



Confederation of Indian Industry



CII-AVANTHA
Centre for Competitiveness
for SMEs

SME MIRROR

Volume 1 | Issue 2 | April, 2012



From The Chairman's Desk

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I hope you have liked the previous first issue of the e-newsletter of CII AVANTHA Centre for Competitiveness for SMEs. Our gratitude for the feedback and thank you notes that some of you have sent. While we are still looking forward to your feedback and inputs on the first issue, its time for another information filled issue of the 'SME Mirror' newsletter.

The much awaited Union budget had many growth oriented measures and has also made efforts towards fiscal consolidation. In particular, the timely focus on the infrastructure sector is welcome and it augurs well for the MSME sector as well. For the power sector, the waiver of customs duty on coal is a positive development and will help meet the demand for fuel in a country where 70% of power is still generated from it. Small and medium enterprises contribute about 40 per cent of GDP. It is apt and heartening that the budget contains substantial allocation and some effective measures for long term viability of this crucial sector of the economy.

Spreading awareness for e-learning is a cause close to our heart as the any time, anywhere learning can play the role of a game changer in a fast moving global scenario where knowledge and its timely implementation can mean the difference between success and failure. We are glad that CII-AVANTHA Centre could organize such an awareness generating session in March at Chandigarh.

In this issue, we are introducing a new section, 'Spectrum' which as its name suggests would include a broader spectrum of issues, events or areas which directly or indirectly may have a bearing on the SME world.

Gautam Thapar
Chairman & CEO,
Avantha Group & Chairman,
CII - AVANTHA Centre for Competitiveness for SMEs



e - Learning Workshop and Awareness Programme

CII AVANTHA Centre for Competitiveness for SMEs, Chandigarh took its e-learning movement further by organising an awareness workshop on March 13 on the multiple benefits of this new age learning methodology for industry. It was addressed by e-learning experts from companies like Bharti Airtel, Hero Moto Corp, Mahindra & Mahindra and Tata Interactive.

“Geographical Barrier should not be a deterrent for any communication, least of all educational communication. That is why e-learning is gaining ground, the world over as a potent tool to realize anywhere, anytime learning,” said Sameer Goel, Chairman CII Chandigarh Council and Delivery Manager, Infosys Limited.

CII AVANTHA Centre launched itself into the dynamic realm of e-learning on 20 December 2011. This is a natural progression for the Centre, which is well known for its Instructor Led Training (ILT), said Goel.

“E-Learning is a movement that we have initiated. We have started it as an in-house service at CII AVANTHA Centre for Competitiveness for SMEs, which is already providing services to SMEs in other verticals like Manufacturing excellence, Cost Management, Energy Efficiency and HR Management,” said Harinderjeet Singh, Principal Counsellor, CII AVANTHA Centre.

“A prime objective of our e-learning initiative is to address the skill gap especially in the SMEs. The biggest USP of our e-learning is competitive pricing point and expertise of preparation,” said Gaurav Mann, Deputy Director, CII-AVANTHA Centre for Competitiveness for SMEs.

The current course is being launched in Hindi & English



voice-over but would later be released in other regional languages as well. The first CD in the series of e-learning module is on 3M and Kaizen. This course has been developed keeping in mind the capability levels of Managers as well as blue collar workforce for Indian manufacturing companies. The e-learning modules includes an element of self assessment whereby the learner

gets certified on the particular subject. Other popular topics like 5 S are under preparation.

In the workshop industry experts from Companies like Bharti Airtel, Hero Moto Corp, Mahindra & Mahindra shared their experiences of initiating and implementing e-learning programmes in their organization. Tata interactive, which is a Global player in design and content development for e-learning said that e-learning should be aligned with the core activities of the company to gain the maximum benefit out of it.



Partnering with MSME in Spreading Quality Awareness

CII AVANTHA Centre for Competitiveness carried out a series of half day awareness programmes interspersed throughout the month of March as part of an initiative by the ministry of Micro Small and Medium Enterprise (MSME).

The awareness programmes pertain to Quality Management Systems and Quality Technology tools. Counsellors from CII AVANTHA Centre held awareness sessions on diverse locations across the country.

