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The Observatory Mirror



ISED SMALL ENTERPRISE OBSERVATORY

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**The Observatory at the doorstep of the Third Decade:
new challenges, greater responsibilities**



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Small Enterprises in a 'Hubbing' World.

As the ISED Small Enterprise Observatory (ISED-SEO), the specialised knowledge hub of the Institute, is completing its second decade of existence, we are happy to dedicate this issue of the Observatory Mirror, for a discussion on the subject of small enterprise visibility.

The past two decades mark significant changes in the economic and social environment in which we live in. We have also witnessed a period of radical changes in the enterprise scene, from a period of negligence to debates on SMEs. But, around the world, beyond rhetoric, we find a diverging experience of practice. Such experience owes essentially to the relative visibility and assertiveness of the small entrepreneurs.

Globalisation has shifted way to Hubonomics. This implies that the spirit of enterprise has to muddle with these realities on a day-to-day basis. How has these changes impacted on enterprises, especially at the "bottom of the period"? ISED closely monitors such changes and comes out with its contributions in many forms: a) research; b) advisory services; and c) development communication.

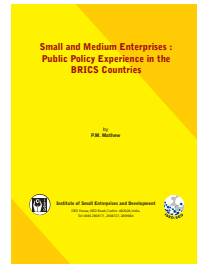
This is the time for ISED to celebrate. But it is also a time for us to pledge for shouldering greater responsibilities. But, it is impossible to have it all without the generous support and encouragement of all of you. ISED and the Observatory salutes all its esteemed Partners and well wishers. But for their support and encouragement, all our achievements would have remained a pipe dream.

A handwritten signature in black ink, appearing to read 'P.M. Mathew', written in a cursive style.

P.M Mathew

SME Policy: New Insights from ISED

While the SMEs have grown from their limited space of the local economy, into a more macro economic and contra cyclical role in many developed countries, the experience of the underdeveloped and the emerging economies shows a mixed picture. At the ISED, the Global Project on SME Policy, launched in February 2016, looks into some of the intricate aspects of the policy architecture and the policy making exercise in these countries. As part of the Project, a comparative study of public policy in the emerging economies has been brought out. The study looks into the comparative experience and practices of India, along with that of emerging economies like Brazil, South Africa and China.



'Hubonomics' and 'Peri urban Development': New Proposals by ISED

The implications of the fading out of globalisation, and the new and emerging phenomenon of 'Hubonomics', has important implications for policy making and strategy development for SMEs. An ongoing research at the ISED examines the implications of the new development, as against the experience of the routine MSME programs, and of the role of public institutions. The study points out that, most of the SME programs, as practised by many developing countries, have become seriously outdated and irrelevant. In a context of the surge of disruptive technologies, the opportunities relating to SMEs, at least in the short run, lies in focusing on three important areas: 1) strategic precision manufacture; 2) social enterprises; and 3) peri-urban manufacture and services. However, the experience relating to the integration of these new ideas in policy making, is mixed. While countries like South Africa and Brazil have moved ahead, the experience of counties like India and Indonesia remain far behind.

'Finance Park' gets applause

The concept of 'Finance Park', developed by the ISED Small Enterprise Observatory, has gained significant attention and applause from the banking industry in India. According to an ISED survey among all public sector and private sector banks in the country, 87.5% of the respondents have endorsed the 'Finance Park' as an innovative tool that can help to reduce the cost of credit. The study points out that, the new model can help to enhance the flow of institutional finance to the MSMEs. The findings of the study are carried by the India MSME Report 2016.



Bankers' Survey indicate gloom

The National Survey on MSME Finance, initiated by the ISED, indicates the presence of a mixed picture of optimism and setbacks among banks in the country. In an year marked by mounting NPAs, on the one hand, and a slowdown in corporate sector, the banks are vigorously on the look out for enhancing their reach to the MSMEs. However, the MSMEs also are faced with short-term and long term rigidities, which constrains credit off-take. A sizable number of respondent banks expressed dissatisfaction over the limited flow of information and inadequacy of knowledge base on the MSMEs. Besides, a significantly large group of the respondent banks also expressed the need for reducing the cost of credit through innovative methods. The Survey results are carried by India MSME Report. 2016.

