

May 2016

The Observatory Mirror



ISED SMALL ENTERPRISE OBSERVATORY

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Kerala enterprise development report 2016

Decentralising enterprise development

Beyond the 'kerala model of development'

E-governance opportunities

'Gender and enterprise agenda'



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The "Kerala Model of Development" and Beyond

Kerala has always been the political laboratory of the country. And naturally, it has experimented with several policy approaches relating to management of its economy, as also in improving the lives of its people. Taking cues from the history of social transition, Kerala has contributed to the rest of the world, the 'Kerala model of development', widely debated across the world. Beyond the positives of the 'Kerala model', there is a marked deficit for the State: a culture of enterprise among significant sections of its population that can act as the nutrient and lead its economy.

This issue of the 'Observatory Mirror' is devoted specifically to the question of 'enterprise' in the context of Kerala, which has rarely been discussed by academic *pandits* and policy experts. At the end of the day, for Kerala's 33.3 million people, there need to be enough of food, clothing and shelter. So far, these have been managed essentially from across the borders of the State which, to the economist, does not make good sense. Unless the spirit of enterprise is inculcated, and wealth creators are increasingly added to the system, the 'Kerala model' is doomed to collapse.

The time has come to spell out the underlying processes, as also to demystify the cloudy scenario. This issue of the Observatory Mirror makes a small attempt towards that direction. The forthcoming Kerala Enterprise Development Report 2016 provides significant inputs for such a debate. Last, but not the least, Kerala need to enlighten the Prabhat Kumar Committee on MSME Policy, now under its deliberations, with its rich history of experiments.

At the ISED, we hope that the construction of the Kerala model itself underlines the dynamism of its people, and this dynamism, we hope, would unfold itself to intelligent solution in the coming days.

A handwritten signature in black ink, appearing to read 'P.M. Mathew'.

P.M Mathew

For a people - centred policy approach

As Kerala makes a new State Legislative Assembly, the so called concept of "development" has been widely debated. More of a generic term, but the concept is not politically neutral. The fundamental question is, whether people should be there at the centre stage of the development agenda, or that it should be perceived as an agenda in itself, wherein, people are the takers. A recent Approach Paper, brought out by the ISED, discusses the issue at length, and highlights on a 'demand side' approach .

In a State where only 12 % of the economically active population are self employed, and where a significant part of the wage employed get their earnings in the form of foreign exchange, it is natural that individual aspirations sky rocket. 'Development' involves an issue of balancing social choice and individual values and aspirations. Considering the relatively small size of State's Budget that is available for capital investments, this presents a serious issue of public choice. The ISED Approach Paper suggests that, these problems need to be addressed with an enterprise approach .The question, for instance, is, having safe drinking water for all, or having one more airport in the State? An enterprise policy, and public action must start from such premises.

"This is not a fundamentalist idea", says the Report. Social enterprises need to have a key role in Kerala's development agenda.

Kerala : The ABC of Enterprise Development

The forthcoming Kerala Enterprise Development Report 2016, proposes a demand-driven approach. For example, Kerala's severe problems of environmental degradation, dwindling food standards, unethical trade in vegetables and food items, singly and jointly, are capable of damaging the economic and social life of the State.

The State is spending much to sustain a 'Kerala Model', but to see that the fundamentals of which are fast eroding in terms of quality. Solutions to these problems have to come, not on the beaten track, but as entrepreneurial solutions. There are several examples of interventions by NGOs, political parties, and community groups such as SHGs, and resident associations, getting involved in organic vegetable cultivation, drinking water supply, organic waste management etc, but lack in terms of business models. For sustainability and growth, business models need to take shape around these ideas.

ISED Outlines Policy Perspectives

Against the background of a new government being elected to power, ISED brings out a *Policy Brief* on the State's way forward on the enterprise front. Titled 'Enterprise Development in Kerala: 2016-21 and Beyond', the document critically examines the State's track on the enterprise development front , and proposes some action points. The document has been brought out jointly by the ISED Small Enterprise Observatory, and the ISED Centre for Enterprise Development in the States.

"People's aspirations, entrepreneur's response": ISED motto

The ISED Small Enterprise Observatory (ISED-SEO) identifies significant handicaps relating to the data base of the industrial sector and enterprise development scene in Kerala. Under a local economic development (LED) perspective, the forthcoming Kerala Enterprise Development Report 2016, underscores the need for development of an effective knowledge system, the active involvement of the state level Departments, district Administration, and the panchayats." People's aspiration, entrepreneur's response": this is the motto of the LED strategy as outlined by ISED.

Veteran author and journalist Mark Tully shares the vision of ISED. Delivering the ISED Annual Small Enterprise Development Lecture, he said: "..... even in this era of globalisation, we live in neighborhoods and communities.