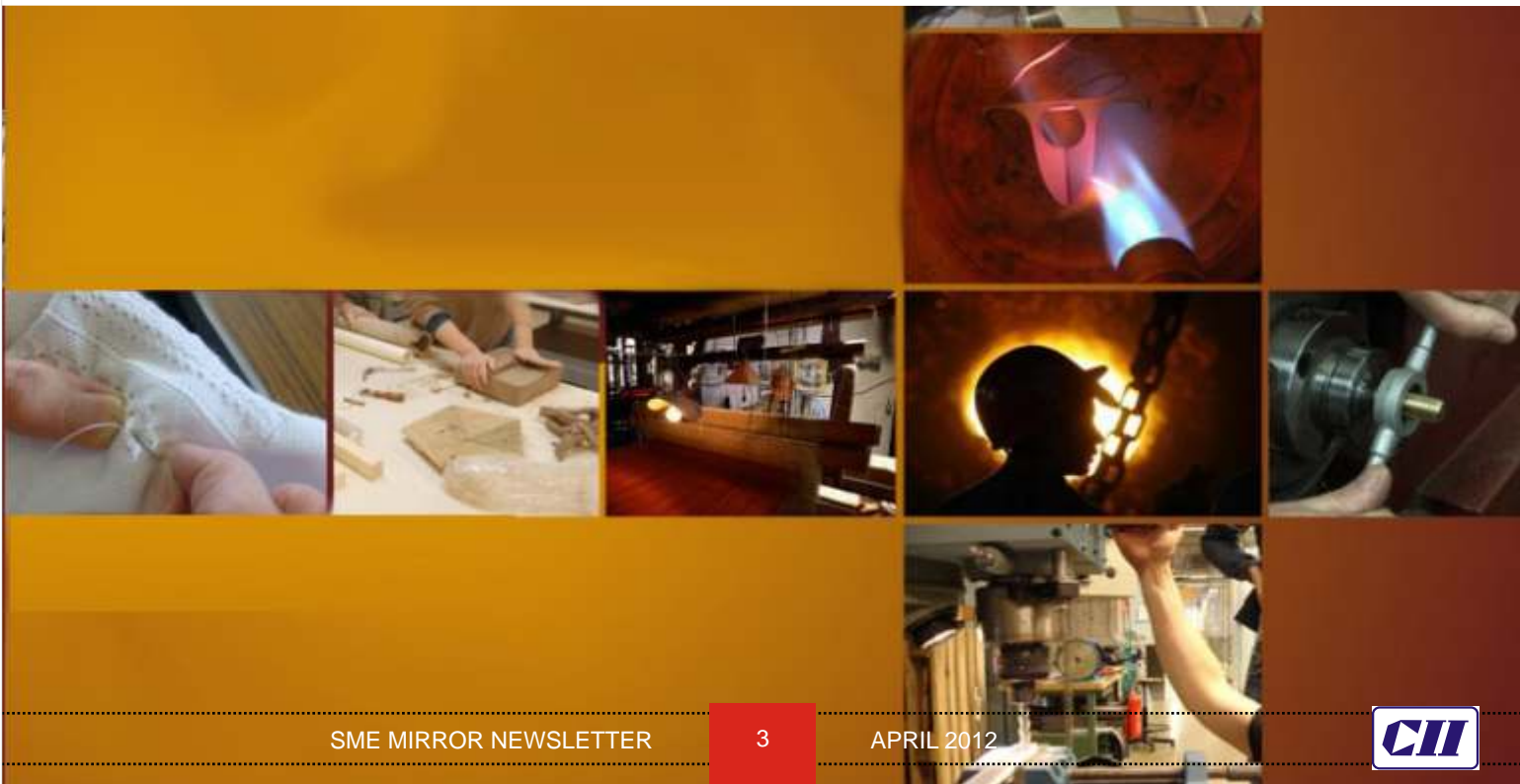
The specific topics in the awareness sessions included 'Autonomous Maintenance' as also popular lessons in Quality Management and Quality Technology tools like 5 S, 3 M, 7 QC

The locations included

Moradabad | Kanpur | Jammu | Durgapur | Bhubneshwar | Ludhiana | Baddi | Haridwar | Sonipat | Alwar | Bhopal | Vadodara | Rajkot | Aurangabad | Sangli | Puducherry | Coimbatore | Tirupur | Hubli | Goa

tools and SMED & Flow Manufacturing.

In each location the focus was to spread the awareness primarily to the sector that is popular and specific to the industrial economy of the region. For example the Brass sector was targeted in Moradabad and units pertaining to leather works in Kanpur. Similarly oil mills were focused in Alwar and Hosiery sector in Tirupur. Light Engineering companies were targeted across multiple locations including Durgapur, Bhubneshwar, Ludhiana, Baddi, Sonipat, Bhopal, Vadodara, Sangli, Puducherry. Auto component companies were targeted in Hubli, Aurangabad and Coimbatore.





