



Chairman's Message

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Accelerating SME growth is central to the objective of CII-AVANTHA Centre for Competitiveness for SMEs. In realising it, the Centre strives to impart the virtues of innovation, transformation, inclusion and sound governance.

The Centre's annual event –The National Cluster Summit – is scheduled for September 25-26 at New Delhi. The 6th edition of the National Cluster Summit will play a catalytic role in helping the SMEs in their endeavor for competitiveness and dynamic growth.

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



CII - AVANTHA Godrej Interio Vendor Cluster II, concluding ceremony



CII - AVANTHA Godrej Interio Vendor Cluster II concluding programme was held on March 1, 2013 at the Godrej Interio plant in Mumbai. The ten companies that were part of this cluster includes K D Engineering Works, Shreeji Industrial Engineers (Bombay) Pvt. Ltd, Wudhouse Designs P Ltd, Kashish Panel Works, Mech-Tech Industries, Vishwadeep Pressparts Pvt. Ltd, Surya Furnitech Pvt. Ltd, Ravian Engineers (I) Pvt. Ltd, Kulkarni Steel Furniture Pvt. Ltd.- 2 sites, Zenith Metaplast (P) Ltd.

The Cluster had started in April 2011, successfully concluded in October 2012. The Cluster realized a savings of Rs 73 lakhs in a span of around one and a half years. Total consolidated area recovered by 10 vendors amounted to 2108.35 sq.Mtrs. Generation of 'Kaizens' or continuous improvements through innovations at the shop-floor is a key feature of the Cluster Approach. In this case, the total consolidated money saved through kaizen by all the ten vendors tantamounted to Rs 38.41 Lakhs.



Concluding Ceremony of CII - Neogi Group Suppliers' Cluster - Kolkata



Concluding Ceremony of CII-Neogi Group Suppliers' Cluster was held on April 5, 2013 at Kolkata. **This cluster is popularly known as 'Moonlight Cluster' due to origin history. Cluster companies comprise** Moonlight Engineering Co, Maya Engineering Works, Swapna Enterprise, Glory Enterprise, A.K.Engineering Works, B.D.Rubber Moulder, Globe Electro Traders, Fine Engineering Works, Kalpana Spring Manufacturing Co, Lucky Engineering Works and Tarama Engineering. **Certificates to all cluster companies were given by CII - AVANTHA Centre for Competitiveness for SMEs** at the end of the concluding programme.

By adopting lean manufacturing techniques, so far (2010 July onwards), the cluster has achieved financial benefit of Rs.23 Lakhs. In terms of benefits in space saving, there was a gain of 134.37 Sq. Mt. In floor Space utilization, Rs 78/Sq Mt jumped to Rs 183/Sq. Mt, an improvement of 183%. Accident Frequency rate for cluster declined from 183 Part Per Million (PPM) in pre-cluster period to 33 PPM in post cluster period. Accident Severity dipped from 727 PPM in pre-cluster period to 181 PPM in post cluster period, depicting a clear decline in manhours lost. Customer Complaints went down from 25 in pre-cluster period to 6 in post cluster period. Customer return dipped from 33598 to a mere 5500 post cluster, an improvement of 83%. In-Process Rejection showed improved by more than 90%. While there were no employee suggestion in pre-cluster period, there were as many as 142 KAIZENS in post cluster period. Delivery Schedule Adherence improved by 91% in post cluster period.



BEE - GEF - World Bank Project on 'Financing Energy Efficiency at MSMEs'



CII-AVANATHA Centre for Competitiveness organised a two-day **Certification training Programme on Energy Saving Techniques** on 24-25 April 2013 at Hotel Park Plaza, Faridabad. It was part of the project in which Bureau of Energy Efficiency (BEE), Government of India in coordination with Confederation of Indian Industry (CII) has taken up the initiative to enhance the Energy Efficiency of the Mixed Industry in the Faridabad (Haryana) through BEE – GEF – WB Energy Efficiency Mixed Cluster Program.