ISED brings out Sub sector Compendium

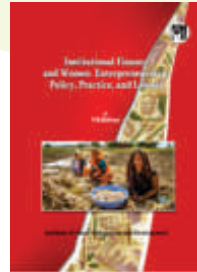
While the SME subsectors and their position in the value chain are critical factors influencing their prospects today, the ISED has appreciated the relevance of such a knowledge base. Based on its initiatives since 1997, the team at the ISED Small Enterprise Observatory is working on a Compendium of Subsector Studies. This Project forms part of the Special Projects initiated in the context of the celebrations of the Observatory's completion of its Second Decade.

New Methodology for Industrial Potential Studies

As against the beaten track methodologies of industrial potential studies that are based essentially on resource endowments, ISED has introduced a new methodology for Market-led Potential Study. This project is expected to be completed in May 2017. The new methodology involves multiple criteria that are relevant to particular subsectors of industry, rather than an all purpose approach. The Project is expected to assist the work of the District Industries Centres and the MSME Development Institutes.

'Gender and Enterprise' as a new Constituency

Although 'Gender and Enterprise' (G&E) has emerged as a major constituency, especially for the initiatives of the multilateral organisations, India's track record in this area remains much to be desired. Following its extensive studies in the subject area, the ISED Center for Social Development, along with other Centers of the Institute, has set up a 'Gender and Enterprise Observatory'. The Institute has initiated its 'Gender Mapping' and 'Gender Atlas' projects, the output of which are expected by December 2017. The comprehensive data base on 'Gender and Enterprise', as also the new products envisaged, are expected to help development of G&E as a new constituency in the country.



Small Enterprise Observatory Crosses two Decades

Set up in 1997, the ISED Small Enterprise Observatory is completing two decades of its existence. On this occasion, the Institute of Small Enterprises and Development has decided to have year-long celebrations between December 10, 2016 and December 10, 2017. The Observatory, a unique knowledge hub on SMEs, has gained its proud of place over the last 19 years.

The focus of the celebrations would be on the following areas:

1. Stronger and broader, knowledge base and data base on the enterprise economy.
2. A comprehensive study on SME policy in the developed and emerging economies.
3. Partnership base of the Observatory to be expanded.
4. Enhancing the reach and quality of the 'India MSME Report' project
5. More coverage and participation to 'India MSME Darshan' programme
6. Special seminars and Discussion groups.
7. Annual Small Enterprise Lecture, with focus on the developmental issues and strategies of the micro sector.
8. Development of special tools for SME planning and credit delivery.
9. Expansion of the coverage of community outreach programmes.

Lab to Land Program at ISED

Along with its Jubilee celebrations by the ISED Small Enterprise Observatory, the Institute is planning to launch a 'Lab to Land' program. The objective of the Program is to offer a Local Economic Development (LED) solution to various regional stake holders. The Program, along with the work of Regional Enterprise Development Audit (REDA) and of the ISED Centre for Monitoring Enterprise Development in the States (ISED-CMEDS), is expected to assist local actors in the realisation of their local aspirations. While, in India, different States have diverging experience of implementation of Panchayati Raj, economic decentralisation is still a far cry. This explains the poor performance of various centrally sponsored programmes such as Sansad Adarsh gram Yojana and DDU-GKY.

Thus the Observatory was Born

The ISED Small Enterprise Observatory was born on December 10, 1997. Former Union Minister, and Chairman of the Khadi and Village Industries Commission, Mr. A.M. Thomas, declared the Observatory open.

The birth of the Observatory was a landmark event to happen at the 'International Conference on Small Enterprise Development and the Asia-Pacific Imperatives', organised by the ISED, jointly with the Cochin University of Science and Technology. The deliberations of the Conference, attended by delegates from twelve countries, proved that, considering the long history of SME promotion by India, the country has had a lot to share to the rest of the world.

The formation of the ISED Small Enterprise Observatory was based on detailed studies undertaken by the ISED team in the Netherlands, where the seeds of the European Observatory of SMEs were sown in the late 1990's. While, perhaps, the European experience had not much to share with India's background and environment, it provided significant learning on some of the fundamentals.