7th MRM of CII - Godrej Cluster

The 7th Monthly Review Meeting (MRM) of CII - Godrej Cluster was conducted on 29th March, 2012 at Mercury Manufacturing Company Ltd. - Chennai. More than 50 persons attended this Programme.

The MRM noted that a tangible saving of Rs. 291.54 Lakhs has been achieved in the six months (Other than Assets released and Inventory Reduction Savings). Further, space saved on shop floor amounted to an impressive quantum of 32826 Sq. Feet.

The four Godrej group companies / division in this cluster are :

1. Storage Solution Group, Chennai
2. Lawkim Motors, Shirwal

3. Appliance Division, Mohali

4. Mercury Manufacturing Co. Ltd., Chennai.

The Cluster began in July, 2011 and the 1st MRM was held in August at Chennai. The 2nd MRM was held in September at Shirwal. The 3rd MRM was held in October at Chennai and the 4th MRM was held at the Godrej Mohali on November 26, 2011. The fifth MRM was again held at Storage Solutions Group, Chennai and the sixth MRM was held at Lawkim Motors in Shirwal.

Awareness Spread by CII - Counsellors

National Conference on MSME

Mr. Harinder Jeet Singh, Principal Counselor from CII AVANTHA Centre for Competitiveness was an invited speaker at the National Conference on MSME, Next Generation Engine of Growth' held on March 23-24, 2012 at the campus of Jaipuria Institute of Management, Jaipur. The address by the counselor and the sharing of insights pertaining to the various dynamics of MSME was well received by a large attendance of delegates, over 200 in number.

Autonomous Maintenance Workshop, Baddi

Mr Ravinder Kumar, Senior Counsellor from CII - Avantha Centre for Competitiveness for SME was the faculty for a two day workshop on Autonomous Maintenance in Baddi (HP) on 5 and 6 March, 2012. CII Himachal Pradesh State in association with Department of Industry, Himachal Pradesh organized the Workshop. The deliberations of Mr Ravinder Kumar dwelled mainly on role of autonomous maintenance in present day scenario, collective approach, diagnosis and prognosis of the problem as well as technical up-gradation for achieving organizational objectives effectively and efficiently.



Cost Reduction Strategies in Manufacturing Via TPS

CII - AVANTHA Centre for Competitiveness organized a one day training programme on Cost Reduction Strategies in Manufacturing Via Toyota Production System on 19th March, 2012 in Ludhiana.

It was very well received by industries with participation from companies like Bonn Food Industries, Diversey India Pvt. Ltd, JREW Engineering Ltd, Luminous Power Technologies Pvt. Ltd, Rockman Industries Limited, etc.

Participants were apprised of the details of Flow



Manufacturing, SMED, Just-In-Time Manufacturing and Kanban. It may be pointed out that Kanban cards are a key component of Kanban that uses cards to signal need to move materials within a manufacturing or production facility or move

materials from an outside supplier to the production facility. They are the key concepts of Toyota Production System. Adoption of these concepts increases the productivity and helps the companies reduce the cost of production. The knowledge of these concepts has become essential to improve the internal competitiveness of organizations.

Workshop on Employee Training

CII - AVANTHA Centre for Competitiveness for SMEs, Organized a One Day Workshop on ' Employee Training and Development - Strategy to Address Skill Crisis', on Thursday, 22nd march, 2012 at Confederation of Indian Industry (CII), Gurgaon.

The workshop focused on the concepts and principles for developing result based training programs.

Understanding and developing skills in identifying training needs and how to design and implement a Training Program were discussed with case studies of best practices. The



participants were specially familiarized with tools and techniques for measuring the effect of such training programme. The workshop also focused on evaluating return

on investments (ROI) of training efforts including an exposure to ISO 10015 standard for Training and Development. The workshop highlighted that global competition has brought a

stark realization that the key to strategic edge of any organization is its Human Resources and the ability and speed by which their skills and knowledge are continuously upgraded before the competitors.



One Day National Training Programme on “Total Cost Management”

A one day training on 'Total Cost Management' was held on 20th March, 2012 at Gurgaon to help industry to cope with uncertain economic conditions, increased global competition and the constant demands of the shareholders. All these have forced business leaders to pro-actively engage in managing enterprise-wide costs, maximize operational efficiencies and enhance shareholder value.

