

**Training Programme on
Implementation of Soft and Hard Interventions in MSME Clusters
(22-26 April 2019)**

Programme Director
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National Institute for Micro, Small and Medium Enterprises (ni-msme)
(An organization of The Ministry of MSME, Government of India & ISO 9001-2015 Certified)
Yousufguda, Hyderabad - 500 045

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Rationale

Micro, Small and Medium Enterprises (MSME) sector has emerged as engine of growth in the new millennium. Innovation and creativity are the strengths of MSME sector and play vital role in economic development of the country by way of providing huge employment opportunities, investments and exports. Presently the cluster development strategy has become popular across the globe for enhancing competitiveness and promoting innovation in the MSME sector. The development of industrial clusters as a tool for increasing production, triggering economic growth, alleviating poverty and removing regional economic imbalances is gaining momentum in both the developed and developing countries. It is estimated that there are around 1200 Industrial clusters and 6000 rural and artisan based clusters in India.

Clusters are defined as geographical concentration of enterprises, specialized suppliers, service providers and associated institutions and organizations in a particular field that compete but also co-operate. The Cluster strategy offers advantages for MSME sector in efficiency, effectiveness, and flexibility which help to enhance the productivity and develop new innovative products.

To make MSMEs more productive and competitive, the Government of India through its Ministries is implementing a good number of cluster based development programmes. In addition, many International agencies, Commercial banks and NGOs are also taking part in cluster development. Micro and Small Enterprises Cluster Development Programme (MSE-CDP), Scheme of Fund for Regeneration of Traditional Industries (SFURTI), Comprehensive Handlooms Cluster Development Scheme (CHCDS), and Baba Saheb Ambedkar Hastshilp Vikas Yojana (BAHVY) are some of the important schemes being implementing by the Government of India.

Keeping this in view the National Resource Centre for Cluster Development (NRCD) of **ni-msme** proposes to organize One week training programme on “Implementation of Soft and Hard Interventions in MSME Clusters” during 22-26 April 2019 for the benefit of officials of State Governments, Financial Institutions, Professional Institutions, Non-Government Organizations and Cluster Stakeholders involved in enterprise promotion and development.

Objectives

The programme aims to enable the participants to

- Understand basic concepts of cluster theory
- Carry out Cluster analysis
- Prepare Strategic development plan
- Design & Execute Soft interventions
- Recognize issues in Implementation of Hard interventions
- Prepare Detailed Project Report (DPR)
- Promote Business Development Service (BDS) providers and
- Know the role of Government, Development Organizations, and NGOs in cluster development

Methodology

The programme consists of

- Class room lectures
- Group discussions and interactive sessions
- Case studies and presentations
- Cluster visit

Duration

One Week (22-26 April 2019)

Fee

Rs. 13, 000/- (Residential) plus GST per week

The fee includes training cost and lodging and boarding.

Rs. 10,000/- (Non-Residential) plus GST per week

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DAY	SESSION	PROGRAMME
Day 1	1	Registration & Inauguration
	2	Cluster Concepts & Methodology
	3	Diagnostic Study - Significance, Components, Data Collection, Analysis & Action Plan
	4	Cluster Development Schemes - MSEC DP, SFURTI, AHVY, CHDS
Day 2	1	Components of Detailed Project Report (DPR)
	2	Preparation of Detailed Project Report (DPR)
	3	Role of Implementing Agency (IA)/ Technical Agency (TA)/ Special Purpose Vehicle (SPV)
	4	Case Study: Role of CDE
Day 3	1	Export Procedure & e-marketing
	2	Establishment and Management of CFC: Role of SPV
	3	Identification & Deployment of BDS Providers
	4	Case Study: Cluster Diagnosis
Day 4	1 - 4	Field visit
Day 5	1	Learning's from Study visit and Group Discussion on Scope for Project Convergence with other Development Projects
	2	Intellectual Property Rights
	3	Packaging & Branding
	4	Feed Back & Conclusion

ni-msme - the premier Institute

ni-msme, the pioneer institute in the field of MSME is playing a major role in providing pro-business environment to foster the progress of MSME towards success and prosperity. The raison d'être of this Institute is to assist the Government in formulating policies for micro, small and medium enterprises and to help the practising and potential entrepreneurs through a host of services like training, research, consultancy, information, education and extension. Set up in 1962, **ni-msme** has made valuable contributions by creating an impressive record of achievements beyond the Indian shores, enabling other developing countries to get the benefit of the Institute's facilities and expertise. Located in a sprawling and enthralling campus amidst a rich natural setting, ni-msme is well equipped with both physical and academic infrastructure. In keeping with the changing times and technological changes, the Institute has updated its style of functioning by focusing on the use of IT in every aspect of its activities, but at the same time retaining the wisdom and advantages of deeply ingrained traditional practices. The core activities are being implemented through four Schools of Excellence, viz., School of Enterprise Development (SED), School of Enterprise Management (SEM), School of Entrepreneurship & Extension (SEE) and School of Enterprise Information & Communication (SEIC) as well as theme focused Centres like National Resource Centre for Cluster Development (NRCD), Intellectual Property Facilitation centre (IPFC), Resource Centre for Traditional Paintings (RCTP) and goods & Services Tax Centre (GSTC). The Institute stores and supplies information that helps make a successful entrepreneur who is well versed in the intricacies of business and can participate in business activities intelligently and diligently through its Small Enterprises National Documentation Centre (SENDOC) and knowledge portal www.msmeinfo.in. Livelihood Business Incubator (LBI) established in 2016 under the Scheme of ASPIRE of Ministry of MSME for creating a favorable ecosystem for entrepreneurial development in the country. The Institute has trained 4, 94, 928 participants by organizing 14, 826 programmes which includes prospective/existing entrepreneurs and officials from various Ministries of Govt. of India and State Governments till 2016-17. The Institute is implementing ITEC Scheme of Ministry of External Affairs, Govt. of India since 1967 and trained 9, 817 International Executives from 142 developing countries till March 2018. The Institute has also undertaken 938 research and consultancy projects. The management of the Institute rests with the Governing Council appointed by the Government of India. The governing body acts through the resident Director. The present Director is Dr. Sanjeev Chaturvedi



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