



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Innovation, Business Models and Entrepreneurship

SME's strategic Involvement in Sustainable Development

Rajat Agrawal (rajatfdm@iitr.ac.in)

DEPARTMENT OF MANAGEMENT STUDIES



Innovation is a key factor in a company's long-term success, regardless of its size.



Classification	Manufacturing Enterprises*. (Investment limit in Plant & Machinery)	Service Enterprises** (Investment limit in equipment)
Micro	Rs. 2.5 million / Rs. 25 lakh	Rs. 1 million / Rs. 10 lakh
Small	Rs.50 million / Rs. 5 crore	Rs. 20 million / Rs 2 crore
Medium	Rs 100 million / Rs 10 crore	Rs. 50 million / Rs 5 crore

The term "*village industries*" has been redefined in amended KVIC, Act, 1956 as "any industry located in a rural area which produces any goods or renders any service with or without the use of power and in which the fixed capital investment per head of artisan or worker does not exceed Rs. one lakh (Rs. one lakh and fifty thousand in case of village industry located in a hilly area) or such other sum as may, by notification in the Official Gazette, be specified from time to time by the Central Government"

ASPIRE: A Scheme for Promoting Innovation and Rural Entrepreneurship

- Livelihood Business Incubators (LBI) under National Small Industries Corporation (NSIC), KVIC or Coir Board or any other Institution/agency of GOI/State Govt. or under PPP mode with these institutions.

Innovations resulting from economic initiatives

- Reduced expenses;
- Productivity gains through modernization of the production tool
- Ability to meet growing demand for eco-responsible and personalized products
- Diversification of business through consulting activities in sustainable development

Innovations resulting from Social initiatives

- Improvement in working conditions by automating the recovery of waste and reducing the amount of dust employees were exposed to
- Recognition from the community for the reduced noise pollution following roof renovations

Innovations resulting from environmental initiatives

- Reduction of environmental impacts at the source (e.g. recovery of paper waste)
- Use of sustainable materials such as eco-designed and recyclable materials
- Protection of local biodiversity through the creation of a regional reforestation association
- Innovations in products, processes, organization and marketing thanks to an approach rooted in a sustainable development strategy.

Thank You