Effective cost management is one of the most vital devices to help the Indian Industry get acclimatized to fast-paced changes. The Indian Industry has grown from a simplistic cost-plus pricing structure to a competitive market determined pricing scenario and today a low-cost, high-quality product has become an object of desire, to gain a competitive edge.

Addressing the delegates, An Expert from CII – TCM Division said that CII has been continuously mapping a roadmap for Indian industry to reach the ultimate destination i.e. becoming world class. Increased global competition has forced companies to think aggressively about Effective Cost Management. He further added that to develop knowledge on the techniques for effective cost management and to create in-house skills on Total Cost Management tools like Activity Based Costing (ABC), Activity Based Management (ABM), Target Costing (TC) & Inventory Management, one has to understand

the tasks included in the activities. This he said can be done by focusing on improving the opportunities available to control the cost.

Expert from CII also discussed regarding a new TCM Initiative The TCM Maturity Model, The model calibrates the maturity levels in cost management from a pace to the highest through 5 layers with differentiating characteristics at each layer. There are 5 levels of maturity in cost management practices which has been identified after considerable study and works with experts in domain field. The names of the levels are Minimal, Functional, Operational, TCM Enabled & Exemplary.

The training programme concluded with an interactive session with the delegates present. The participants showed keen interest in using the management practices taught in their respective companies. The training programme was well attended by senior management representatives from HCL Infosystems Ltd, Perfetti Van Melle India Pvt. Ltd., Moser Baer Power & Infrastructure, Omax Autos, Bonn Food Industries, Aristocraft International, Vardhman Special Steels Ltd, R A K Ceramics, Indeutsch Pvt. Ltd, Eastman Auto & Power Ltd. etc.

Two Day Training Programme on Energy Management

CII – AVANTHA Centre for Competitiveness, organized a two-day advance training programme on “Energy Management”, 29-30 March 2012 at Confederation of Indian Industry, Gurgaon. A total of 20 delegates attended this training Program from companies that included Chang Yun India Ltd., Omax Auto Ltd., Gurgaon Plant, Omax Autos Ltd., Lucknow, Plant, Sona Koyo Steering System Ltd, Promed Exports Pvt Ltd, AVL India Pvt. Ltd., Aristocraft Pvt Ltd., Neolite Pvt Ltd., Jindal Stainless Limited, Hisar, Oerlikon - Graziano, Continental Carbon India, Mahle Filter System Pvt. Ltd.. Objective of this training was to create awareness about techniques for effective Energy management that facilitate reduction in both thermal and electrical Energy consumption. Energy experts from CII – AVANTHA Centre for Competitiveness introduced the participants to the latest developments in the field of Energy Management.

CII – AVANTHA Centre for Competitiveness offers advisory services in the field on Energy Management through audits, trainings & energy conservation missions.



SME Cheers Success through CII - Munjal - Showa Cluster

Tucked away in the nondescript industrial hub of Dharuhera, on the Jaipur Road, a growing SME, by the name of Hema Engineering Industries had a reason to cheer for being a part of CII AVANTHA Cluster programme. After all, saving Rs 40 Lakh per annum, is not a small amount for a SME, that too, when it is achieved through no big ticket investment. This SME is glad that it became part of CII-AVANTHA's Centre for Competitiveness' Munjal-Showa cluster, which has helped it achieve this enviable feat.

Hema Engineering Industries is not alone in cheering its success by becoming part of the Munjal Showa Cluster. "Munjal-Showa Cluster which commenced around September 2009, comprises eight SME companies and till February 2011 when it ended, collectively the companies saved Rs 1.82

crores from the cluster programme during this time.

Another SME, Bhalla Techtran, which is located in NOIDA also saved around Rs 30-35 lakh annually by being part of the Munjal Showa Cluster Programme. Yet another, company, Century Metal Re-cycling, which is based in Palwal, saved around Rs 10 lakhs per annum by being part of the Munjal-Showa cluster.

