



SME MIRROR

Volume 1 | Issue 7 | February, 2013

Chairman's Message

Inside This Issue

Chairman's Message

Spotlight

CII - AVANTHA - Bata Cluster Launch

Awareness Programs Across India Sanctioned by MSME

Corrosion Management of Industrial Water Systems

Training at BILT

World Bank Programme in Faridabad region

Programme on Autonomous Maintenance in Ahmedabad

Spectrum

CII - Cluster Map

Media Coverage



CII - AVANTHA Centre for Competitiveness for SMEs, is ever focused on assisting the Indian industry in improving achievable deliverables.

Through the year, we should be able to take our services to the next level of excellence, be it in Energy, Manufacturing, Cost, Human

Resources or Corrosion Management. The Energy Team at CII - AVANTHA Centre is currently working with 75 companies to implement a World Bank Project to train professionals in Energy Saving. The project, in and around Faridabad, will finally help 20,000 SMEs to reach a higher level of energy efficiency.

Even as the environment remains challenging, we are confident that we will achieve our objectives.

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



CII - AVANTHA Centre sets its foot in the Footwear Industry



CII-AVANTHA Centre for Competitiveness for SMEs launched a new Cluster with Bata India Limited-Kolkata and its vendors on January 29, 2013. **The duration is 12 months. The objective is to enhance internal competitiveness of Bata and its identified vendors in Manufacturing Excellence. It was formally launched at Bata India Limited plant at Batanagar, Kolkata. Apart from three vendors of Bata, the two units of Bata India Limited - Leather and Rubber plant are also part of the initial Cluster programme.**

It is the first cluster of CII-AVANTHA Centre with Bata and its foray into the footwear sector. Further, it marks presence of CII in leather and footwear segment after a gap of 15 years. The Cluster launch was attended by R. Jayaprakash, Vice President-Manufacturing, Bata India Limited and Subhra Kanti Mandal, General Manager-Manufacturing, Batanagar as also other managerial staff of Bata India Limited. The Three vendors of Bata India Limited were also present. S.R. Leathers, Kolkata was represented by Rashid Riaz, proprietor, Standard Footwear, Kolkata was represented by Syed Ahmed and Excelsior Leather Pvt Ltd, Kolkata was represented by Sanjay Choudhary.

A customized roadmap covering the subjects of 5S, Key Indicators, 3M & Kaizen, Daily Work Management, 7 QC Tools, SMED and Autonomous Maintenance have been identified for the Cluster Programme. The Delhi Vendor Cluster will start in February and Agra Cluster will follow suit.



Awareness Programs Across India Sanctioned by MSME

CII - AVANTHA Centre for Competitiveness for SMEs was chosen to be a partner of the Ministry of Micro, Small and Medium Enterprises (MSME) in carrying out a series of Awareness programmes pertaining to the various facets of Total Quality Management (TQM).

The programmes were rolled out across India from Late December. In the previous issue of SME Mirror, we mentioned the series of programmes that were rolled out till then. Further to that, here is the concluding list of the awareness programmes that were held:

- At Nagpur :** Awareness Programme on SMED (single Minute Exchange of Dyes) & Flow Manufacturing was held on January 28, 2013 at Nagpur, in Maharashtra
- Rajkot :** An Awareness Programme on 5S, 3M and 7QC Tools was held on February 5, 2013 at Rajkot in Gujarat
- Jaipur:** An Awareness programme on 5S and 3M was held on February 4, 2013 at Jaipur in Rajasthan
- Alwar:** An awareness programme on 5S, 3M and 7QC Tools was held on February 5, 2013 at Alwar in Rajasthan
- Khurja:** Awareness Programme on 5S and 3M was held on February 6, 2013 at Khurja in Uttar Pradesh.
- Ahmedabad:** Awareness programme on Autonomous Maintenance was held on February 8, 2013 at Ahmedabad in Gujarat
- Agartala:** Awareness programme on 5S and 3M was held on February 11, 2013 at Agartala in Tripura
- Imphal:** Awareness programme on 5S and 3M was held on February 12, 2013 at Imphal in Manipur
- Barpeta:** Awareness Programme on 5S and 3M was held on February 13, 2013 at Barpeta in Assam
- Siliguri:** Awareness Programme on Autonomous Maintenance was held on February 14, 2013 at Siliguri in West Bengal
- Sonipat:** Awareness Programme on 5S, 3M & 7 QC Tools was held on February 15, 2013 at Sonipat in Haryana
- Belgaum:** Awareness Programme on 5S and 3M was held on February 19, 2013 at Belgaum in Karnataka
- Kotayam:** Awareness Programme on 5S, 3M & 7 QC Tools was held on February 23, 2013 at Kotayam in Kerala
- Jamshedpur:** Awareness Programme on 5S, 3M & 7 QC Tools was held on February 25, 2013 at Jamshedpur in Jharkhand
- Bokaro:** Awareness Programme on Autonomous Maintenance was held on February 26, 2013 at Bokaro in Jharkhand.
- Durgapur:** Awareness Programme on SMED & Flow Manufacturing was held on February 27, 2013 at Durgapur in West Bengal.



Corrosion Management of Industrial Water Systems



To address corrosion problems in Water treatment systems and its adverse effects, a one day training Programme on 'Corrosion Management of Industrial Water Systems' was organized on January 24, 2013 at Chandigarh by CII-AVANTHA Centre. Faculty for the program was A K Sinha, Ex-Additional General Manager, NTPC Energy Technology Research Alliance (NETRA) & Core member of CII-AVANTHA Corrosion Management Committee (CMC).

Delegates from various industries like Trident, Sona Koyo, Teva API India, Vardhman Textiles, Sainsons Paper Industries and USV attended the programme. It was explained in great detail how a major use of water in industries is transfer of heat and production of steam, highlighting the extensive use of water in most manufacturing process. It suggested how successful water treatment programme must control Corrosion, Scale, Fouling, and Microbiological Activities.



Training at BILT



A two day in-house training programme at BILT (Ballarpur in Maharashtra) on Jan 23 and 24, 2013. The subject of the training programme was 5S, 3M and 7 QC tools.

Participants were from different locations. There were approximately 30 participants. Participants were from the Production Division of the company. First day program was on 3M and 5S. Practical industrial examples were shared. Second day program was on problem solving tools. The programme received a Good feedback from the participants.

World Bank Project

A World Bank Project has been awarded to CII-AVANTHA Centre for Competitiveness for SMEs in the Energy Management domain. At present, the Project is being implemented in and around Faridabad to train professionals for Energy Saving. The scope of the programme involves direct interaction with around 75 companies to finally impact 20,000 SMEs in Faridabad region. The programme started in December 2012.



Our classic product "Bulk Email Management System" has brilliant features which help your business to grow. One can send unlimited emails to unlimited recipients by using this product, also one can import/export contacts and make various email groups.

Strategy

Launching a web campaign is like throwing a rock into the Grand Canyon. The Internet is just too vast to be everything to everyone. Good strategy focuses the creative and enables you to speak to the audience you most want to reach.

- ✓ Vision and Scope
- ✓ Conceptualization
- ✓ Creative Development
- ✓ Strategic Planning
- ✓ Product Development
- ✓ SEO/SEM Strategy



Software Application

We start every project by embarking on a hardcore fact-finding mission to see what the outside world thinks about your requirement.

- ✓ Ticket Management System
- ✓ Bulk E-mail Online Application



Welcome to Viable Informatics Clues Pvt. Ltd., a leading name in the IT domain.

We are a team of exceptionally hardworking, skilled and motivated professionals who work constantly towards meeting our client's needs, ensuring quality and timely delivery. We, at Viable Informatics Clues ensure and give utmost importance to maintaining trust and confidence of our customers.

Our Expertise

We expertise in Web Development, Customized Software Development, Online Advertising, Social Networking, Web Designing. We also deal in SMS Service, Software Product Development, .NET Training, Business Process Automation, Web Application Maintenance and Support, Multimedia and SEO Services.



