

ICSB Affiliate Report

COUNCIL FOR SMALL BUSINESS AND ENTREPRENEURSHIP (CSBE), INDIAN AFFILIATE OF ICSB

President Name: Prof. Y.K. Bhushan

Current Number of members: 50 members

Affiliate Conference Schedule and location for 2016: To be decided

Board Composition:

Title	Name	Email Address
Professor	Y.K. Bhushan	ykbhushan@ibsindia.org
Professor	Jay Mitra	jmitra@essex.ac.uk
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Dr.	Meenaxi Dhariwal	meenaxid@ibsindia.org

Date of upcoming board elections: June 2016

Highlights/new developments:

IIMB-SJSU International Conference on Transnational Entrepreneurs and International SMEs in Emerging Economies: Drivers and Strategies, 21-22 May 2015.

CSBE, India supported and joined hands with Indian Institute of Management (IIM), Bangalore and San José State University (SJSU), California, USA to organise the International conference on TE, at Bangalore on 21-22 May 2015. The conference included dissemination of the findings of a research project IIM Bangalore had with King's College, London and Imperial College, London.

ICIER-IIMB International Conference on *Entrepreneurship Education and Training*, 29-31 January 2015

An International Conference on Entrepreneurship Education and Training was organized by International Consortium for Innovation and Entrepreneurship Research (ICIER)) and IIM Bangalore in association with **CSBE, India**.

CSBE participation led by:

Prof. Jay Mitra
Dr. Mathew Manimala
Dr. Mandi Prasad
Dr. Meenaxi Dhariwal

No. of Delegates - 200

CSBE in association with JK Lakshmipat University organized a National Entrepreneurship Seminar on Start, Stand and Sustain: Journey of Start-ups

A Seminar on Entrepreneurship on the theme “Start, Stand and Sustain: Journey of Start-ups” was organised by CSBE in association with JK Lakshmipat University, Jaipur and NEN on 15th March, 2014 in Jaipur (North India). This seminar provided a platform to discuss the challenges associated with the Start-ups and the formulae for the Start-ups’ success to encourage entrepreneurial behavior among undergraduate and postgraduate students.

The Seminar also comprised a panel discussion covering different facets of Start-ups’ journey and a Student Start-ups’ Competition (Pitch Your Start-up in three minutes) for the student participants from various academic institutions.

Speakers

Academia 3

Industry 6

No. of Participants - 220

Board Meeting

A Meeting of Board of Directors to discuss plan and activities of CSBE was held on April 4, 2014 at IBS Business School – Mumbai. In addition, continual consultation with the Board have been held from time to time on five occasions in connection with the activities of CSBE on February 27, 2014, May 20, 2014, June 26, 2014, July 16, 2014 October 10, 2014, February 27, 2015 and April 17, 2015.

Inter B-School Case Competition

Council for Small Business and Entrepreneurship (CSBE)), the Indian Affiliate of International Council for Small Business (ICSB) in association with IBS Mumbai jointly organized Inter B-School Case Competition on January 15, 2014 on Small and Medium Business Enterprises. The competition was held at IBS Mumbai campus at Hiranandani Knowledge Park, Hiranandani Gardens, Powai. Prof. Y.K.Bhushan, President CSBE and Senior Advisor & Campus Head, IBS Mumbai delivered the welcome address emphasizing the role and significance of B-School students in building the Small & Medium Enterprises in the contemporary business scenario.

Seven prominent B-School teams participated in the competition with informative and enriching presentations on Small & Medium Business Enterprises. Panel of Judges comprised of a Senior Banking Professional, an Entrepreneur and an Academician. Somaiya Institute of Management Studies and Research and Department of Management Science of Pune University won first and second positions respectively in the competition. The winning teams were given Trophy, Certificates and Cash Prizes. All the participating teams were given Certificates of Participation. Competition was sponsored by Dena Bank (Leading Public sector Bank).

Case Study Competition was an initiative taken to showcase Small & Medium Business Enterprises in the chosen verticals focusing on certain specific issues of- Quality, Finance, Logistics, Manufacturing and Operations and the best practices of small business enterprises. The case presentations were witnessed and judged by the experts from the Industry, Government, Financial institutions and other stakeholders of small business enterprises.

Presentation by Speakers was followed by an open question and answer round by the budding entrepreneurs. The event was attended by a large number of entrepreneurs, researchers and students from IBS Mumbai and other institutes.

CSBE Research Study on IndSearch entry into the area of Social Enterprises

Social enterprises have the power to transform our communities and enrich the lives of masses. Given their contribution in employment generation and inclusive growth, helping SEs grow is a national priority. IndSearch is planning to enter the area of Social Enterprise with a view to help them in their growth specially in Pune and contribute towards the inclusive growth of Pune region.

IndSearch was established in 1973 by a group of academicians and management professionals as an Institution devoted to teaching, training, consultancy and research in Management. The Institute has been recognized as an educational and research organization by the Government of Maharashtra and as an Advanced Centre for Doctoral Studies by the University of Pune to which it is affiliated.

The study of CSBE to formulate a strategy for IndSearch's entry into Social Enterprises is under progress. For this purpose, CSBE has constituted a committee of two experts who have longstanding involvement with social enterprises, consisting of the following senior faculty members and researchers:

- Dr. Latha Ramchandran
- Prof. Rita Rangnekar

The core committee with the help of experts in this area is preparing its report covering the following areas:

- the issues involved in setting up a cell for Social Enterprises
- to formulate measures by which IndSearch is able to establish a cell with its faculty and experts from the field who can take forward the intent of IndSearch in making an entry into the area of Social Enterprise
- key SE sectors to be targeted for mentoring
- a detailed action plan

Activities of FORES, The Research Forum of Council of Small Business (India)

FORES Council of Small Business (India) launched the Forum of Research in Entrepreneurship and Small Business (FORES) in August, 2013. The objective of FORES is to provide platform for Research in the areas of entrepreneurship and small business and also to bridge the gap between the practice and the academic research in this area.

The forum hosts entrepreneurs from all areas like small businesses, social entrepreneurship, academic entrepreneurs, equity research firms, recruitment firms, manufacturing firms, fund managers, venture capitalist, adventure sports firms, theater companies, film directors and researchers in Entrepreneurship.

A case titled “AyurVAID:TM GRANDMA’S REMEDIES OR BLUE OCEAN STRATEGY?” written by Dr. Sunanda Easwaran and Dr. Samta Jain, members of CSBE, has been submitted to Ivey Publishing.

Key problems/challenges faced:

Raising funds for activities

Expanding membership base and activities in various regions in a large country like India.

The Way Ahead

Research

Organizing forums for interaction between Entrepreneurs and Researchers under FORES.

Education

Regional Workshops/Seminars for SMEs, Students and Entrepreneurship Educators

Case Competition on Small Businesses, Business Idea Competition with incentives / prizes.

Advocacy

Interaction with government bodies - State & District level

Roundtable Meetings of Policy Makers and Entrepreneurs

Information Support

To develop a database of information on Consultants, Funding Agencies and Researchers, useful for small business and start ups

Issues that require the Boards action: None