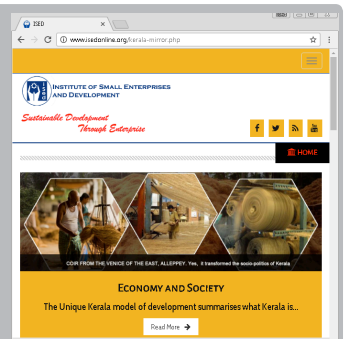
Ease of Doing Business : ISED Makes it Black & White

In India's federal system, though policy relating to small enterprise development has reasonable clarity, making it work at the ground level is rather difficult. In an era of accelerated flows of capital and technology, where global production being significantly influenced by information and communication technologies, the traditional policy approach with a lead role of the Union Government has several constraints. The Union Government now understands that the States have to be increasingly encouraged to take initiatives relating to 'ease of doing business' at the ground level.

The ISED Report entitled 'From E-governance to Economic Governance' discusses the issues at length and comes to the conclusion that, between public governance, on the one hand, and the more serious business of economic governance of SMEs, there is a critical gap which need to be filled up. But, though in the semantics of development policy, the term 'economic governance' conveys much meaning and relevance, it is important that the subject is widely debated in India.



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India MSME Report 2016 to be launched in November 2016. Order your copies today.
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Shri.Narendra Modi, Prime Minister of India

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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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