Software Development



Round the clock unmatched technical support is provided by our software support center. Our technical professionals are updated with latest technology upgrades to build a world class support system.

Website Development



We expertise in the field of web development. This term covers the technical aspects of building web sites. We keep pace with emerging technologies to give our best to clients.

Website Design



We deliver high-end website designs, topped with animations and graphics. Creativity leads. It's well known that interface is the first impression followed by demand oriented, reliable and robust site.

VIABLE INFORMATICS CLUES PVT. LTD.

S - 11, Second Floor, SCO - 131, Chhoti Baradari, City: Patiala, Province/State: Punjab, Country: India, Postal/ZipCode: 147001
Mobile: +91-978-077-0079, Email: vic@vicpl.in ; Kindly Visit our website: <http://www.vicpl.in/>



Programme on Autonomous Maintenance in Ahmedabad



A one day programme on Autonomous maintenance was held at Ahmedabad on February 8, 2013. The programme was conducted by in-house faculty of CII - AVANTHA Centre for Competitiveness for SMEs and was well received by the local companies.

Participants were apprised of the fact that Zero breakdowns can be achieved only if production operators are involved in finding any abnormalities. At the core of world-class maintenance performance is something called 'Autonomous maintenance.' In this context, the term autonomous doesn't mean performing maintenance in a vacuum or solely by traditional maintenance department. Rather, it means operators perform certain equipment maintenance activities and that maintenance crafts get closely involved in daily operation of equipment. Focus of operating team is on cleaning, inspecting, lubricating, monitoring and other essential daily tasks traditionally within the domain of the maintenance department.

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

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.



Spectrum

Dear Manufacturers,

As you might be aware, one of the silent killers of industry is **Corrosion**. Impact of corrosion on nation's exchequer is a staggering Rs. 2 lakh crores. Realizing that it was time for a wakeup call for Indian Industry to combat corrosion, CII-AVANTHA Centre for Competitiveness has initiated the service on Corrosion Management for benefit of Indian Industry with objective of creating awareness and Services to combat Corrosion.

Committee on Corrosion Management (CMC) under Chairmanship of Dr Baldev Raj, Former Director, Indira Gandhi Centre for Atomic Research (IGCAR) & President- Research, PSG Institutions, is a network of experts on corrosion, who work towards Minimizing Corrosion related losses.

CMC Activities include:

- ↪ Corrosion Audits
- ↪ To provide solutions, directions and guidance to minimize Corrosion related losses.
- ↪ To explore possibilities of Corrosion Regulation in India
- ↪ To take missions on corrosion at national and International forums to showcase the best practices followed in corrosion
- ↪ To spread corrosion awareness through training programmes, workshops, seminars, publications etc.
- ↪ To provide certification on corrosion prevention in order to build knowledge based corrosion community
- ↪ Corrosion Research Day celebrated on September 22, 2012 at Chennai where three booklets on Corrosion were released. Under chairmanship of Dr Baldev Raj, the 9th Corrosion Management Committee (CMC) meeting enumerating future road map of Corrosion Management was held.

For further details on how we can help you in your drive against corrosion, please contact:

