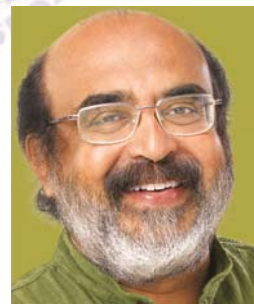




Kerala has World class Business Opportunities: says ISED Pre Budget Memorandum

The State of Kerala, unlike popular perceptions, has several world-class business opportunities that still remains untapped. This revealing statement has been made by the Institute of Small Enterprise and Development, in its Pre-Budget Memorandum submitted to the State Finance Minister yesterday. The Institute Director Dr. P.M.Mathew, and K.M.Nair, Consultant, and former Chief General Manager, SIDBI, had detailed discussions with Minister Dr.Thomas Isaac yesterday.



The ISED Pre Budget Memorandum is a comprehensive annual document, submitted to the Finance Minister every year, identifying areas and enterprise and entrepreneurship demanding immediate attention .

The ISED document identifies Kerala's opportunities under two critical areas : Problem Areas and subsectors; and t2) Potential Areas and subsectors . Under the Problem Areas, the Institute points out the opportunity and need for convergence of several existing schemes for the State Government, including Haritha Keralam, second phase of People's Planning, Suchithva Mission and Rurban Mission. These various programmes can be converged under a massive programme of social enterprise development, which, in turn, can catch international attention, given Kerala's creditable record and reputation relating to the 'Kerala Model of development'. Such a large agenda would necessitate a Social Enterprise Policy, the ISED Memorandum points out.

Under the Potential Areas, the Institute highlights five critical areas that go along with the latest global thinking and trend relating to technology and organisation. The Institute proposes an innovative Business Development Services (BDS) model that is expected to be administered through an innovative market product called 'BDS Vouchers'.

Considering the difficult situation in the State's economy arising out of demonetisation, as also, considering Kerala's long track of negligence towards scientific enterprise development strategies, the Institute advocate a 13-point strategic approach. The Institute Director Dr. P.M.Mathew highlightes the need for a 'Green Budget' that tries to consolidate Kerala's achievements of the past, and entering into virgin areas of enterprise development action . It also advocate some important changes in the administrative system and practices, that will lead to enhanced efficiency in identifying potential start ups, and ensuring them effective hand holding services.