The objective of the project is to accelerate the adoption of Energy Efficient technologies and practices through knowledge sharing, capacity building and development of innovative financing mechanisms.

Under the project, Confederation of Indian Industry (CII) conducts training program involving energy professionals & end users of energy to share their findings on the use of current technologies, average specific energy consumption, possibility of energy efficient technologies and barriers in the cluster. The training **program was designed to train** energy professionals, to develop knowledge on techniques for effective energy management at design stage, so that it results in reducing both thermal and electrical energy consumption in operation. It seeks to provide information on latest energy saving designs on various energy intensive equipment, commonly used in all type of industries.



Scope of Solar Power Generation for the Indian Industry



CII – AVANTHA Centre for Competitiveness for SMEs, in association with Coatec India as Knowledge Partner, organized an **awareness session on “Powering a Clean Tomorrow – Scope of Solar Power Generation for Industry”** on 21 March 2013 at CII Chandigarh.

With subsidy schemes offered by Government & attractive loan schemes to promote renewable energy, captive solar power generation to meet energy requirement has become financially very viable for Industries. The objective of the session was to discuss financial viability of solar power generation for industries, government subsidy scheme for solar power installation and different project financing model.

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

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HR Mission for SMEs



CII - AVANTHA Centre for Competitiveness for SMEs organized a one day HR mission for SMEs on **11th April 2013** at **Gurgaon**, to observe the best **HR practices** being followed in bench mark Companies so as to learn to replicate and assimilate in our organizations. In this initiative, the two chosen companies where the participants were taken were: **Maruti Suzuki India Limited, Gurgaon** and **Sandhar Technologies Limited, Gurgaon**.

The Mission included Plant Visits, exposure to Best HR Practices on the site and Interaction with Senior Management. **The Mission provided an unique opportunity to obtain** first hand exposure to various innovative and successful HR practices implemented at workplaces. It show cased organizational development (OD) related initiatives for optimal utilization of Human Resources for improved performance. There were 23 participants representing a cross section of sectors. We received positive feedback from the participants who found that the mission approach enables them to learn a lot in within a short span of time.

Awareness Session for Jaipur Members on Cluster Formation in fields of Manufacturing Excellence and Energy Management

CII - AVANTHA Centre for Competitiveness for SMEs, in association with the Rajasthan State office of CII, organized a four day awareness drive in Jaipur from April 16 to 19, 2013, to address the subjects of Manufacturing excellence and Energy Conservation.

Senior Counselors from the CII-AVANTHA Centre from the verticals of Manufacturing Excellence explained in detail the benefits of the Cluster program. They also explained how effective interventions in Manufacturing and Energy Management can elevate SMEs to higher levels of competitiveness and efficiency. The need for the SMEs to have global yardsticks was adequately highlighted. The programme was held for the benefit of the SME sector. The focus areas of the programme included benefits of the Cluster approach and the importance of skill development for the SME sector.



Spectrum

It is heartening that in the union budget for 2013-14, government has doubled the Small Industries Development Bank of India's (SIDBI's) refinancing facility for MSMEs to Rs 100 billion. Further, what is more exciting is the setting up of a Rs 2 billion innovation fund for MSMEs. Also, the finance minister has proposed non tax benefits as well as tax exemptions for MSMEs that move up to the large enterprises segment.

While these are all laudatory initiatives, it is imperative that the benefit of all these scheme percolates down to the SMEs realistically and with ease. On their part, the SMEs also need to put their act together in order to augment their competitive quotient. Indeed, its high time the Indian SMEs come out of their restricted worldview to enhance International benchmarks for them.

Union Minister of State for MSMEs, K. M. Muniyappa has called for a 10 per cent increase in MSME exports in the 12th plan period (2012-17). This will give the sector a 50 per cent share of total industrial exports. According to the CII MSME council such a worthy target calls for a need to develop a market development mechanism with focusing of Indian MSMEs.