The International Conference also marked the launch of the first Observatory product, a national reporting series, entitled, the State of Small and Medium Enterprises in India, 1997, which subsequently became the prestigious 'India Micro Small and Medium Report' series.



Spotlight

ISED - SEO: How it Branched out

The ISED Small Enterprise Observatory metamorphosed into its present stage through gradual steps. It started as a small reporting program. Subsequently, the reporting exercise turned into a full annual reporting series. While the 'India MSME Report series gained significant national attention, there emerged the need for enhanced value addition to the reporting series. Elaborate pre-project and post-project discussions, at the national level and regionally, emerged as crucial interventions. The addition of the 'India MSME Darshan' as a follow-up program, facilitated the birth of a comprehensive National Communication Programme for the MSME sector. India MSME Communication Program, today, is a broad based national program, covering about 16 States, and being carried out with the cooperation of all major stake holders.

Enterprise Observatory as a Monitoring Tool: Global Experience

Though the concept of 'Enterprise Observatory', in the Indian context, is new, there are some global experiences that deserve examination. Why an Enterprise Observatory? Four reasons can be suggested : First, small and medium enterprises face the perennial invisibility problem, which requires that independent views on this sector of the economy are needed. Secondly, it provides an excellent accountability tool, as evidence from countries like, UK, USA and Japan demonstrate, where an annual Sectoral Report is presented and get deliberated in the Parliament. Thirdly, it provides a significant tool for strengthening economic governance. Fourthly, such Observatory facilitates development of a unifying thread of going beyond regional diversity, and presenting the role of small enterprises in the macro economy.

In countries where public governance is too strong , and economic governance is relatively weak, Observatory, as a tool, helps to overcome policy ad hocism and to make economic governance effective.

ISED Small Enterprise Observatory (1997-2017)

During its two decades of glorious service to the constituency of micro, small and medium enterprises, the eagle eyes of the Observatory has captured and spotlighted on several critical areas and issues:

Issues in Spotlight

- Start-up
- Enterprise Growth
- Social Enterprise
- Finance and development
- Credit Delivery
- External Orientation
- Cost of credit
- Value chains
- MSME Policy
- Government and governance
- Size and productivity
- SME Global best practices
- MSME demographics
- Social Enterprise
- Labour market and enterprise creation
- Regional SME Audit
- Subsectoral analysis

Services, Products, and Tools

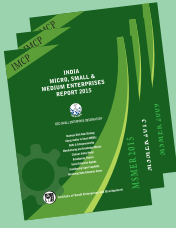
- Gender and Enterprise Maps
- Enterprise Almanac
- Enterprise Density Maps
- Annual Small Enterprise Lecture
- Public Lecture Series
- The Observatory Mirror
- India MSME Report Series
- India MSME Darshan Series
- Sectoral and Subsectoral Report
- Policy Briefs
- Discussion Papers

Small Enterprise Guru's Compliments

"The continuing good work of the Observatory and the comprehensive annual reporting on SMEs at the ISED, is laudable. We hear a great deal these days, all around the world, of the Indian giants, Tata, Infosys, Reliance, and many more; but their combined impact on the Indian economy, and most importantly, on the livelihoods of the country's hundreds of millions of disadvantaged people, is very little in comparison to the impact of India's MSMEs. Best wishes for the institute's continuing efforts....."



Malcolm Harper, small enterprise expert, Professor Emeritus, Cranfield School of Management, U.K.



India Micro Small and Medium Enterprise Report (2007-2016)

A full set of volumes is available now at discounts. Libraries, MSME enthusiasts, Promotional agencies...

