



Introduction

1.0. Background

Small and Medium Enterprises (SMEs) are undoubtedly a significant global presence. People need them because they speak the common man's language. And it is the common man who ultimately shapes history. The word 'ultimate' is crucial. History is shaped by the strenuous initiatives and experiments of the 'common man'. Mostly they fail, but ultimately they win - and that is what history tells us.

Bringing to the limelight the unknown, and documenting it, is the researcher's job. But from the society's point of view, the scientist's job, even with the best of justice he has done to his work, just begins there. He cannot just remain complacent with his research findings. The societal implication of his field comes out only when his research is communicated.

Science and technology are the basic building blocks of the world's achievements today. However, dwindling media coverage of science and technology also places more responsibility on the part of scientists and the professionals for reaching the public directly. Coverage of science and technology occupies only a comparatively small part of the whole news, according to the 'State of the News Media-2008 Report' of the Project for Excellence in Journalism. The Report says that the newspapers and the network T.V. news devote only 2 per cent of their coverage to science and technology and 7% for health

and medicine. These percentages are far lower than for government, foreign affairs, elections, politics, crime and economics and business (Meredith, 2010). In India, 'economics and business', for much of the mainstream media means, "stock market" and "banking". It is against this background that the subject of MSMEs is being discussed.

2.0. Knowledge as the Engine of MSME Growth

MSMEs and their needs demand much more clarification especially in a context where at least three-fourth of the world population experience significant pressures in their day-to-day economic life. The central aim of this report is to position it as a tool of communication in the MSME scenario. Such positioning is visualized against the global economic slowdown, wherein the whole world discusses the role and potential of MSMEs. The world today is in a great learning process. Technology led a sizeable section of the world into an alley of conspicuous consumption. The consumption mania of the 1980s, especially in countries like the USA, which destroyed our balance with nature and ruined people's lives, is fast getting eroded. US household consumption, which was once the sole foundation or anchor of all economic activities and planning declined sharply in the late-2008, marking a significant departure from the until then steady and increasing trend (IMF, 2010). The era of "collaborative consumption" has

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