SMEs reporting substantial savings from Munjal-Showa cluster

Name of SME	Location	Approx Saving from Cluster
Hema Engineering	Dharuhera on Jaipur Road	Rs.40 lakhs per annum
Bhalla Techtran	Noida	Rs.30-35 lakhs per annum
Century Metal Re-cycling	Palwal	Rs.10 lakhs per annum

Success Story of Abhijeet Technoplast India Pvt. Ltd., Nasik

The company is a leading manufacturer and supplier of plastic molded automobile parts for M/S Mahindra & Mahindra. Abhijeet Technoplast India Pvt Ltd is a participant of CII - Mahindra,Nasik OEM Vendor Cluster. The Cluster, started around September 2009 and was closed around June 2011. There were five other companies in this cluster, the total number of companies in this cluster being six.

This success story case study is that of breakthrough improvement in inventory turn over. The prime benefit that accrued to the company was that of space saving and also an impressive improvement in productivity. Prior to participation in the Cluster, the plant was in dire need of inventory control. Inventory was all over the plant and materials were lying on shop floor. In fact, all available space in the factory was occupied with some sort of inventory.

In terms of financials, the inventory turn ratio increased from 13.69 to 42.71. Interest saved / month due to improvement in inventory amounted to an

impressive Rs 13.77 Lakhs per month. Further, labour productivity of the company increased by almost 75%. Floor space utilization of the company also increased substantially. It may be pointed out here that some of the products that Abhijeet Technoplast makes include Engine Cover for Mahindra Scorpio, Engine Cover for Mahindra Xylo, Eagle Engine Cover for Mahindra-Scorpio, Rear Corner Bumper for Mahindra-Bolero and Spare Wheel Cover for Mahindra-Bolero.

The success story of this company in achieving improvement in inventory management is attributed to the implementation of the 'Inventory Management System' as part of the CII Cluster,

Nasik. Extensive layout changes were brought about for inventory Control. There were Kaizens on Muda of stock, 3M Muda of over production. Analysis and development of Solution was carried out, including brain storming sessions to understand the root causes of inventory problems, based on requisite collection of data. Methodology adopted made use of 1S and 2 S, besides 3M and Kaizen.





Case Study of Tajpuria Wood Works, Nagpur

M/s Tajpuria Wood Works, Nagpur is a success story that has been achieved by this company as part of the CII-Godrej (Interio) OEM Vendor cluster. The primary success of this case study has been on the parameter of Delivery Schedule Adherence.

The cluster commenced around June 2009 and closed in December 2011, running for a period of around 18 months. The methodology adopted used using problem solving techniques. It involved Brain storming sessions covering cause and effect diagram, Potential reasons, Validation of potential reasons. It focused on Root cause, Actions and Kaizens for improvement.

One of the key results for the company was that of space recovery for the company, which was huge at 515 Square meters. Area



EMPTY SPACE CREATED IN SHOP FLOOR

made available for additional work was to the quantum of 370 Square metres. Hardware, tooling recovery alone amounted to Rs 3.5 lakhs, as a result of the re-layout. There was a substantial improved thorough feed time as well.

For this company, other successful outcomes of participating in the cluster pertained to reduced absenteeism, Motivated work-force, required skill availability and Improvements through kaizen.

Further, there were notable improved awareness among employees, Clarity on quality requirement and reduced re-work / rejection. The company also noted that further to the participation in this cluster programme, there has been no complaints received from January 2011, till date regarding profile mis-match.

Launch of Godrej Interio Cluster at Bhagwanpur

Launch of a new Godrej Interior Cluster at Bhagwanpur (near Haridwar) in Uttaranchal was held on 24 Feb, 2012 in the Mumbai corporate office of Godrej Interior. There are six companies in this cluster, who are vendor companies of Godrej Interior. Godrej Interio is India's Leading Furniture Brand. Godrej Interio is a

business unit of Godrej & Boyce Mfg. Co. Ltd. - part of the Godrej Group, one of India's largest engineering and consumer product groups. At present CII - Godrej Interio Cluster 2 is already on-going in Mumbai comprising 10 vendor companies of Godrej Interio.

Advertise with CII

Interested companies can advertise in the subsequent issues of monthly e-newsletter - SME Mirror which will reach to CII Member companies, Select Non-Members companies, Government officials, Embassies, Indian Missions overseas and others.