Single Window System Needs Replacement

The 'Single Window system', as advocated by the MSME Development Act 2006, is meant to ensure effective co ordination between various stakeholder Departments of the government, and to enhance the 'ease of doing' business at the ground level. But the experience shows that, in many States, it is not actually working on the ground, says the forthcoming Kerala Enterprise Development Report 2016.

Various States have been experimenting with alternatives. Punjab has gone for a model of concentration of powers, with a single official, who will take spot decisions. In Telengana and some other States, there has been vigorous efforts to modify the system with an electronic platform, where, the entrepreneurs can raise their issues, to which the nodal Department is mandatorily expected to respond instantly. The State having moved ahead on decentralisation of power, the Institute moots the idea of 'Udyami Panchayat' as a viable alternative.

E-governance for Enterprise Development

In the proposed alternative development strategy for enterprise development, ISED finds huge potential for e-governance. Though a State with reasonably good statistical system, Kerala's enterprise database begs improvement, says the forthcoming Kerala Enterprise Development Report 2016. The Institute argues for broad basing of e-governance, by linking and tapping all the primary data points, such as, gram panchayats municipalities, bank branches, Taluk Industries Offices and the District Industries Centres. ISED has been assisting various State governments to improve their e-governance system.

The Institute calls for implementation of Kerala's Ninth Five Year Plan recommendation on the setting up of a State Small Enterprise Commission, as an apex co ordinating body. Despite the need for a large number of critical developmental interventions beyond the limited domain of 'industry', such as organic farming, renewable energy systems, labour contract societies, self help group activities, there are several practical constraints of coordinating all these under a single umbrella. ISED visualises the proposed State Enterprise Commission as this umbrella body that can visualise, channelise, monitor and regulate.

'Gender and Enterprise': a new agenda?

Gender has, of late, come to the centre stage of development debates in Kerala; so too the concept of " economic empowerment". Lest the debate is misdirected, the Centre for Social Development, jointly with the Centre for Enterprise Development at the ISED, has piloted a debate on " Gender and Enterprise".

While gender budgeting, and interventions meant for economic empowerment of women are the focus of public policy today, the economic role of women in Kerala, has not gained the focus it deserves. The benefits of a large number of public programmes, by the Union and State governments, do not properly reach the intended beneficiaries. Informed policy decisions alone can lead to sustainable and concrete development strategies. The Institute's forthcoming research output, Kerala Enterprise Development Report 2016. Gender is only one social dimension on the enterprise domain. Unless this dimension is mounted on a sustainable economic development models, it is not likely to help the interests of women. The Institute, architect of the 'Gender and Enterprise Observatory' platform, advocates a new policy approach.

Skilling in Kerala: Many questions ?

The skill development programmes of Kerala do not give much focus on promotion of self employment, according to a study in progress at the ISED. In fact, the objective ground for self employment is destroyed by the skilling projects, by boosting migration. The ISED study estimates that only 29% of the economically active population opt for self employment. Unless this percentage goes up, the generally hostile attitude towards entrepreneurship is not likely to change.



What are Kerala's priorities relating to its labour market? Is it pro-entrepreneurship or neutral. Why do we undertake skill development programmes- adding more wage earners who constantly put pressure on the economy, or more of entrepreneurs who participate in the process of wealth creation? It is critical that the State comes out with a labour market policy, and review all existing projects in the light of such a policy.

ICSSR Honours P.M.Mathew



India's supreme social science apex body, the Indian Council of Social Sciences Research (ICSSR), has announced honouring the country's leading MSME policy expert, Dr.P.M.Mathew, with its prestigious Senior Fellowship, says an ICSSR communication addressed to Dr. Kamal Nayan Kabra, Chairman, Institute of Small Enterprises and Development (ISED),Cochin.

Under this Fellowship, Dr. Mathew, Senior Fellow and Director at the Cochin- based think-tank, ISED, will initiate a long term international research on 'Global SME Policy in the New Millennium'. Former Member of the Consultative Group on Unorganised Sector in the Prime Minister's Office(PMO), and Dr.S.P.Gupta Committee on Development of Small Enterprises at the Planning Commission, the ISED Chief is also recipient of several international and national recognitions, like the K.K.Birla National Fellowship in Economics, Chevening Fellowship of the British Foreign Ministry, IDPAD Fellowship of the Government of Netherlands, Oshikawa International Award of the Asian Productivity Organisation(APO),Tokyo, and the Global Leadership Award of the Institute of International Education(IIE),New York.

