

Human Resource Development and MSME Development

Editors :
D M Pestonjee
Sanjay Pal



Academy of Human
Resources Development



Entrepreneurship Development
Institute of India

Human Resource Development and MSME Development

International Conference 2019

**Entrepreneurship Development Institute of India,
Ahmedabad (24-25 January 2019)**

Editors :

D M Pestonjee
Sanjay Pal



**Entrepreneurship Development Institute of India
Ahmedabad**



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Acknowledgement

“Human is a possibility and not a resource...” This was the guiding spirit behind the Conference which led to chalking out agenda for the Conference themes. Similarly the unexplored potential of Micro, Small and Medium Enterprises and its connect to Human Resource Development led to combining the two themes to resurge as Human Resource Development and MSME Development.

The Third International Conference on ‘Human Resource Development and MSME Development’ (January, 24-25, 2019) thus was organised jointly in collaboration with Entrepreneurship Development Institute of India and Academy of Human Resources Development. Twenty seven papers were presented during the two-day conference.

Organizing and hosting an International Conference was a toilsome task especially in the intriguing domains of Human Resource Development & MSME Development, which could not have seen light of the day without moral and whole-hearted support of many contributors. We take this opportunity to thank each and everyone who has made this possible.

Firstly we thank Dr Sunil Shukla, Director General, Entrepreneurship Development Institute of India, for his exceptional guidance, advice and suggestion for ideating and conducting the conference and providing the facilities in their sprawling campus. We are truly thankful to the significant contribution of Dr. Rajeshwari Narendran, Honorary Director, AHRD for her vision, execution excellence and untiring efforts for making this conference possible. We would like to express our special thanks and gratitude to Dr. T. V. Rao for illuminating us with his rich experience under his unparalleled umbrella of support and guidance.

We acknowledge the contribution of Conference participants and researchers from India and abroad for their research paper, case studies and

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scholarly work. We express our gratitude for the active participation of presenters and guests from different countries.

We extend our gratitude to all the Board members of Academy of Human Resources Development-India, without their able support the Conference would not have been successful.

We extend our gesture of appreciation to all the Reviewers, Jury, Session Chairs, Discussants for the Conference papers and help in finalising award winners in both HRD and MSME segments.

Finally we would like to acknowledge the efforts and commendable contribution of Team EDII: Dr. Ishwar Kumar and Mr. Ganapathi Batthini and Team AHRD: Merlin George, Aparna M., Savita Gopalan, Jyothu Francis and Arpit Patel for excellent facilitation and working day and night despite many challenges.

Our gratitude and thanks to all who have continued to shower their undaunted support, inspiration and zeal for making the conference a great success.

Dr. D M Pestonjee
Dr. Sanjay Pal

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Dr. D M Pestonjee is Chairman, AAC, AHRD and founder member of AHRD and NHRDN. Expert on executive stress and coping, and stress audit. He is currently associated with School of Petroleum Management, Pandit Deendayal Petroleum University, Gandhinagar as GSPL Chair Professor since July 2009. He has served eminent institutions like IIM Ahmedabad and Banaras Hindu University. He is a psychologist having Ph. D. in Industrial Organizational Psychology from the Aligarh Muslim University and he was conferred the D.Litt. (Honoris Causa) by the Banaras Hindu University in April 2003. In November, 2000 he was conferred the title of Honorary Professor of the Albert Schweitzer International University, Geneva (Switzerland). He was awarded the Albert Schweitzer Medal for Science and Peace in April 2004. He has over five decades of teaching experience and has successfully supervised above 25 Ph. D. candidates. He is author/co-author of 15 books and over 150 research articles.



Dr. Sanjay Pal is an Economist and Management Professional and has experience in micro, small and medium enterprise (MSME) cluster development, value chain up-gradation, business development services (BDS) market development, research, teaching, training and capacity building. He is specializing in Cluster Development and Rural Marketing and worked as Project Director in the "Implementing Business Development Services in Indian MSME Clusters" Project with the support of the World Bank, DFID, KfW, GIZ, and SIDBI. He has conducted research on cluster, BDS, value chain and presented papers in national and international conferences. As part of cluster development and value chain up-gradation work he has handled various assignments in Europe, Latin America and South East Asia. He was invited by the Mekong Institute (MI), an Inter-Governmental organization based in Thailand and working in the GMS countries; to conduct SME Cluster and Value Chain Development Programmes and research. Dr. Pal has published papers in reputed journals and jointly authored a book on "Supply Chain Management- Strategies and Evaluation".

Presently Dr. Pal is working as a Professor and Director 'Department of Business Development Services and National Outreach' in the Entrepreneurship Development Institute of India. This Department is actively engaged in BDS and MSME development activities for improving global competitiveness of micro, small and medium enterprises. On behalf of the Institute and with support of the Ministry of External Affairs, Government of India, he handled the assignment of establishing India-Uzbekistan Entrepreneurship Development Centre (EDC) in Tashkent, Uzbekistan. Presently he is engaged in setting-up EDCs in five African countries which will undertake activities for promotion of entrepreneurship, MSME and start-ups there.

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