



Mobile Innovation

E-Business Barometer

Tech for Good

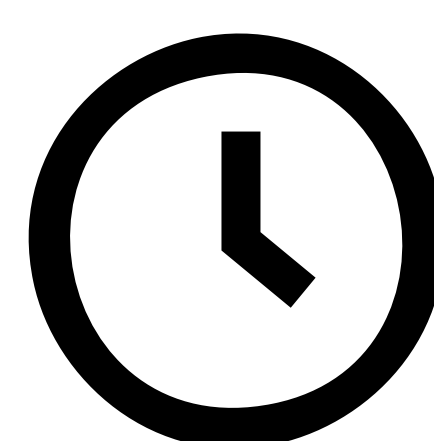
E-Business Barometer Tool

The objective of the Business Barometer is to assess the pulse of the micro, small & medium enterprises (MSMEs) in the formal and informal sectors. The Barometer analyse the business environment these MSMEs operate in. It also analyses their business performance at a sub national level in order to gain insights into critical factors that influence their performance.



Cost Effective & Scalable Solution

Implemented accross India



Internal & External Factors

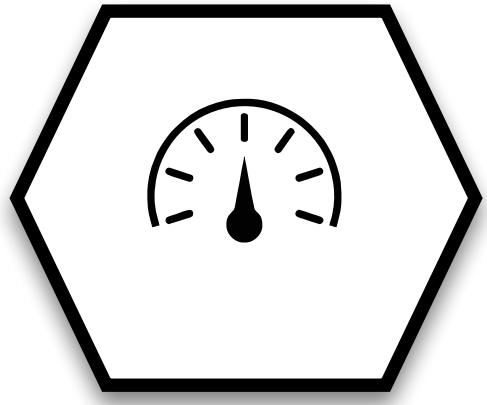
The Micro, Small and Medium Enterprise (MSME) Business Barometer looks into the internal & external factors MSMEs operate in

1. Business Environment Barometer (BEB) Tool

- ✓ Business Environment Barometer (BEB) tool collects, organizes, analyzes and reports experiences & perceptions of selected sample of entrepreneurs from the Micro, Small and Medium enterprise (MSME's) and informal sector /Unorganized sector of a locality.
- ✓ Barometer reports on a set of predetermined indicators that reflect the state of the business environment at the state/district level
- ✓ Data generated is used to project top line trends, create a comparative visualization across different regions, to help policy makers create policy and practices aimed at removing constraints to growth

2. Outputs of the Tool

- ✓ Scoring and weightage will depend on the weightage of the individual score
- ✓ Based on the score, condition for doing business is interpreted
- ✓ The descriptive data obtained will provide reasons for inefficiencies, areas of improvement & general information.
- ✓ The insights gained from the survey on performance and growth potential of MSMEs will assist policymakers as well as other non-governmental and private organizations.
- ✓ These insights will help them in designing policies to support MSMEs as well as assessing the impact of policies already implemented.

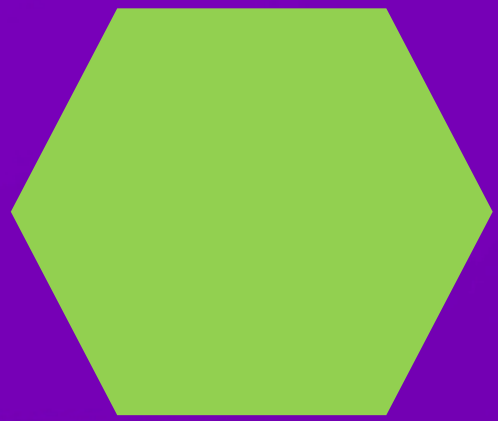


**E-Business
Barometer**

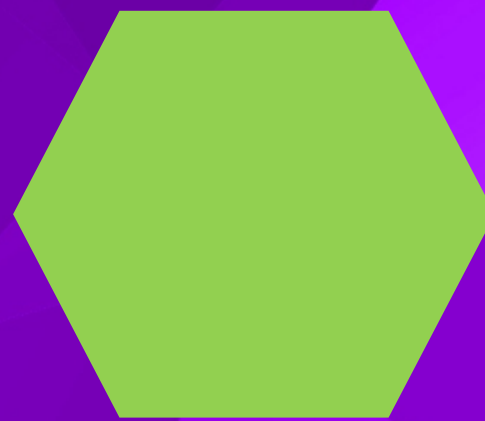
Recommended for

E-Business Barometer Tool

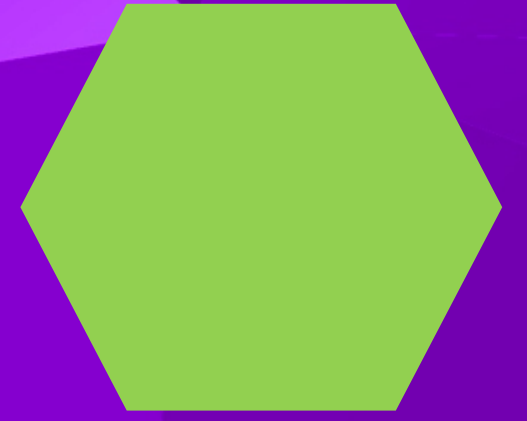
Check out more of our **Solutions**



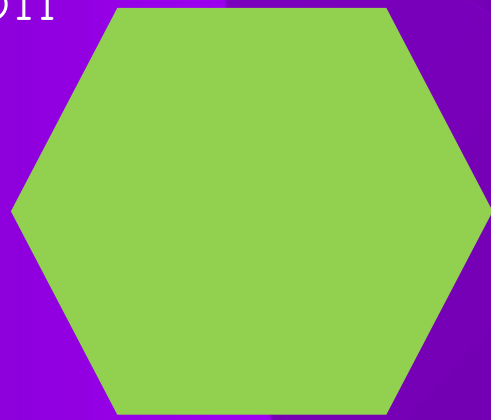
Smart City Process
Monitoring Solution



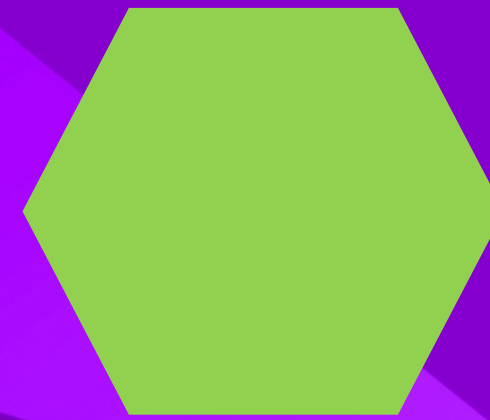
Smart
Municipal
Government
Solution



Smart Health
Solution



Smart Citizen
Engagement
Solution



Smart Field Force
Management Solution

About Us



We use Technology to create citizen centric solutions aimed to transform governance Our aim is to provide Innovative solutions for turning Digital Divide into Digital Dividend

252H Kailash Plaza , Sant Nagar, East Of Kailash New Delhi-110065, India.

+91-11-47521741

info@mobilepedia.in

www.mobilepedia.in