



ISED Business Development Services Center (ISED-BDSC)

Call for Expression of Interest from Practitioners in BDS and Finance

1.0. Introduction

For starting a business unit, and for nourishing it into growth and sustainability, guidance and services relating to the key functional areas, such as, project planning, filing of statutory documents, and development of marketing strategies, are needed. In the absence of an umbrella concept, each subject/function, such as motivation, mentoring, project report preparation, marketing, and escort services, will stand apart. Naturally, enterprises, and more specifically start ups, are likely to remain incapacitated from a sustainability angle. In the more recent global discussions on Enterprise Development, 'Business Development Services (BDS)', as a generic term, has been widely used.

The term 'Business Development Services' was originally defined and brought to prominence by the Donor Committee in the year 2003. According to the Committee, the term implies "services that improve the performance of the enterprise, its access to market, and its ability to compete" The Donor Committee presumes that these various activities should ideally work as per market principles. In India, the term BDS is still in its infancy stage, both at the conceptual level and in practice. A more broad based definition was given by the Institute of Small Enterprises and Development (ISED, 2015). The Institute's definition of BDS includes, along with strategic and operational services, those services that contribute to influence the eco system and policy making as well. ISED's contribution to the theory and practice of BDS is now well-reckoned.

2.0. Track and Capabilities of the Institute

Institute of Small Enterprises and Development, the parent organization is the pioneer of enterprise development research and policy analysis in the country. Its core strengths are in the following areas: a) data bases; b) national level networks; c) linkages with financial institutions; and d) institutional linkages.

The capabilities of the Institute include two things : 1) its knowledge base; and 2) its human recourse base; and 3) Its social capital base in the arena of industry, finance, Government. The ISED BDS Centre is an important arm of the Institute that connects knowledge and practice. The Center as well as the Institute are well connected with the Union and State governments, the Reserve Bank of India, and other financial institutions, as also a number of international organizations that cater to enterprise development



3.0. Background and Purpose of ISED-BDSC

In India, there has been a significant emphasis on enterprise development today. Besides the focus that has been given by the Govt. of India and the states on promotion of large scale investments from within and outside, there are also a few flagship programs, such as, start-up India, Stand-up India, etc. There has also been an indirect route to enterprise promotion through the instrument of finance. Programs in this category include, Schemes like, MUDRA and venture capital finance.

Despite the above initiatives for enterprise, there has been a critical gap relating to one of the key functional areas : Business development services. In India the term business development services is rarely used, even in the public policy platforms. The term includes a variety of support services that are needed for enterprises during different stages of their life cycles : Start-up, Growth and Maturity. Institute of small enterprises and development, based on its extensive studies in the subject areas, as also its professional track over the years, has setup the ISED BDS center. The mandate of the center is to visualize and deliver services to various state holders, Relating to enterprise development. While it essentially caters to the needs of individual entrepreneurs for starting and running their business, It also supports the needs of financial institutions, promotional agencies and governments, in their agenda of enterprise support.

4.0.The ISED- BDSC Team

The general but misconstrued concept of business development services in India is confined to two limited areas : 1. Preparation of project reports: and 2. filing a proposal for bank loan. This limited perception confines and narrows down the concept of business development services, to the area of professions like chartered accountants and retired Govt. officers who have some brokering experience. However, the fact remains that, simply by filing a registration proportion with the government and by getting Bank finance, a unit cannot be run on a sustainable basis. A start-up unit requires support services of an integrated nature at various stages of its life. The ISED BDS center understands this vital need. Accordingly, it has a team concept of BDS delivery, wherein the expertise of various profession are pulled together for the common interest of grounding and nurturing an enterprise.

4.1.Core Team

The Institute has a Core Team which plays the leadership role regarding the Centre. Besides, it has a team of experts from various professional and disciplinary backgrounds. While some of the members work from the office of ISED, others extend their services remotely, but with a true spirit of team work. The interactions between the Centre and its Team members is something beyond that of a "consultancy" relationship. This is because, the Institute believes that, stand-alone, no expert can deliver effective services to the community. The Centre works on a principle of pooling of human and other resources for a common cause.



5.0.Capabilities

In its role as a development practitioner, the ISED spreads its initiatives from knowledge creation to action at the field level. Under the ISED Business Development Services Centre, the Institute extends a variety of entrepreneurs' support solutions. Its mission is to translate the vision and mission of the Institute, to the needs of the community, and therefore, is not commercially oriented. As such the activities of the Centre are geared to utilizing the larger capabilities of the Institute to the requirements and needs of the community.

6.0.Clientele

The clientele of the Centre includes: 1) Institutions; and 2) Individuals. The Centre caters to the promotional requirements of a number of Institutions in the country. Similarly, it also caters to the varied requirements of individual entrepreneurs and start-ups.

Most of the individual entrepreneurs are small investors, though the Centre caters to the requirements of medium and large business also.

7.0.Enrolment of Team Members

The ISED BDS center calls for expression of interest from those who are interested in becoming a team members. A potential applicant should be one having a particular skill and experience in supporting an entrepreneur through professional services such as feasibility studies, preparation of project reports, filling of registration papers and loan syndication. Interested potential team members are expected to apply in the prescribed format

The ISED BDS Team includes professionals in finance, accounting, economics, engineering technology etc. This array of professionals provide the institutional base for mentoring and supporting enterprises of various sizes and categories

8.0.Protocol

The team members are expected to work on the basis of the Protocol of the Centre. The salient features of the Protocol can be presented in the following, but not exhaustive, list of items;

1. Goodwill of the Centre is at the forefront of decision making, both by the Centre as well as by its team members. The team members are expected to strive together for this common interest.
2. In the case of individual project assignments, all client contacts by the team members must be routed through the ISED.
3. 'Client- first' principle prevails as regards all aspects of the work of the Centre.
4. Flexible timing / work is expected from the team members.
5. Work assignments are likely to be of short notice, where in, emergency response (to the extent possible) is expected from team members.
6. All correspondence between team members (experts) and the Centre must be addressed to the Director ISED (director@isedonline.org)



7. All financial transactions involved relating to individual projects will be in favor of "Institute of Small Enterprises Development".
8. The formal relationship between a Team Member and the Institute can be discontinued, with an email exchange between the two parties, subject to a one month's notice. In such a case, the Team Member is expected to complete all assignments he/she has already taken. ISED is expected to settle all payments to the Team Member within the period.

9.0.Remuneration

The remuneration for the Team members will be settled on the basis of rates mutually agreed upon through the Expression of Interest filed by the Team members. The rates will be reviewed by the ISED on an annual basis.

All queries in this connection have to be addressed to Director:

Institute of Small Enterprises and Development

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