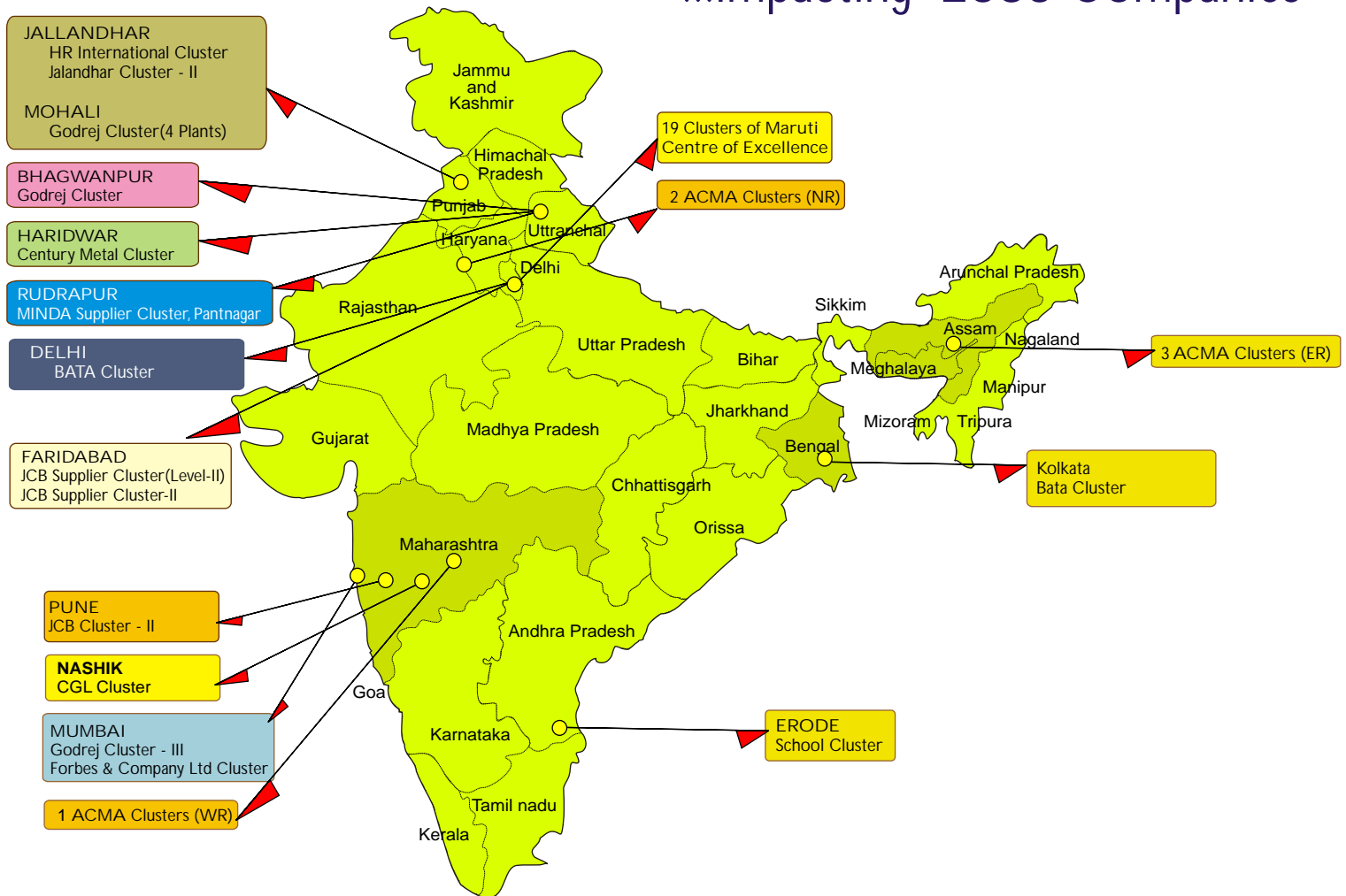
At CII - AVANTHA Centre for Competitiveness for SMEs, we stand committed to our cherished goal of guiding the MSMEs in achieving accelerated growth through innovation, transformation, inclusion and sound governance.



