

SIDBI: IMPLEMENTATION OF BUSINESS DEVELOPMENT SERVICES

INDIA
Pune
Ludhiana
Tirupur

DESCRIPTION OF THE PROJECT

PHASE I

OUTCOME

Quantitative and qualitative growth of BDSPs and MSMEs in areas such as quality control ; skill development, training , certification , energy conservation and marketing.

ACTIVITY

This was the pilot stage and was implemented in Pune; Tirupur and Ludhiana. More than 200 activities including workshops , events , pilots and vouchers were conducted.

PHASE II

OUTCOME

The project resulted in large-scale up gradation in productivity and technology improvements of clusters.

ACTIVITY

ACDS conducted programmes on sensitization and capacity building programmes with a focus on improving the BDS market in the cluster , various training modules were introduced as to enhance the technical skill of the given manpower .

Organised
Over 200
Activities

Varied Primary and
Secondary Surveys
Carried Out
UNIDO Cluster
Development
Approach

PRIMARY CHALLENGES (AS PER THE DPR)

PUNE

ICT

Quality

Training

Technology
Marketing

Backward
Supply
Chain

Logistic

Finance

OUTCOME OF THE PROJECT

- The project affected every three out of the four firms and BDS providers in the cluster.

- The project reached 75% of the units within the fruits and vegetables processing industry. Thus, being advantageous to above 5000 individuals.
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- The awareness component kept in target Hazard Analysis and Critical Control Points (HACCP), International Organization for Standardization (ISO), Good Manufacturing Practices (GMP), Good Handling Practices (GHP), food laws, marketing, exports, food analysis, packaging labeling and technologies related challenges as the focal points. This resulted in over 60% of the MSMEs seeking training on quality related issues.
- As a culmination of all these efforts, around 20% MSME units in the cluster reported quality improvement in the products produced.
- The Project resulted in a revenue generation of Rs.25 lakhs for BDSPs working in the quality sector alone. About 150-200 new BDSPs were introduced in various cluster development activities. Moreover, around 35 professionals in food analysis were trained as a new BDSP pool in the cluster.
- On the technology front, a number of new technologies were introduced and 4 new technologies were adopted by firms in the cluster.

- Cluster firms under pilot's/voucher support reported high instances of energy saving undertakings in manufacturing; one firm reported a Rs.3 lakhs annual savings through energy efficiency measures.
- On the marketing front, retail market linkage and development helped 10 firms with an outreach of 50 outlets. On the export front, around 150 firms were given basic training for exports.
- Firms were linked and sensitized on government schemes including National Horticulture Mission (NHM). Linkages to funding agencies were provided; via National Bank of Agriculture and Rural Development

LUDHIANA

Primary Challenges as per the DPR

Marketing

*Energy
Efficiency*

*Productivity
Enhancement*

*Quality
Upgradation*

*Design
Innovation*

Primary issue impacting the performance of the cluster was the lack of skilled manpower. To counteract this, the project evolved four strategic skill development models.

OUTCOME OF THE PROJECT

- Around 45 new BDSPs were set up to further capacitate designing capabilities of firms.
- Seven BDSPs were empowered to specialise in the field of energy efficiency .
- A national BDSP was also introduced and established in the cluster for productivity enhancement.
- The project developed four training models to improve the skill base in the cluster, especially focusing on local women development.
- The design base of the cluster was strengthened via WGSN with support from the Council of Fashion Designers of Ludhiana (CFDL) which was newly set-up. Similarly, the project impacted energy use in cluster firms with support from energy audits.
- Productivity enhancement studies and its implementation in the cluster has provided enhanced productivity and turnover to the firms.
- Most interventions were institutionalized in the cluster and efforts were made to make these sustainable beyond the project life.
- Sportking Institute of Fashion technology (SIFT) and Federation of Knitwear, Textiles and Allied Industries Association (FEKTA) evolved as two main institutions that will ensure sustainability of project interventions beyond project closure.

Sustainability

The project from its inception focused on creating a sustainable institutional platform based on which project interventions could be sustained beyond the project period.

The project has been able to:

Create sustainable models and platforms for skill development activities in the cluster; at the firm level and cluster level – SBS , FEKTA .

Implement successful pilots on productivity improvement; institutionalize BDS and BDSP platforms at SIFT.

Demonstrate energy saving development methods at firm level and cluster levels.

Tirupur

*Primary
Challenges*

*Human Resources Skill Development.
Energy Conservation and Pollution
Control .*

*Productivity and Quality Improvement.
Infotmation and Communication
Technology .*

Industry Institution Cooperation .

*Product Diversification and Design
Development .*

OUTCOME OF THE PROJECT

● The major outcome of the project was the training of 783 workers, enhancement of productivity and energy savings giving an input-output ratio of nine.

● SUSTAINABILITY

The project resulted in the creation of a sustainable platform for future activities in NIFT-TEA with most of the cluster activities to be carried forward with other networks created, like CIF, designers club, TSF etc.