

SME & Technology-A New Business Metric for Rural India

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A Many a time the magnitude of Small and Medium Enterprises (SME) is proclaimed in various fora, symposiums and discussions, but it is yet to catch up with due attention. SME contributes to Indian economy in many ways within which Handicrafts occupies the most shares. Due to limited resources of rural handicrafts, they do not have the possibilities to hire skillful staffs for different business operation which is the case in larger companies. This puts more pressure to the skill and knowledge of entrepreneurs. Against this background, entrepreneurs' needs for external information as well as the use of external experts are continuously increasing in near future. This paper suggests a framework having integrated approach to enhance the delivery mechanism of the information especially in remote hinterlands by bringing rural artisans and market together to make the business of handicrafts more demand driven rather than supply driven.

Key words: Small and medium enterprise, handicrafts, technology, growth, development