Dr.Mathew, a Consultant to the International Labour Organisation, UNIDO and the Asian Development Bank, is founder of innovations in the SME field, such as, the Small Enterprise Observatory, Regional Enterprise Development Audit(REDA) system, and the India MSME Communication Programme(IMCP).He is founder of the India MSME Reporting system and the International Network on SMEs in Local Economic Development-India(INSLED-India).The ISED Chief has had advisory roles with various Central Ministries and State governments, as also with the Reserve Bank of India.

Dr Mathew's global studies on SME policy, with focus on U.K, Netherlands, European Union, and developing and emerging economies like South Africa,Indonesia,Bangladesh, Brazil, and China, have already been widely quoted. Author of six books, including, ' Global Small Enterprise Development : The North and the South', he is also the Series Editor of the 'India MSME Report', brought out by the ISED.

The veteran policy expert has also served as Member of the Executive Committee of the Indian Association of Social Science Institutions(IASSI), the New Delhi based apex body of Universities and Research Institutes.

Kerala Enterprise Development Report 2016 to be launched soon

Kerala Enterprise Development Report 2016 , the first comprehensive report on Kerala's enterprise scene, is ready at the ISED. The Report will be formally launched soon.

This unique ISED Report brings together a wealth of information and data relating to the past and present of enterprise and development policy and strategies of the State. It is also important to note that, the report comes out at a time when a new Government takes charge of the reins of power in the State.



Prepared by the ISED Small Enterprise Observatory, jointly with the ISED Centre for Monitoring Enterprise Development in the States (ISED-CMEDS), is a project under the Project -REDA of ISED. The Project was facilitated by the support of the Directorate of Industries and Commerce, Government of Kerala. This indepth research makes some important findings and innovative recommendations on restructuring the enterprise development strategy of the State.

Recent ISED Titles on Kerala

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Data Products

The data products at the ISED Small Enterprise Observatory satisfy the needs, and answers questions raised by a wide spectrum of clientele: entrepreneurs, financial institutions, promotional agencies, researchers, policy makers, educational institutions, academia. These include, Sub sectoral Profiles, Regional Profiles, Project Profiles, MSME Connect and Data Sets (Generic Set, Sub sectoral Set and Geographical Set)

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Yerram Raju inducted into Telengana Panel



Dr. B. Yerram Raju, Senior Fellow at the ISED, has been inducted as expert member of the State Single Window Committee. He has earlier adorned several advisory positions with the Government of Telengana, as also in the unified Andhra Pradesh. An expert on industrial finance and SMEs, Dr. Raju has played a leading role in shaping the 'Basic Law on SMEs', which subsequently led to the Micro Small and Medium Enterprise Development Act 2006, passed by the Parliament

ISED Website with a new face lift

ISED has come out with its new interactive website(isedonline.org), carrying several outstanding features. Besides providing an introduction to the various platforms and Centres of the Institute, it provides a variety of value added services. Besides the official web of the Institute, there are four new Portals as well: The ISED Small Enterprise Observatory(ISED-SED)(seo.isedonline.org)portal carries a variety of information and services to its members and non members. The special portal on Publications(publications.isedonline.org) takes one to a new world of exclusive publications on the SME world. The International Network on SMEs in Local Economic Development - India (INSLED- INDIA)(insled-india.isedonline.org) offers an excellent platform for international and national networking. ISED has developed a special Portal on Kerala(kerala.isedonline.org). Kerala, the global laboratory of development practice and experiments, need better introduction to the rest of the world. It is this feeling that has led to such an innovative portal, says ISED sources. The Institute welcomes suggestions and comments.

INDIA
MICRO, SMALL &
MEDIUM ENTERPRISES
REPORT 2014

Releasing soon....

Micro, Small and Medium
Enterprises in India:
Towards Enterprise Security &
a Medium-term Agenda (2014-2019)



“The work of specialist institutions like ISED is of great relevance to entrepreneurs and policy makers alike.....”

Shri.Narendra Modi, Prime Minister of India

“ But even in this era of globalization, we live in neighbourhoods and communities. The 'Small Enterprise Observatory' at the ISED and the 'India MSME Report' Series reminds us of that.....”

Padmabhushan Mark Tully, veteran Journalist and author.



"NPA creation is not a sin. Informed decision making and hand holding are critical in ensuring in MSME health..... The rich work of ISED in this regard is commendable."

Mr.S.S. Mundra, Deputy Governor, Reserve Bank of India



Institute of Small Enterprises and Development (ISED) is an interdisciplinary Centre with small enterprises as its key constituency. Along with research, advisory services, advocacy, networking, and training, the Institute is an active participant to policy dialogue on small enterprises. The Institute is affiliated to the Indian Association of Social Science Institutions(IASSI),as its Permanent Member.

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