Members' Articles / Issues of Concern

To share your thoughts, knowledge, issues of concern or any information, please do send in your write ups / articles (500 - 700 words) along with passport size photograph (soft copy) and your complete contact details. We'll be happy to share the same through our subsequent issues of monthly e-newsletter - SME Mirror

For details, please contact Raja Ghoshal
Mobile: +91-8146315123 or Email: raja.ghoshal@cii.in





Confederation of Indian Industry



CII-AVANTHA
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JAPAN International SME Exhibition 2012

CII AVANTHA for Competitiveness for SMEs, Chandigarh organizes National and International Missions of SMEs to chosen companies in India for showcasing their best practices to the participants. Similarly, SME Delegations are taken for international level fairs, exhibitions or overseas training programme to giving maximum exposure to such SMEs in areas of operations which can catapult them into the league of the best SMEs globally. Such events and programmes also serve as an *avant garde* platforms for networking and business development.

One such prestigious Fair is the **Small & Medium Enterprise Fair 2012 to be held in Kansai, Japan on May 30 and June 1**. This is one of those rare opportunity for SMEs around the world to have the privilege of accessing the latest technologies, systems and processes, which have the potential to catapult their businesses into the league of the best and the brightest SMEs in the world. Indeed, this whole business fair is a unique platform to promote and create market opportunities and prudent business partnerships for innovative SMEs, who are yearning for growth and have a discerning eye for technology.

Spectrum

Budget Blessings for SMEs

In the Union Budget of 2012-13, there were some features that can go a long way in making an effective contribution to the cause of SME development in the country. In the general budget 2012-13, Finance Minister announced setting-up of a Rs. 5000 crore India Opportunities Venture Fund with SIDBI. This is in order to enhance availability of equity to the Micro, Small and Medium Enterprises. The Automotive Component Manufacturers Association of India (ACMA) has said that the setting up of the Rs. 5,000 crore 'India Opportunity Venture Fund' will enable the sector access the much-needed capital. MSMEs constitute over 70% of ACMA's membership. Access to capital has been one of the major constraints for the MSME sector. ACMA also noted that it was happy about the weighted deduction of 200% on expenditure on R&D being extended for another 5 years, which will motivate the industry to focus on innovations.

Further to augment funds for small and medium enterprises, Finance Minister Pranab Mukherjee in his budget speech in the Lok Sabha on March 13 has proposed that to augment funds for Small and Medium Enterprises, the budget proposes to exempt capital gains tax on sale of a residential property, if the sale consideration is used for subscription in equity of a manufacturing SME company for purchase of new plant and machinery. Also, considering the shortage of skilled manpower in the manufacturing sector and in order to generate employment, the finance Minister has proposed to provide weighted deduction at the rate of 150 per cent of expenditure incurred on skill development in manufacturing sector in accordance with specified guidelines. Further, Providing relief to a large number of SMEs, it has been proposed to raise the turnover limit for compulsory tax audit of accounts as well as for presumptive taxation from Rs. 60 lakh to Rs. One crore. Also, the proposed introduction of goods and services tax (GST) by August 2012 is expected to boost the overall performance of the SME sector, say experts.

