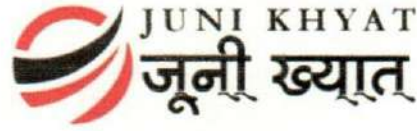


जूनी ख्यात JUNI KHYAT जूनी ख्यात JUNI KHYAT



## CERTIFICATE OF PUBLICATION

This Publication certificate has been issued to

**Dr. P Paramashivaiah**

For the Research paper titled

**TRADITIONAL KNOWLEDGE SYSTEM-A KEY TO MSMES GROWTH  
AFTER COVID-19**

**Vol. 10 Issue 5 No. 14 Month May Year. 2020**

Published in

**JUNI KHYAT JOURNAL ISSN: 2278-4632**

**Impact Factor : 6.625**

**This journal is indexed, peer reviewed and  
listed in UGC CARE**



ज्ञान-विज्ञान विमुक्तये  
UGC

University Grants Commission  
Approved Journal



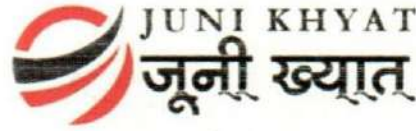
**Editor**



**Impact factor**

जूनी ख्यात JUNI KHYAT जूनी ख्यात JUNI KHYAT

जूनी ख्यात JUNI KHYAT जूनी ख्यात JUNI KHYAT



## CERTIFICATE OF PUBLICATION

This Publication certificate has been issued to

Sowmya.D.N

For the Research paper titled

TRADITIONAL KNOWLEDGE SYSTEM-A KEY TO MSMEs GROWTH  
AFTER COVID-19

Vol. 10 Issue 5 No. 14 Month May Year. 2020

Published in

JUNI KHYAT JOURNAL ISSN: 2278-4632

Impact Factor : 6.625

This journal is indexed, peer reviewed and  
listed in UGC CARE



ज्ञान-विज्ञान विमुक्तये  
UGC

University Grants Commission  
Approved Journal



Editor



Impact factor

जूनी ख्यात JUNI KHYAT जूनी ख्यात JUNI KHYAT

जूनी ख्यात JUNI KHYAT जूनी ख्यात JUNI KHYAT जूनी ख्यात JUNI KHYAT जूनी ख्यात JUNI KHYAT

जूनी ख्यात JUNI KHYAT जूनी ख्यात JUNI KHYAT जूनी ख्यात JUNI KHYAT जूनी ख्यात JUNI KHYAT

## **TRADITIONAL KNOWLEDGE SYSTEM-A KEY TO MSMES GROWTH AFTER COVID-19**

**Sowmya.D.N<sup>1</sup>**

**Dr. P Paramashivaiah<sup>2</sup>**

### **Abstract**

Traditional Knowledge (TK) is an existing form of facts that is established, using perpetually besides transfer for time to time. Habitually developing of cultural or spiritual identity is a part and parcel. The knowledge which is bounded as a traditional knowledge that has earliest heritages, it was not protected by conventional intellectual property protection systems but it was oral and informal. There is increasing recognition that traditional knowledge and habitual sustainable use to support local communities' for building the instant modification which contribute directly to different diversifications, and global sustainable development. Traditional Knowledge has the prospective of actuality changed into marketable chance and leads for product development and process. Global economy also appreciated traditional knowledge, important for various MSMEs in greater sense and protection of traditional knowledge is important for conservation and sustainable development of the. There is a necessity to focus. For sustainable development and to face challenge traditional knowledge system search for alternative solutions. To bring into the main platform in the International Intellectual Property System documentation of traditional knowledge thereby bringing the protection of traditional knowledge India has played a very significant role in the documentation process. Treating TK as a commercial growth, MSMEs can undergo with innovation and skill enhancement for sustainable growth in India. This paper showcases the positive side of implementation or usage of traditional knowledge for marketable determination will enhance the growth of MSMEs and leads to holistic development. Admits the threat of COVID-19 creates hot pan of problems and crisis. This COVID-19 has no precedent in humankind's recorded history records were found. The 207 countries are affected from the COVID-19. The increasing number of COVID-19 cases has formed a lot of complications and uncertainties day by day especially for a developing country like INDIA.

**Key words:** Traditional knowledge, MSMEs and Sustainable Growth.

### **Introduction:**

The economy of the India is growing extensively, and which is having a vision to reach 5 trillion economy. India has 3<sup>rd</sup> largest group of scientists and technicians in the world. Our country ranking in global innovation index at 52<sup>nd</sup> position.

The Indian economy is getting ready to become an Innovation and 5 trillion economy in coming days. Inclusion and initiation by Government of India through Make in India, Atal Innovation Mission, Start-up India, Digital India, Artificial Intelligence, IoT and much more schemes and its contribution. Nevertheless, this 2020 is not allowing us to fulfil our dream. Already due to Global Economic Slowdown, India is affected by these circumstances and resulted in decrease in GDP.

