

# Higher Education Institutions Role in Nurturing and Strengthening MSME's and Start- Up India Enterprises for Greater contribution to Indian Economy

**Dr. Pavan Patel**

Professor and Chairperson-Training and Consultancy  
Siva Sivani Institute of Management, Kompally, Secunderabad, India  
pavanpatel@ssim.ac.in

**Abstract:** National educational policy -2022 focusing on 5+3+3+4 education system then the gross enrollment ratio to higher education will gradually decline over period of time. The higher education institutions are required focus for their survival and existence, for more than three decades' higher education institutions (HEI) have enjoyed privilege and served to certain extent in providing higher education. However, particularly management school affiliated to universities and autonomous business school are going to face big challenges and problems enrollment to management education, significantly management education institutions will fade away. This article suggests the solutions to the problems that faced by MSME's and Start Up India enterprises through various initiative are recommended in the article. The solution to above problem recommends that, higher education institutions need to focus on for their survival through very selective services first one, offering research services, consultancy services, training services and teaching to practitioners working in various MSME's. Secondly, offering fellow program in management- full time and part-time, Executive Fellow program in management, third, innovative courses to serve the industry(MSME's). Further, these initiatives by higher education institutions create a win-win situation for higher education institutions and MSME's.

**Keywords:** Higher Education Institutions (HEI), Micro, Small and Medium Enterprises(MSME's), Indian Economy(IE), Selective Service(SS), Fellow program in management(FPM), Management education institutions(MEI) and Autonomous institutions(AI).

## REFERENCES

- [1]. <https://www.hindustantimes.com/india-news/india-becoming-world-s-5th-largest-economy-no-ordinary-feat-pm-modi-101662661736471.html>
- [2]. <https://rbi.org.in/Scripts/NotificationUser.aspx?Id=12358&Mode=0>
- [3]. <https://ceoworld.biz/2021/01/31/ranked-worlds-most-forward-thinking-countries-2021/#:~:text=The%20United%20Kingdom%20is%20the,ranked%20sixth%2C%20and%20Australia%20seventh.>
- [4]. [https://mospi.gov.in/documents/213904/416359//Press%20Note\\_31-05-2021\\_m1622547951213.pdf/7140019f-69b7-974b-2d2d-7630c3b0768d](https://mospi.gov.in/documents/213904/416359//Press%20Note_31-05-2021_m1622547951213.pdf/7140019f-69b7-974b-2d2d-7630c3b0768d)
- [5]. <https://www.businessworld.in/article/MSMEs-Are-Backbone-Of-Indian-Economy-Manguirish-Pai-Raikar-/22-01-2022-418500/>
- [6]. <http://www.ownguru.com/blog/msme-sector-in-india/>
- [7]. <https://economictimes.indiatimes.com/small-biz/sme-sector/role-of-msmes-crucial-for-india-to-become-a-5-trillion-economy-says-kant/articleshow/88605491.cms>
- [8]. Ministry of MSME, GoI (2020), Annual Report 2019-20, New Delhi, Chapter 2
- [9]. <https://economictimes.indiatimes.com/small-biz/sme-sector/role-of-msmes-crucial-for-india-to-become-a-5-trillion-economy-says-kant>
- [10]. <https://economictimes.indiatimes.com/small-biz/sme-sector/how-can-indian-msmes-grow-to-compete-in-the->
- [11]. Ministry of MSME (2020) Annual Report 2019-20, New Delhi. Ministry of MSME, GoI, [www.msme.gov.in](http://www.msme.gov.in)



**IJARSCT**

Impact Factor: **6.252**

**IJARSCT**

ISSN (Online) 2581-9429

**International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)**

**Volume 2, Issue 2, November 2022**

- [12]. DPIIT (2020). Chapter 4 – Start-ups in Annual Report 2019- 20, Department for Promotion of Industry and Internal Trade.