Please write us :
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seo@isedonline.org

ISED Small Enterprise Observatory

Call for Membership



ISED-SEO, a dedicated international partnership platform of the ISED, is celebrating two decades of its existence. On this occasion, the Observatory invites membership in the following categories:

- Small and medium enterprises
- Corporate sector
- Associate organizations
- Individuals
- Students

This call is open until March 31, 2017. More details, please reach us at : Coordinator, ISED Small Enterprise Observatory, ISED House, ISED Road, Cochin, India. email : seo@isedonline.org

Book ID	Title
ISED-173	A Directory of Women's Industrial Enterprises in Kerala
ISED-085	A Situational Analysis of Small Industry Associations in India
ISED-049	An Approach Paper on Development of Small Enterprises in Kerala
ISED-156	Bank Finance for SSIs : The Regional Dimension
ISED-093	Beyond Financial Inclusion: Making Finance Work for the Entrepreneurial Poor
ISED-057	Beyond Old Equations -Small Enterprise Experience and Perspectives in India
ISED-144	Building a Coalition for Enterprise Development
ISED-074	Business Development Services for Small Enterprises A Regional Study
ISED-067	Can Flexible Specialisation be the Alternative? An Exploratory Study on Cane and Bamboo Industry
ISED-079	Capital, Caste, Class and Gender : The Political Economy of Women's Organisations in an Indian State(1880-1984)
ISED-066	Change and Choice in Gender Structure : An Inquiry into the Declining Female Labour Participation in Kerala Industry
ISED-168	Coconut Shell Resources of Kerala Utilisation and Technologies
ISED-075	Collective Approach to Poverty Alleviation in India :A National Study
ISED-141	Community Participation in the Development of Primary Education : Recent Experience and Emerging Issues
ISED-108	Continuity and Change: Dynamics of Economic Transition in a Pre-Industrial Society in North-East India
ISED-100	Craft Entrepreneurship Clinic - Iringalakuda
ISED-167	Craft Entrepreneurship Clinic -Kannur
ISED-130	Craft Entrepreneurship Clinic -Neeleswaram, Ernakulam Dist
ISED-117	Credit Unions and Small Enterprise Finance
ISED-092	Database of the Kerala Economy
ISED-213	Decentralised Planning for Small Enterprise Development
ISED-086	Decentralised Planning for Small Enterprise Development: An Experiment at Kalady, Kerala, South India (Report on Local-level Skill Mapping).
ISED-131	Development of a Sericulture Co-operative Network, Kerala : An Evaluation Report.
ISED-065	Development of Small Enterprise Clusters: An Alternative Approach
ISED-105	Development of Small Enterprises: Challenges and Opportunities
ISED-162	Development Theory, Planning and Informalism
ISED-163	Econometric Evaluation of the SEWA Bank in India
ISED-080	Economic Liberalisation and India's Modern Small-scale Industries
ISED-089	Edu. Entrepreneurship Clinic - Chengannur
ISED-078	Edu. Entrepreneurship Clinic - Pathanamthitta
ISED-176	Edu. Entrepreneurship Clinic - Perumbavoor
ISED-084	Employment Generation in the Agro and Rural Industries Sector in India
ISED-174	Employment in Women-preferred Industries: A Study on Garment Industry in Kerala, India.
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ISED-153	Energy Conservation in Marine Fisheries: A Study on Attitudes and Knowledge.
ISED-164	Entrepreneurship Development in the Renewable Energy Sub-Sector In Asia: Report of an International Workshop