Knowledge is eternal. Knowledge is the one thing in this world which has a superior excellence that if we share the knowledge it will get multiply into infinite. In this regard India is blessed with ancient knowledge as well as knowledge system. Various nations are focuses to build knowledge economy by its traditional knowledge. The economy which is knowledge-based has the conceivable to connect the gap between different sets of society and it can contribute to holistic development.

The traditional knowledge is the practice of skills and knowledge which have been followed and developed which accepted by generations in a community which is a part of its cultural or spiritual identity often. The trademark, the geographical indication, the patent or the things which is related to IPR is being protected as per the law for future benefits.

<sup>1</sup>. Research Scholar, Department of Studies in Research and Commerce, Tumkur University.

<sup>2</sup>. Professor & Research Supervisor, Department of Studies in Research and Commerce, Tumkur University

COVID-19 is a large family virus that causes illness and it is a new strain of virus that has not been identified in human so far. In Jan2020, the WHO acknowledged the outburst the new Corona virus as COVIA-19 which is pandemic virus to be public health emergency.

Now it's a stint to squared India's blockages situation or circumstance analysis because India is urging towards to reach 5 trillion economy directly and to mark increasing trend in GDP. To achieve this growth all the sectors should play prominent role. Indian economy is a mixed economy where India should focus towards holistic development. The contribution to GDP is earned from different sectors. Of course, even though agriculture is a backbone of our economy. Here we should also know that the contribution of MSMEs towards GDP and economic growth.

In India agriculture is not only gambling with environment or situation but even MSMEs also gamble with business dynamics and business atmosphere which includes both controllable and uncontrollable environment. Sustainability and Surviving stages of MSMEs is not a relaxed job at the same time it is not a hard chore too. In order to enhance the 2s (Survivability and Sustainability) Government of India initiated and efforts made to bring for mainstream. **33% of GDP is contributed by MSMEs to Indian economy. Where 16.5% of GDP is earned from food and agriculture, 7% from automobiles, real estate 13% and remaining shared by other sectors.**

Now the present situation of coronavirus, makes feel of unhappiness and the entire globe is in quarantine or in lockdown heat. This COVID-19 has created a bad atmosphere(business) to all the sectors but MSMEs has a major tragic effect. **"The MSME Minister said nearly 8-10 lakh units will be restructured in the coming days, asserting that owners will have to take care of their workers and put in place mechanisms for proper sanitisation as a preventive measure once they return to work".**

#### **Research Methodology**

This paper is on descriptive basis. The paper and the study were based on secondary source i.e., Reports, articles, journals, e-sources.

#### **Review of literature**

J. Tarunika and J. Tamilselvi here authors mentioned that Indian economy is also based on traditional knowledge outputs which is utilize for business purposes which enhance the economic productivity. The traditional knowledge makes suitability in agricultural process through effective maintaining of the biodiversity. Being a developing country, India should focus on protection and improvement of inherited knowledge for future developments.

Ruchi Pant here author revealed that to improve the bio-diversity products protection of GI-tag and its registration of help to preserve the resources. If any products based on biological resources which attain a GI, it results in enhancement of marketability improves the conditions of local market for sustainable development.

#### **Objectives of the study:**

- a. To understand the role of traditional knowledge in sustainable development
- b. To know the of contribution of traditional knowledge for MSMEs

India possesses a rich traditional knowledge which is generally being passed down by word of mouth from one generation to another. Most part of this traditional knowledge is inaccessible to common since it is described in ancient classical and other literature.

Traditional Knowledge (TK) is a knowledge which is congregated through assembling of skills and knowledge which are practicing from ages ago by the people in different localities. The environment and the culture of that locality does not gain the profit with having a fear of risk. A report by World Health Organisation says that about majority (80%) of the population in the world are depending traditional knowledge which is highly on ancient medical practices to cure from diseases. The traditional knowledge occupies major and prominent role in primary health care issues is based on indispensable for its primary health care uses.

There is also a threat of misuse of such knowledge through obtaining patents on non-original innovations which is a great loss to the country. TKDL addresses these issues. TKDL is an initiative to provide the information on traditional knowledge existing in the country, in languages and format understandable by patent examiners at International Patent Offices (IPOs), so as to prevent the grant of wrong patents.

For an instance, the Neem and its use can be registered under traditional knowledge by indigenous people of India for its medical uses which includes first aid, cosmetic nature and for curing inflammation and redness caused by any medical issue. In South India, the anti-fatigue agent based on a medicinal plant called "Jeevani" is a piece of traditional knowledge known within „Kani Tribes". This is based on an herbal plant used for medical purpose and it is called "arogyapaacha". Certain other traditional knowledge are as follows: Ulcer treating medicine in Thai traditional healing method is by the use of „plao-noi". The Western Amazon tribes prepare various kind of medicines by using a plant called „Ayahuasca" vine.