CLUSTERS FOR COMPETITIVENESS

A Unique Opportunity for SMEs

232 Clusters formed,
by CII - AVANTHA Centre for Competitiveness for SMEs
and its Strategic Partners
...impacting 2383 Companies



Ongoing 39 Clusters, covering 260 companies...

As on: 30th April, 2013



Upcoming Events

Corrosion Management Training Programme

| Title / Theme | Date | Venue |
|---|------------------|-----------|
| Training Programme on Paints & Coatings for Corrosion Protection | 23 - 24 May 2013 | Bangalore |

Contact: Sanjay Namdeo, Phone: 9915593898, Email ID: sanjay.namdeo@cii.in

BEE - GEF - World Bank Project on 'Financing Energy Efficiency at MSMEs'

| Title / Theme | Date | Venue |
|---|------------------|-----------|
| Training Programme on Energy Conservation Techniques | 21 - 22 May 2013 | Faridabad |

Contact: Manpreet Singh, Phone: 9876724003, Email ID: manpreet.singh@cii.in

Indo - German Manager Training Program 2013

| Title / Theme | Date | Venue |
|---|--------------------------------|---------|
| Training Tour to Germany (General Batch) | 8 September - 5 October 2013 | Germany |
| Training Tour to Germany (Healthcare Batch) | 22 September - 19 October 2013 | Germany |
| Training Tour to Germany (Energy Batch) | 22 September - 19 October 2013 | Germany |
| Indian Leg Training (For All Batches) | 15 - 17 July 2013 | Gurgaon |

Contact: Vishal Sharma, Phone: 9815948446, Email ID: vishal.sharma@cii.in

6th NATIONAL CLUSTER SUMMIT, 2013

The much awaited 6th Edition of the National Cluster Summit 2013 is scheduled to be held on 25-26 September, 2013

For more details about National Cluster Summit 2013, Please contact:

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Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes. CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded over 118 years ago, India's premier business association has over 7100 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 90,000 enterprises from around 257 national and regional sectoral industry bodies. CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues. Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few. The CII Theme for 2013-14 is Accelerating Economic Growth through Innovation, Transformation, Inclusion and Governance. Towards this, CII advocacy will accord top priority to stepping up the growth trajectory of the nation, while retaining a strong focus on accountability, transparency and measurement in the corporate and social eco-system, building a knowledge economy, and broad-basing development to help deliver the fruits of progress to all. 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 224 counterpart organizations in 90 countries, CII serves as a reference point for Indian industry and the international business community.



CII-AVANTHA
Centre for Competitiveness
for SMEs

Established in 2004, today Chandigarh based CII-AVANTHA Centre for Competitiveness for SMEs is a one stop shop for SME development. With a pan India approach, the Centre plays role of a guide and mentor for SMEs by its 'Cluster Approach', which enables SMEs to learn through sharing of knowledge with other Cluster companies. Best Practices and a detailed road map for enhancing productivity and efficiency for Cluster companies is charted and implemented by the seasoned counselors of the Centre.

The Centre works exclusively to enhance the competitiveness of MSMEs, through interventions in areas such as Manufacturing Excellence, Energy Efficiency, Cost Management, Total Employee Involvement, e-Learning, Corrosion Management etc. Our Pro-active International Engagements ensure that we are in tune with the cutting edge of global Competitiveness in order to transmit the same to the Indian SMEs. More than 220 Training programmes have been held in the last 3 years, benefitting more than 3500 delegates.

Services Offered

Service delivery is through a co-ordinated and participative approach. The Centre works closely with industry via training, counseling, sharing best practices, study missions and online inputs to take the organisations to new heights of competitiveness. The centre offers services in the following areas:

- Manufacturing Excellence
- Energy Audits and Management
- Total Cost Management
- Human Resource Management
- Corrosion Management

Methodology : Traditional class-room & shop floor approach is supplemented with innovative e-Learning modules and interactive webinars.

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