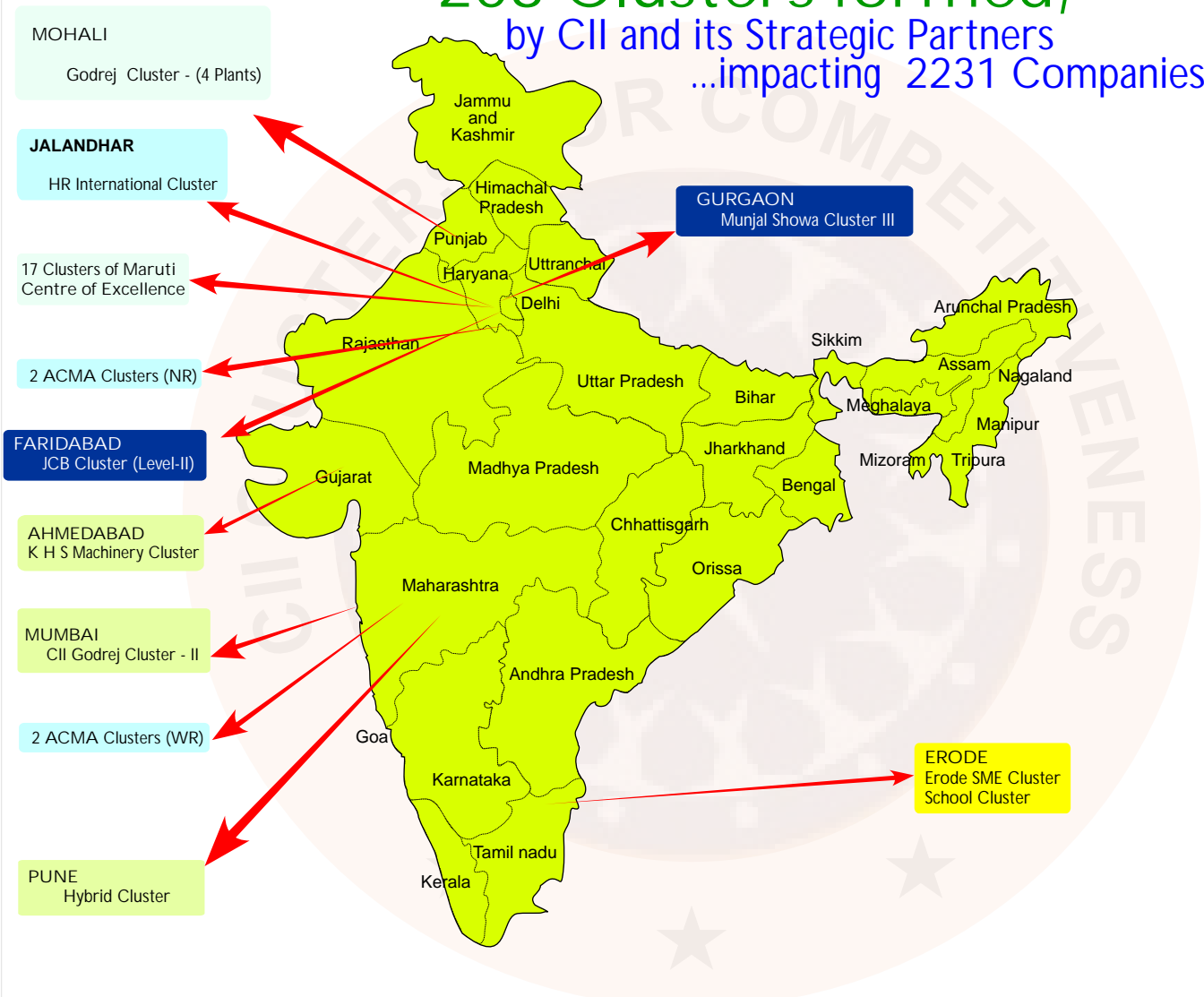




CII - CLUSTERS FOR COMPETITIVENESS A Unique Opportunity for SMEs



208 Clusters formed, by CII and its Strategic Partners ...impacting 2231 Companies



Ongoing 30 Clusters, covering 248 companies...

As on: 31st March, 2012





12 SME WORLD
 THE SPECIAL SECTION OF THE BEST MANAGEMENT STRATEGIES

'Clusters help make SMEs aware of the best practices'

The Global Cluster has been working with the Confederation of Indian Industry (CII) since 2004 to improve the performance of small and medium enterprises (SMEs) in India. In a recent study, the CII has found that clusters help SMEs become aware of the best practices and improve their performance.

Q&A
Question: How do clusters help SMEs improve their performance?
Answer: Clusters help SMEs improve their performance by providing them with access to best practices, information, and resources. They also help SMEs to network and collaborate with other businesses in the cluster.

When do the CII clusters really help?
 Clusters help SMEs improve their performance by providing them with access to best practices, information, and resources. They also help SMEs to network and collaborate with other businesses in the cluster.

CII welcomes FDI in retail, lays roadmap for cluster approach to development

EXPRESS NEWS SERVICE
CHANDIGARH | NOVEMBER 11

CONFEDERATION of Indian Industry (CII) is of the view that FDI inflow will boost organized retail in India and drive faster growth, especially in the small and medium enterprises, largely unorganised retail.

The move will open up enormous opportunities in the region for expansion of organised retail, and allow substantial investment in backend infrastructure.

Experts mull growth in manufacturing sector

HT Live Correspondent
CHANDIGARH | NOVEMBER 11

CONFEDERATION of Indian Industry (CII) organised a seminar on 'Manufacturing Today and Tomorrow' here on Thursday.

CII welcomes FDI in retail, lays roadmap for cluster approach to development

CONFEDERATION of Indian Industry (CII) is of the view that FDI inflow will boost organized retail in India and drive faster growth, especially in the small and medium enterprises, largely unorganised retail.

'CII sets up 205 clusters of SMEs, benefits 2,000 firms'

HT Live Correspondent
CHANDIGARH | NOVEMBER 11

CONFEDERATION of Indian Industry (CII), along with its partners, has formed 205 clusters of small and medium enterprises (SMEs) and is offering CII membership to all of them.