In India, the turmeric has been "a classic grandmother's remedy", applied to cuts of children as an anti-parasitic agent, used as a blood purifier and in treating the common cold for generations. It is also used as an essential ingredient in many Indian dishes. It is part of our traditional knowledge. So, the question was how could someone get an exclusive right to sell and distribute turmeric? In 1996, The Council of Scientific & Industrial Research (CSIR), India, New Delhi requested the US Patent and Trademarks Office (USPTO) to revoke the patent on the grounds of existing of prior art. CSIR did not succeed in providing that many Indians already use turmeric for wound healing although turmeric was known to every Indian household for ages. Fortunately, it could provide documentary evidence of traditional knowledge including ancient Sanskrit text and a paper published in 1953 in the Journal of the

Indian Medical Association. The patent was revoked in 1997, after ascertaining that there was no novelty.

**Status of MSMEs:**

<ul style="list-style-type: none"><li>▪ <i>33% of GDP is contributed by MSMEs to Indian economy</i></li><li>▪ More than <b>106 lakh MSME</b> units are there in India with an investment of more than Rs 1 lakh crore.</li><li>▪ MSMEs are contributed <b>double digit growth</b> in the last four years to the economy.</li><li>▪ The MSMEs sector contributes 40% of the out .</li><li>▪ At present, more than 8,000 products are produced by 11 million MSMEs in India.</li><li>▪ India's Micro, Small, and Medium Enterprises (MSMEs) base is the <b>largest in the world after China.</b></li><li>▪ Indian MSMEs sector is poised for rapid growth and integration with major global value chains which helps to Make in India Campaign by enhancing FDI and other aspects.</li></ul>	<ul style="list-style-type: none"><li>▪ <b>35% to Indian industrial exports are contributes by MSMEs Sector.</b></li><li>▪ <b>40% of the work force</b></li><li>▪ <b>344 products from India</b> that carry the GI-tag</li><li>▪ Uttar Pradesh has the largest number of estimated MSMEs that is 14.20% of the <b>total MSMEs</b> in the country. West Bengal is in second place by having 14%, followed by Tamil Nadu and Maharashtra at 8%</li><li>▪ As per the official estimates, there are about <b>63.05 million micro industries</b>, 0.33 million small, and about 5,000 medium enterprises in the country.</li><li>▪ <b>Almost 90% of the industrial units in India are bound under MSME sector.</b></li></ul>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

India would benefit encouraging and sponsoring on prescribed R&D makes more creative and by refining the dimensions of enterprises to exploit prevailing knowledge. Indian MSMEs, their ventures are not just industries but an important part of their heritage, tradition, and life.

**Challenges for Indian MSMEs from Traditional Knowledge:**

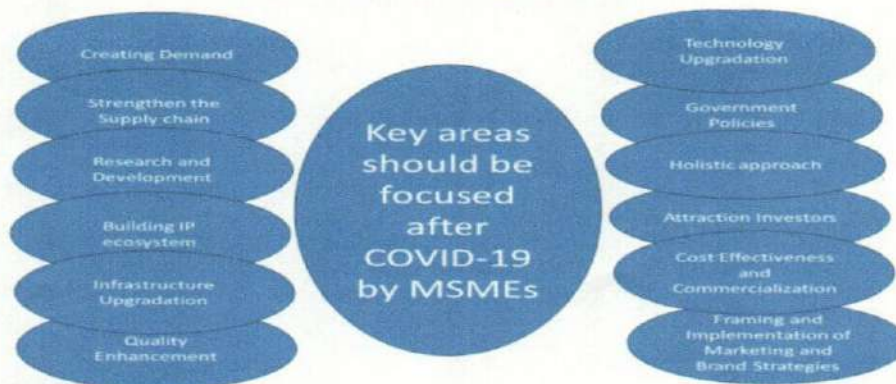
- Lack of knowledge on Protection of Traditional knowledge and Intellectual property rights.

- The upcoming environment threats and consequences leads to challenges due to the dualistic development impact on resources shortages.
- The country is underachieving in the potential aspects of research and Innovation— with has an impact on long-term as well as large scale industrial competitiveness and economic growth.
- 90% of Indian workforces are working in the unorganised sector are underemployment, as well as low-productivity and low-skill activities.
- Lack of infrastructural and financial resources for innovation.
- Lack of skilled labour resources and labour attrition problem.
- The flow of traditional knowledge is not focused by younger generation due to dilemma of acceptance.
- Deficiency of convenient capital (both Human and Financial resources)
- Backstabbing in providing or delivering quality infrastructure.
- Issues in Cope-up with upgradation of technology.

