

PLAN OF METHODOLOGY

Despite the thrust and push, the pace of industrialization is not satisfactory. The single most hindering issue is the lack of affordable BDS and the lack of breed of BDS Providers with the orientation towards the FIRST GENERATION Entrepreneurs, mainly from the Micro & Small Sector. These entrepreneurs look to the BDS Provider as a friend, Philosopher and guide where as the BDS Providers coming from far off places are not able to understand their aspirations, value system and apprehensions. The BDS Providers treat them equally with the matured entrepreneur. Due to the lack of local supply, the BDS Providers are coming from far off places which are resulting in higher cost and longer wait for their services.

Demand - Supply Constraints being faced by MSMEs

- Existing BDS Providers, who are coming from far off places, serve only the Medium Entrepreneurs but not the Small & Micro Entrepreneurs.
- Offer in-appropriate or undesirable services vis a vis local requirement
- Create a monopoly or cartel leading to exploitative prices

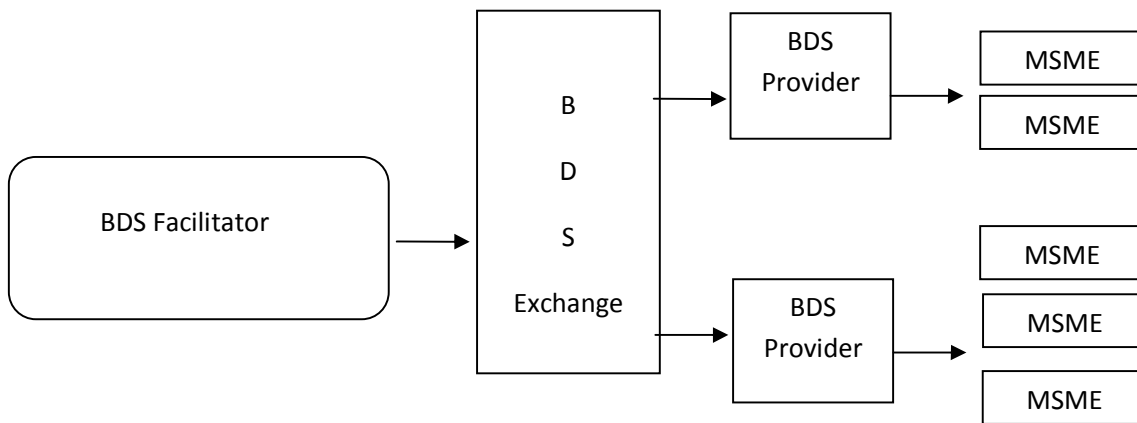
- As against these supply side constraints, the entrepreneurs also lack information about the available services and their benefits.
- They are also risk averse or reluctant to try services because suppliers are unable to convey the quality of their products and counsel the first generation entrepreneurs about the opportunities available.

Due to this mismatch, industrialization of the State is the major causality. Incomes and employments are stagnated and being threatened due to the recession.