CII organises workshop on good manufacturing practices

Large companies give small units a helping hand

ONGC has been offering a helping hand to small and medium enterprises (SMEs) in the form of a 'Big Leap Forward' scheme.

10 SME WORLD
 CHANDIGARH | NOVEMBER 11, 2010 | BUSINESS STANDARD

Indian SMEs benefit from German training scheme

Local companies have established 10 joint ventures with their German counterparts, and will now get an expert to be formed in the next six months.

Local companies have established 10 joint ventures with their German counterparts, and will now get an expert to be formed in the next six months.

कंपीटिवनेस विषय पर सेमिनार

सोसायटी फॉर प्रोमोव्हेटिंग इंडियन इंडस्ट्रीज (सीआईआई) ने सोमवार को चंडीगढ़ में कंपीटिवनेस विषय पर सेमिनार का आयोजन किया था। इसमें विदेश के बड़े कंसल्टेंट्स...

Move to promote cluster movement

CHANDIGARH: The Centre of Excellence of CII and Godrej Cluster companies have joined forces to unleash a roadmap for manufacturing excellence in India.





Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes.

CII is a non-government, not-for-profit, industry led and industry managed organisation, playing a proactive role in India's development process. Founded over 117 years ago, it is India's premier business association, with a direct membership of over 7000 organisations from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 90,000 companies from around 250 national and regional sectoral associations.

CII catalyses change by working closely with government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialised services and global linkages. It also provides a platform for sectoral consensus building and networking. Major emphasis is laid on projecting a positive image of business, assisting industry to identify and execute corporate citizenship programmes. Partnerships with over 120 NGOs across the country carry forward our initiatives in integrated and inclusive development, which include health, education, livelihood, diversity management, skill development and water, to name a few.

CII has taken up the agenda of "Business for Livelihood" for the year 2011-12. This converges the fundamental themes of spreading growth to disadvantaged sections of society, building skills for meeting emerging economic compulsions, and fostering a climate of good governance. In line with this, CII is placing increased focus on Affirmative Action, Skills Development and Governance during the year.

With 63 offices including 10 Centres of Excellence in India, and 7 overseas offices in Australia, China, France, Singapore, South Africa, UK, and USA, as well as institutional partnerships with 223 counterpart organisations in 90 countries, CII serves as a reference point for Indian industry and the international business community.



CII-AVANTHA
Centre for Competitiveness
for SMEs

Business enterprises worldwide are increasingly focusing on enhancing production and improving quality, while reducing costs. In such a scenario, it is important for small and medium enterprises (SMEs) to remain competitive.

The CII- AVANTHA Centre for Competitiveness for SMEs was established in 2004, with a view to providing SMEs in India with a one-stop consultancy service. There are more than 11.86 million SMEs in India, which contribute nearly 40 per cent of the country's total industrial output. If the country's economy is to be strengthened, it is imperative that these SMEs receive tactical support to remain competitive.

The Chandigarh-based CII - AVANTHA Centre for Competitiveness for SMEs aims to build competitive and visionary SMEs. The Centre offers consultancy services on a wide range of critical issues such as manufacturing excellence, energy management, cost management, human resource development, etc. Although the Centre does provide services to individual companies, it encourages the formation of groups or clusters of SMEs. A number of companies, which share the same location, sector or even OEM vendor, are allocated to these clusters. This approach encourages SMEs to form, share and draw from a common knowledge pool.

The CII - AVANTHA Centre for Competitiveness for SMEs has successfully established such clusters at Mohali, Gurgaon and Jalandhar and is running parallel clusters across the country at Jaipur, Faridabad, Lucknow, Pune, Kolkata, Chennai and various other locations. Apart from offering consultancy services, the Centre is also committed to helping SMEs remain abreast of contemporary issues through seminars, conferences and training programmes.

The Centre offers the following services

- Clusters for Competitiveness
- Energy Audit and Management
- Manufacturing Excellence
- Total Cost Management
- Human Resource Management
- Corrosion Management
- e-Learning

CII - AVANTHA Centre for Competitiveness for SMEs
Confederation of Indian Industry
Sector 31-A, Chandigarh - 160030
Tel : +91- 0172 - 2604228 / 5080781 (D)
Fax : +91- 0172 - 2606259 / 2614974
E-mail: ciicfc@cii.in
Website: www.ciicfc.org