

## Soft and Hard Interventions for MSME Clusters (22-26 May 2017)

### 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.

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), Integrated Handloom Cluster Development Scheme (IHCDS), 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** announces One week training programme on “Soft and Hard Interventions for MSME Clusters” for the benefit of officials of Industry Department, Industry Associations, Development Consultants, NGOs, and other agencies involved in enterprise promotion.

### Objectives

The programme aims to enable the participants to

- Understand basic concepts of cluster theory
- Carry out Cluster analysis and Prepare Strategic development plan
- Design and Execute Soft interventions
- Preparation of Detailed Project Report (DPR)
- Recognize issues in Implementation of Hard interventions
- 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

### Duration

One Week (22-26 May 2017)

### For whom

Officials of Union/ State Governments especially MSME Development Institutes, Technical Consultancy Organizations, Commercial Banks, Financial Institutions, Development Professionals, Representatives from Chambers of Commerce, industry associations and NGOs.

### Fee

Rs 18,000/- per participant which includes training cost and lodging and boarding.

### Enquiries and nominations may be addressed to:

The Registrar

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## ni-msme - the premier Institute

**ni-msme**, a pioneering 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 small enterprises and to help the practicing and potential entrepreneurs through a host of services like research, consultancy, information, training, education and extension. The Institute is a training ground for senior technocrats, bureaucrats and bankers who come here to gain expertise and knowledge in order to equip themselves with latest technology and streamline their operations.

Set up in 1960, **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. **ni-msme's** activities are changing from time to time to the needs of industries in the context of globalisation. 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 Institute churns out information that chisels a successful entrepreneur, who is well versed in the intricacies of business and can participate in business activities intelligently and diligently through its SENDOC.

**ni-msme** has made many significant contributions towards enterprise promotion both nationally and internationally. Some of the pioneering contributions of ni-msme at national level include Preparation of Directories for Small Enterprises of Excellence (1985), Preparation of video films on progress of IID centres (1995), Project Appraisal and Evaluation CAPE (1996), EDP for Rationalised Employees in State and Central PSUs (1998), Trade Related Development Programme for Women (TREAD) (2000), Child Labour Eradication Programme (ILO) (2001), Cluster Development Programmes (2003), Re- Engineering the Activities of DICs (REDIC) (2004), Management Development Programmes for Executive Trainees of NMDC (2005), Executive Development Programmes for the North East (DoNER) (2006), Orientation for MSME Development for IAS personnel (2007), Orientation Programme on Cluster Development for Officials of Central/State Governments, Financial Institutions and Banks (2007), National Workshop on MSME Cluster Development (2008), Capacity Building Programmes for Principals and Faculty Members of ITIs (DGE&T) (2008) and National Conference on Women Entrepreneurship and Innovation (2009).

NRCD (National Resource Centre for Cluster Development), recently set up, adds a new dimension to the already existing operations of ni-msme. The CRR programmes meant to start self-employment ventures have been designed to bring in self-confidence among the rationalized employees. The Institute has contributed several research and consultancy services in MSME area apart from training.

The management of the Institute rests with the Governing Council appointed by the Government of India. The governing body acts through the resident Director General. The present Director General is Mr. M. Chandrasekhar Reddy.



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## Programme on Soft and Hard Interventions for MSME Clusters (22-26 May 2017)



**Programme Director**  
**K. Surya Prakash Goud**



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