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Invitation from Institute for Competitiveness and GIZ

Serving MSME, Serving India – Business Model Innovations for Service Delivery

Asia Competitiveness Forum 2012 | April 27, 2012, Delhi, India

More than 27 million micro, small and medium enterprises (MSMEs) generate nearly half of India's manufacturing output, as well as exports, employing more than 60 million people. MSME are India's largest employer after agriculture. Growth in India can only become more inclusive, and more sustainable, through increased and responsible competitiveness of the MSME sector. But, despite the existence of numerous public initiatives and schemes, the vast majority of MSME doesn't receive the support and the services they require to improve. Roughly, only one in twenty MSME has access to basic financial and non-financial services. Closing this "service gap" for MSME not only requires a re-thinking in policy making and programme implementation, but it also requires innovation in the way those services are provided.

What

Business Model Innovation is one key to closing the "service gap" for Indian MSMEs. The idea: Enabling MSME to grow without doing harm to people or planet, by providing them with high-quality and affordable services, can itself be a good business. It means doing well by doing good. And if the "genetic code" of such business – its business model – is cracked, analyzed and described, the new approach to serving MSMEs better can be spread to others. Existing service providers may use it to improve their offer; and it can become the lifeline for starting a new service venture.

Although a diverse and heterogeneous group, MSME face some common problems in areas like credit, marketing, labor, rehabilitation and exit policy, infrastructure, technology and skill development, or taxation. Providing services to MSMEs in these areas can be a profitable business – partly because the enterprises are able and willing to pay; partly because government is chipping in by subsidizing the cost of services.

Under the framework of Indo-German cooperation, and supported by the German Ministry of Economic Cooperation and Development (BMZ), GIZ, the Ministry of Micro Small and Medium Enterprises (MoMSME) and SIDBI work towards strengthening market development in the field of business development services. In their efforts they have joined hands with FICCI and the Institute for Competitiveness to identify, analyze, describe and promote innovative business models for the provisioning of financial and non-financial services to MSME.

How

The session creates a learning platform for service providers interested in successful business models for the delivery of non-financial support services for MSME. Starting from good practice cases, the process of identifying, analyzing, describing and promoting or up-scaling innovative business models is being discussed.

Event encompass

- Discussion on GIZ approaches and their work in this field
- Methods to evaluate a successful business model
- Methods to develop business models to strengthen Responsible Competitiveness- The Example of Centre for Responsible Business
- Interactive session on business model development

Objectives

- Provide knowledge inputs for BDS providers on how to offer MSME support services on a sustainable basis and build a sustainable business model
- Showcase successful business models for delivery of support services that promote responsible business behaviour
- Create space for interactive discussions with BDS service providers on how to develop sustainable business models for service delivery

Who

- BDS providers
- Business membership organizations

Where

Hilton, Jankapuri, New Delhi, India

Registration Fees INR 12500

The last date for registration is April 20, 2012

For registration contact

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