The SME constituency in India is huge, contributing to the livelihoods of millions of people. Against the slowdown in the Indian economy, healthy debates on it is crucial to unleash its full potential. The forthcoming twenty-second report in the unique MSMER Series from the ISED Small Enterprise Observatory, unlike the beaten track, proposes an innovative approach and strategy, based on India's diverse economic reality and cultural heritage. The 'Tortoise and Hare strategy' is innovative as such. India's millions of entrepreneurs differ in terms of their outlook, approach, and business strategies. But, each of them being a wealth creator, need to be recognized and respected in his/her own right. MSMER 2019 proposes a 'Pentagon Initiative', involving five subsectors that are representative of distinct characteristics of the enterprise reality of India. The Report will be released shortly.