Book ID	Title
ISED-203	Enterprise Development for the Returning Migrants in Kerala, India
ISED-040	Enterprise Development: Global Issues and Currents in 2014
ISED-008	Entrepreneurship as a Critical Resource
ISED-186	Evaluation Report on Co-operative Rural Development Project
ISED-060	Feasibility Study for a Non-Banking Financial and Investment Company
ISED-045	Finance for Small Enterprises in India,
ISED-104	Financial Sector and SMEs in India: Problems and Prospects
ISED-043	Financing MSMEs: Towards a Business Case
ISED-109	Flexible Specialization for Developing Economies
ISED-198	Gender and Enterprise in India: Key Issues in 2015
ISED-182	Gender and Enterprise: Policies and Practice
ISED-178	Globalisation and Local Enterprise Development: The Indian Kaleidoscope of SMEs
ISED-143	Globalisation, Informalisation and Jobless Production Processes in Industries: Findings from Glass Industry, Ferozabad, Uttar Pradesh
ISED-189	Globalisation, Local Economic Development and MSMEs: Evidences from Kerala, India
ISED-113	Grooming Women Entrepreneurship : Beyond the Usual NGO Approach
ISED-021	Gujarat Micro, Small and Medium Enterprises Report 2013
ISED-181	India - MSMEs and the Enterprise Eco-System
ISED-129	India : Directory of Non-Governmental Agencies in Enterprise Development
ISED-134	India : Manufacturing Competitiveness in MSMEs
ISED-073	India : MSME Programmes and the Progress Card
ISED-090	India : The Regional MSME Scene
ISED-012	India Micro Small and Medium Enterprises Report - 2007
ISED-014	India Micro Small and Medium Enterprises Report - 2008
ISED-015	India Micro Small and Medium Enterprises Report - 2010
ISED-018	India Micro Small and Medium Enterprises Report - 2011
ISED-016	India Micro Small and Medium Enterprises Report - 2012
ISED-017	India Micro Small and Medium Enterprises Report - 2013
ISED-019	India Micro Small and Medium Enterprises Report - 2014
ISED-191	India Micro Small and Medium Enterprises Report - 2015
ISED-059	India- MSMEs and the Economy: The Global Kaleidoscope
ISED-063	India Needs a Small Enterprise Commission
ISED-087	India: Manufacturing Competitiveness and MSMEs
ISED-088	India: MSMEs and the Enterprise Eco-system
ISED-195	India: MSMEs Under Co Operative Federalism
ISED-061	India: Next Generation Strategies for MSME Development
ISED-202	India: Start-ups, Skills, and Entrepreneurship
ISED-041	India: The Economy, Political Transition and MSMEs
ISED-054	India: The Regional Ecosystem and MSMEs
ISED-023	India: The State of Development of Small and Medium Enterprises -2005
ISED-004	India's MSME Ecosystem: Change and Choice
ISED-083	Indian Panorama of Micro, Small and Medium Enterprises
ISED-071	Indian Small Firms under Globalization: Has Policy Helped?

Book ID	Title
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ISED-101	Institutional Intervention and Informalism : A Study on the Kerala Experience.
ISED-150	International Conference on Local Economic Development and SMEs: A Report
ISED-187	International Conference on Small Enterprise Development : The International Experience and Asia-Pacific Imperatives
ISED-098	International Cooperation for Small Enterprise Development
ISED-097	International Trade, ASEAN, and MSMEs
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ISED-042	MSMEs in 2014: The Regional Kaleidoscope
ISED-033	MSMEs in 2014: The Subsectors in Spotlight
ISED-122	MSMEs in India : From Enterprise to Entrepreneurship
ISED-193	MSMEs in India: Focal Themes in 2015
ISED-034	MSMEs in India: Focal Themes of 2014

Book ID**Title**

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ISED-124	MSMEs: A Close Look at the Public Policy Kaleidoscope
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ISED-155	MSMEs: New Dimensions of Public –Private Partnership
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ISED-007	The Global Scene of MSMEs Today
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ISED-072	Women Enterprises: Cluster Approaches for Marketing and Outsourcing
ISED-110	Women's Industrial Employment in India
ISED-006	Yes, the Small is Beautiful
ISED-219	Kerala Enterprise Development Report 2016
ISED-220	India, MSME Development Report 2016

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Quotes from the Doyens....



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

Shri.Narendra Modi, Prime Minister of India



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



"Understanding the MSME sector in its entirety is a complex task. Therefore, ISED and its work has great relevance today"

Mr.Rajanikant Marfatia, Member, National Executive Committee, FICCI

"The uniqueness of the India MSME Report Series is that, it is being brought out by a world-class knowledge platform, the Small Enterprise Observatory....."

Global Business Review

"The work done by ISED Small Enterprise Observatory is really significant and unique....."

Manpower Journal

"The work of ISED Small Enterprise Observatory is laudable....."

The Economic Times

"This exclusive knowledge platform for SMEs has several innovative things to offer....."

Global MSME, Kuala Lumpur

"The special feature and strength of the India MSME Report is the umbrella platform that supports it: the Observatory....."

The Economist, London

"Beyond the regular reporting by the India MSME Report, the ISED Small Enterprise Observatory is expected to contribute much more valuable inputs for planning and policy making in the country.."

The Business Line



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.

Comments and suggestions, please make it on our Web column