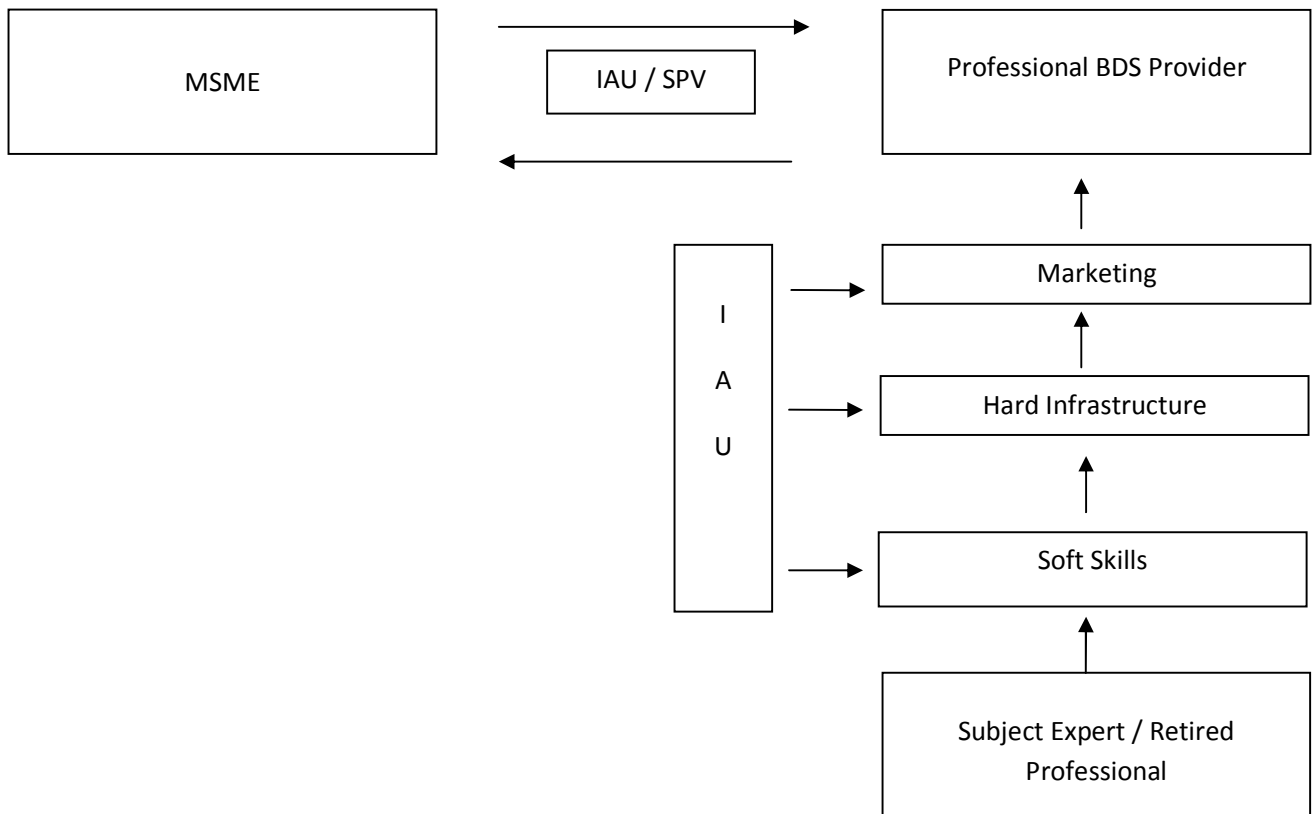
As against the shortage of BDS Providers, there exists a gap.

India has a large pool of retired experts. Many highly skilled professionals find that though they are retired it is too early to give their careers a halt. And, among them, many would still like to regain their work stature and would love to contribute to their concerned industry, society & the nation.

FACILITATION OF ALTERNATE (SENIOR CITIZENS) MODEL OF BUSINESS DEVELOPMENT SERVICE PROVIDERS (CONSULTANTS) FOR ASSISTING MSME IN UTTARAKHAND



OPERATIONAL SUSTAINABLE / REPLICABLE PLAN



Through this plan MSMEs will get benefit of rich professional expertise at an affordable price. The most suitable BDS providers for the local MSMEs with little amount of re-orientation. They will become not only BDS providers but a friend, philosopher and guide and then would be conceptualizing the requirements and expectations of MSMEs in real terms. It will be a win-win situation for both the BDS providers and MSMEs. The selected experts will be based on business acumen, professional skills, requirement of the MSMEs. IAU will handle all the administrative work of identifying and match making between the expertise and the requirement of the assignments with the given beneficial plan below:-

ACTION PLAN:-

This plan will accept the talents that are not limited by age but the elderly people with talents and expertise and remain a valuable asset for the country.

This initiative will start with an establishment of an office with modern amenities required for having all kind of communications. Advertisements through different Medias will be rolled out and resumes will be invited from people preferably of the age group of 50-75. A helpline or call center would also be established. In this IAU will invite interested retirees to register themselves online/offline indicating their area of expertise and maintain this database of domain experts/industry experts. After this a thorough job analysis will be done with the help of seminars, workshops etc. of the SMEs or MSMEs who are to tap the experience and the expertise of the required experts. Their exact need of skills, budget and preferences will be taken into account while doing the match making. A website with information will also be hosted to help MSMEs. The selected BDS providers profile will be informed in detail to the clients MSMEs, to ensure that it is upto their expected requirements and satisfaction is achieved, This will not only bridge the gap between supply and demand for experts but also facilitate members of the elderly population to engage in gainful employment and will contribute not only to economic development but also to enhance their incomes and reduce the state's financial burden.

Initially it is estimated that a minimum of 25 MSMEs in the pilot phase will be availing the services and it will be then scaled upto a minimum of 100 MSMEs in next six

months. The reason of 25 expected MSMEs in the pilot phase is because initial 3-4 months will be used in creating awareness and compiling data.

Upon project completion, entire documentation will be done and feedback will also be documented from both clients and experts. All feedbacks will be carefully analyzed and discussed to ensure IAU consistently delivers values to both parties and this will be recorded in the knowledge management system for future consultation.

OPERATIONAL STRATEGY THROUGH FLOW CHART

