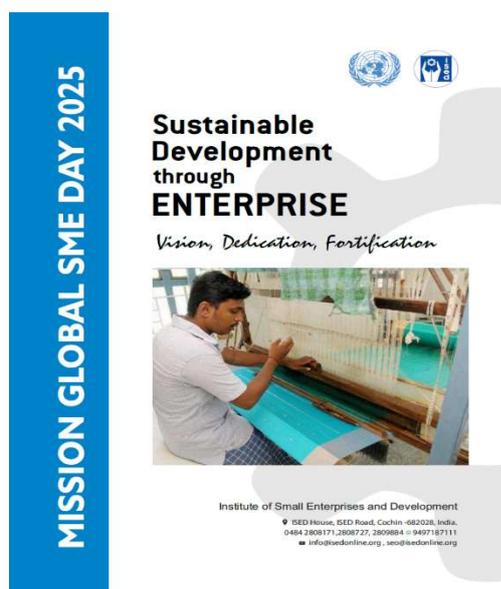


ISED Launches 'Mission SME Day 2025'



The axis of global development debates and strategies, as in 2025, is massively shifting towards SME development. This shift is driven by the recognition that SMEs play a crucial role in economic growth, job creation, and innovation, particularly in developing economies. The enhanced shift towards digital technologies, in India, is creating new opportunities for SMEs to expand their reach, improve efficiency, and participate in global value chains. Efforts are being made to strengthen the resilience and sustainability of global value chains, with a focus on SME participation. They are also seen as crucial for achieving the Sustainable Development Goals, particularly in areas like green technology and inclusive growth. The kind of transition that is underway creates unprecedented opportunities for various stakeholders; therefore, they are bound to introspect.

The thematic agenda of International SME Day 2025, as put forward by the Cochin Meet, organised by the Institute of Small Enterprises and Development, was widely appreciated by the Conference and beyond, and it called for institutionalised action of a vigorous type to be taken forward on a greater speed and in an integrated fashion. There is a noticeable shift from a social service culture, where knowledge is freely shared and valued for its social benefit, towards a knowledge culture where knowledge is increasingly viewed and treated as a marketable. This transition is characterized by a growing emphasis on the economic value of knowledge and its role in driving innovation and economic growth. This emerging paradigm emphasizes the economic value of knowledge. It is seen as a key resource for innovation, economic competitiveness, and individual advancement. Knowledge is often commodified, meaning it is treated as something that can be bought, sold, or exchanged for profit. Knowledge identity (KI) refers to how individuals or groups perceive, understand, and relate it for their own or for others within the organisation concerned. It encompasses their understanding of past, present, and future knowledge needs, influencing how they approach knowledge management, practices and the adoption of new technologies like analytics. In essence, understanding and managing knowledge identity is crucial for arriving at meaningful development plans and strategies for SMEs; that is what the Observatory do.

ISED Small Enterprise Observatory is an important strategic platform for collective thinking, which in turn often gets translated into strategies and action. The Observatory, over the years, has passed through a period of grass root level experimentation, debates and cooperation, which has facilitated the creation of a camaraderie around the Observatory, both individuals and institutions. While it nourishes collective thinking, the IMCP facilitates action. But, beyond these, it all happens due to the trust, a by-product of the ISED system and its programmes, which marks an alien experience that India has produced over the last 35 years. While the accelerated perspectives on the Observatory and its role is really important, it demands immediate steps for a scale up on the following lines:

1. Greater visibility of the Observatory;
2. Greater interest and involvement of hitherto excluded individuals and institutions into the scope of its activities;
3. To deliver the message and products of the platform in a more effective manner;
4. To perform a more effective role as a knowledge broker that can catalyse development interventions and can contribute to public policy

While the core values, clientele, products and services, stakes and stakeholders are clearly identified since inception, with its commendable track record of 28 years, the time has come for broad basing its scope and coverage to the ever-increasing demands, and in tandem with the United Nations Sustainable Development Goals. ISED International SME Day2025 Mission came up with some concrete suggestions, as follows:

- 1) Enhancement of the scope and coverage of the ISED Development Reporting project, with focus on evidence base relating to ease of doing business (suggestion by the Kerala State small Industries Association).
- 2) Need for suggesting evidence-based policy leads relating to new areas such as, global Value chains
- 3) Sensitisation programmes for the business community, based on evidences available with the Observatory.
- 4) Broad basing India MSME Communication Programme with focus on backward regions of the country.
- 5) Enhanced promotion of sunrise areas such as circular economy, digital economy, to the context of SMEs, and more specifically, to the context of women entrepreneurs.
- 6) Strengthen the ISED Small Enterprise Observatory as a vital happening platform at the national level.
- 7) Nurturing a research culture around the Observatory as a unique platform. The Mission, to be taken forward, needs technical and fund support. Technical support is extended by various agencies of the government of India and the States from time to time. IMCP is already respected by the Ministry of MSME, Reserve Bank of India, and the NITI Aayog , for its sense of direction and scope of activities. This needs to be broad-based. The funding part of the Mission is expected to be sought through the following means:

1. Expansion the Observatory membership base.
2. Strengthening the consortium model and expanding the National Partnership Network(NPN).
3. Strengthening the resource base of the Observatory through open contributions from well-wishers and stakeholders.
4. Enhancing the reach of the Observatory through its products (publications) and services(events, advisory services, scholarships).

The Mission is envisaged to be taken forward on a campaign mode for a full year, until the Global SME Day 2026.