**Opportunities for Indian MSMEs from Traditional Knowledge:**

By commercializing knowledge, India would benefit by establishment strong ecosystem to create the capacity of smaller enterprises to engage it. If all firms take the initiative to enrich the traditional knowledge with modern modifications makes as national best practices which results growth in economic output and sustainable development through holistic approach.

Few of the outcome of the paper through the conceptual study:



- The government is also encouraging the MSMEs to get themselves register on the National stock exchange.
- India's growth drive under threat due to the dualistic development through division of urban-rural, environmental threats leads to shortage of resources.

- The potential areas for increasing the competitiveness of MSMEs include technology, procurement, skills development and finance.
- Regime have to work with thin capital reserves. Governments try to help the MSME by providing working capital facilities and providing employment and payment of wages
- Small business with excess capital is taken out of the businesses and applied into personal assets because of the recent situation they have encountered with.

**Conclusion:**

India's wish to reach 5 trillion economy attainments is associated with inclusive innovation will be a part and parcel of growing and emerging business economies also in quest to connect innovation for holistic development.

Cumulative national R&D spending has to be increased by the private enterprises and never exceeded 1 percent of GDP, and 75–80 percent comes from the public sector. A holistic and cohesive attention to build ecosystem regards entrepreneurship which design India's socioeconomic status with applicable rule of possibility and innovation. In this regard our prime minister given an aspiration through Make in India initiative. The present scenario showcase that are in emerging on enhancing the significance of innovation and its impact on development of the country. National Knowledge Commission of India study reveals that 42% of large firms and 17% of MSMEs have introduced 'new to the world' innovations during the course of their business. Seventeen per cent of the large companies rank innovation as the top strategic priority and 75% rank it among the top three priorities. India should also focus towards enhancing the sustenance for enriching innovation and R&D.

The respective authorities related to traditional knowledge system of MSMEs also do the analytical study on how the other countries specially developed countries are inculcating the traditional knowledge a key for growth of MSMSs as well as economic development. Because, Through Innovation MSMEs has improved their performance in terms of market share and a diversified range of goods and services. I hope the days are not far for Micro, small and medium enterprises (MSMEs) will lead the Indian economy and enhance the growth of India and take the country in the path of holistic development. It can be contributed through the efforts and implementation from innovative traditional knowledge system in day to day life.

*Knowledge is the wealth and traditional knowledge has immense potential to resolve human beings budding issues.*

**Reference:**

- Ruchi Pant. 2015. Protecting and promoting traditional knowledge in India: what role for geographical indications? IIED Working Paper. IIED. London. <http://pubs.iied.org/16576IIED> ISBN 978-1-78431-029-5
- J. Tarunika and J. Tamilselvi Saveetha School of Law, International Journal of Pure and Applied Mathematics Volume 119 No. 17 2018, 1249-1264 ISSN: 1314-3395 (on-line version) url: <http://www.acadpubl.eu/hub/> Special Issue
- R. Gopalakrishnan, Executive Director, Tata Sons Ltd. Tapasya winter 2010 Vol.II, PP 25-30.
- <https://www.pwc.in/assets/pdfs/publications-2011/innovation-msme-2011.pdf>  
Innovation: Changing the MSME landscape
- Ankur Pant and A.L. Moorthy. Knowledge management and safeguarding Indian traditional knowledge, Annals of Library and Information Studies Vol. 60, June 2013, pp. 88-97
- Ashish Kothari September 2007/ International Institute for Sustainable Development (IISD)
- Prof. T.C. James, Visiting Fellow, RIS and Dr. Namrata Pathak ,SCOPING PAPER No. 2, , Research Associate, RIS September © RIS, 2018, New Delhi
- Devasens Mishra, Indian MSMEs and Spirit of Enterprise, Business World, October 2019
- MSMEs report 2019.
- India Briefing, *is produced by* Dezan Shira & Associates *September 4, 2019*
- April 2020 FKCCI SOPs
- 2018 Indian Council for research in International Economic relations and European Business and Technology Centre
- [https://economictimes.indiatimes.com/small-biz/startups/newsbuzz/for-indian-gaming-startups-covid-19-lockdown-is-a-boon-for-business/articleshow/75115595.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](https://economictimes.indiatimes.com/small-biz/startups/newsbuzz/for-indian-gaming-startups-covid-19-lockdown-is-a-boon-for-business/articleshow/75115595.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)
- <https://www.businesstoday.in/opinion/columns/covid-19-coronavirus-lockdown>
- 2020 KPMG report
- **Newspapers, Panel discussions and Online interaction with experts**
- <https://yourstory.com/smbstory/coronavirus-msme-sme-stabilisation-fund-game-ravi-venkatesan> April 2,2020