

**Online Training Programme on
INTERVENTIONS IN RURAL CLUSTERS**
(25-29 October 2021)



NATIONAL INSTITUTE FOR MICRO SMALL AND MEDIUM ENTERPRISES (ni-msme)

An Organisation of the Ministry of MSME, GoI and ISO 9001-2015 Certified
Yousufguda, Hyderabad 500 045 (India)

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Rationale

India is endowed with lots of traditional manufacturing enterprises. Since ages the artisans are producing handlooms and handicrafts across the country especially in rural areas. Due to various reasons like availability of skilled manpower or quality raw materials, these enterprises were concentrated in large numbers at one place and are playing vital role in providing employment opportunities in rural areas. Further a good number of enterprises are exporting to global markets due to uniqueness of the products. But at the same time they are producing low volumes in spite of having huge potential for higher productivity and value addition.

Today Cluster approach has become one of the popular strategies for development of Micro and Small Enterprises including traditional rural enterprise clusters. 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 helps the enterprises to enhance their productivity and develop new innovative products suitable for national and international markets.

To make traditional enterprises 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 (MSECDP), Scheme of Fund for Regeneration of Traditional Industries (SFURTI), Comprehensive Handloom Cluster Development Scheme (CHCDS), and Baba Saheb Ambedkar Hastshilp Vikas Yojana (AHVY) 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** is organizing on-line training programme on **“Interventions in Rural Clusters”** for the benefit of Implementing Agencies, Technical Agencies, Cluster Development Executives, Entrepreneurs and Officers during 25-29 October 2021.

Content

- Understand Features & Dynamics of Rural Clusters
- Conduct of Cluster Diagnosis
- Design Strategy for Cluster Development
- Develop Appropriate Techniques for Effective Implementation
- Appreciate role of Government, Development Organizations and NGOs in Cluster Development
- Identification & Deployment of Business Development Service (BDS) Providers

Duration

One Week (25-29 October 2021)

Fee

Rs. 5,000/- plus GST per participant

Enquiries and nominations may be addressed to:

The Registrar

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PROGRAMME SCHEDULE**

DAY	SESSION	SESSION
25/10/2021	9.30 to 10.30 hrs	Registration and Opening Session
	10.30 to 11.30 hrs	Cluster Concepts & Methodology with special focus on SFURTI
	11.30 to 12.30 hrs	Significance of Cluster Diagnosis
	12.30 to 13.30 hrs	Role of Implementing Agency (IA)/ Technical Agency (TA)/ Special Purpose Vehicle (SPV)
26/10/2021	9.30 to 10.30 hrs	Cluster Vision
	10.30 to 11.30 hrs	Trust Building & Conflict Management
	11.30 to 12.30 hrs	Detailed Project Report (DPR)
	12.30 to 13.30 hrs	Working Capital Management
27/10/2021	9.30 to 10.30 hrs	Value Chain Analysis
	10.30 to 11.30 hrs	Product Design and Development
	11.30 to 12.30 hrs	Identification & Deployment of BDS
	12.30 to 13.30 hrs	Marketing of Rural Products
28/10/2021	9.30 to 10.30 hrs	Tender Management
	10.30 to 11.30 hrs	Export Marketing & Documentation
	11.30 to 12.30 hrs	Lean Management Tools
	12.30 to 13.30 hrs	Implementation of Soft & Hard Interventions
29/10/2021	9.30 to 10.30 hrs	Brand Protection through Trade Mark, Designs & GI
	10.30 to 11.30 hrs	Management of CFC
	11.30 to 12.30 hrs	Social Media & Digital Marketing
	12.30 to 13.30 hrs	Feedback & Conclusion