Campus Event

Corp Excel: mSME Excellence Award- 2008
Justice K S Hegde Institute of Management as knowledge partner

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The Institute was retained by Corporation Bank as Knowledge Partner for their Corp-Excel mSME Excellence Award Program - 2008. The Bank, which itself has been a recipient of many Awards and recognitions began the search for MSME excellence in the year 2006. The maiden venture, which evoked good response from those who dreamt and made big in the MSME sector, provided an excellent opportunity to feel the vibrancy of this sector in the contemporary Indian business environment.

With a view to reach out to a larger audience, from even the remotest parts of the country, Corp-Excel mSME Excellence Award Program 2008 chalked out an ambitious plan of action. This program was substantially different from earlier program in terms of campaign strategy, methodology, coverage, media management and number of awards. The different possibilities of leveraging from the data base generated was also be one of the focus areas of the Corp-Excel mSME Excellence Award Program 2008.

All micro, small and medium enterprises in India are eligible to participate. Micro, small and medium enterprises for this purpose are defined as under:

• Micro Enterprises: An undertaking in which investment does not exceed Rs. 25 lakh (in the case of the enterprises engaged in providing or rendering of services, Rs. Ten lakh).

• Small Enterprises: An undertaking in which investment in plant and machinery does not exceed Rupees Five crore (in the case of the enterprises engaged in providing or rendering of services, Rs. Two crore).

• Medium Enterprises: An undertaking in which investment in plant and machinery does not exceed Rs. Ten crore (in the case of the enterprises engaged in providing or rendering of services, Rs. Five crore).

In addition to the above a new category was introduced with the objective of recognizing emerging corporate entities. All companies with a turnover of more than Rs. 100 crore, irrespective of categories and investment levels were considered under this category. In the case of multiple units owned by an entrepreneur, units were considered separately and independently.

For the purpose of Awards, small and medium enterprises were categorized into the following ten groups:

1. Food and Agro-based Processing
2. Textiles and Apparels
3. Auto Components
4. Drugs and Pharmaceuticals
5. Chemicals and Petro Chemicals
6. Plastics and packaging materials
7. Machine Tools and Engineering
8. Gems and Jewellery
9. IT and ITeS
10. Others (Including transport, Hospitality services, Health care, Professional and Self employment etc.)

The Methodology:

A multi channel approach was used for data collection using paper based forms, web based forms and validated forms based on tele-marketing. More than 12000 MSME's participated in this search for excellence, by sending their applications.

At the second stage, the data so gathered was analyzed for three years using the dedicated software written specifically for this project. The number of respondents at this stage was short listed to 1400 based on Average Growth rate in sales, Average Growth rate in net profits, Average Return on net worth and Average

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