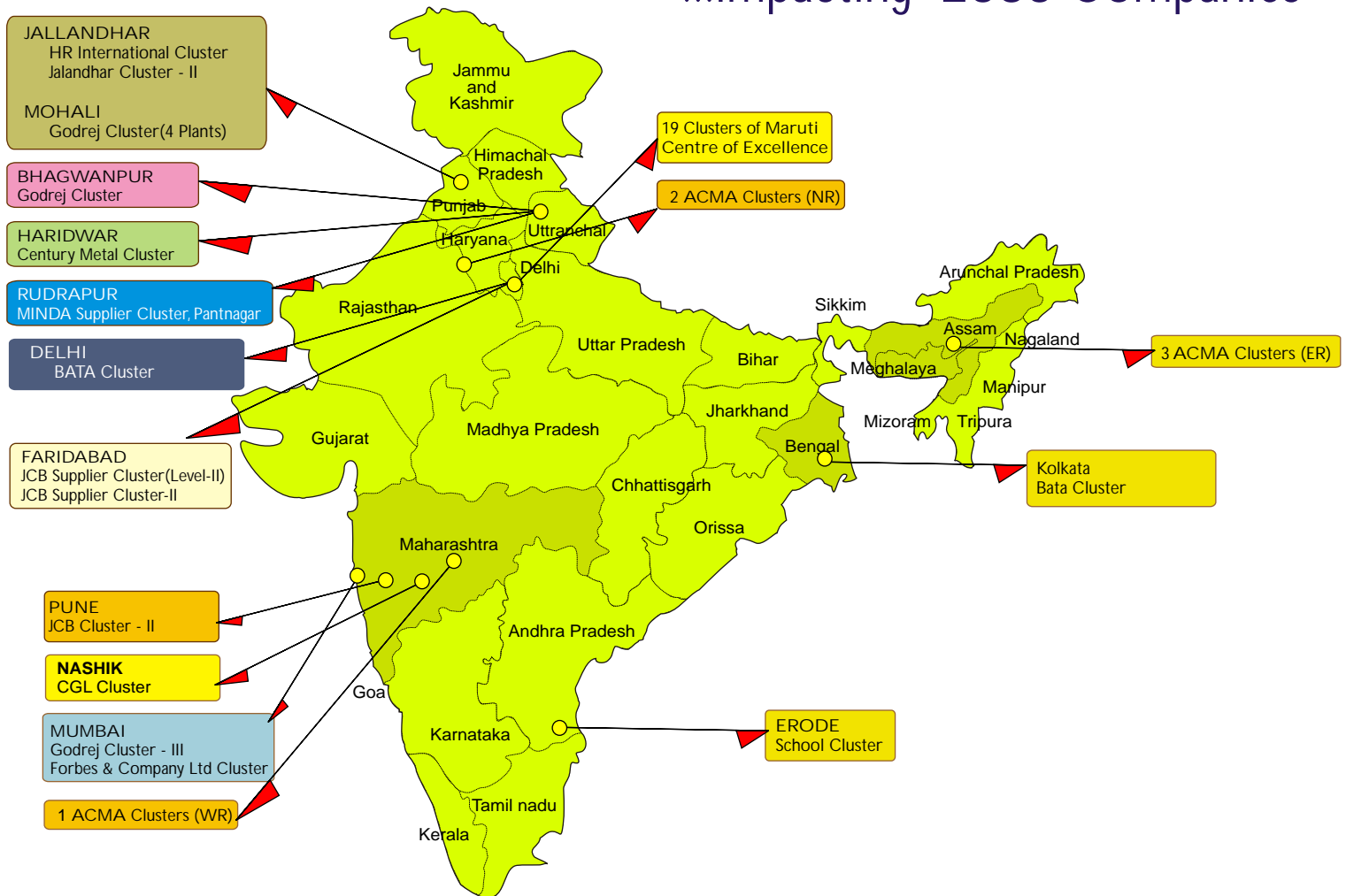
Lakshman R B
Engineer-Corrosion
CII-AVANTHA Centre for Competitiveness
Chandigarh
Mobile: +91 8699458639



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: 21st February, 2013

CII Avantha Centre

Cluster summit from October 18-20
CHANDIGARH: The fifteenth national cluster summit is scheduled to be held on October 18-20 in Gurgaon. "The small and medium enterprises (SMEs) have the potential to emerge as the big time growth drivers of the economy and also to emerge as one of the dynamic engines of employment generation. This is a message that SME sector in general and ought to believe in and fresh Munjal, Chairman, CII Avantha Cluster Summit, in a statement.

Syria firm keen on learning India's small outfits' success

KOMALAMITHYGERA
 Chandigarh, 22/FEB

Muammer Kabhani of Syrian German Telecommunications Limited is in India for four weeks to have an insight into the working of small and medium outfits. "As the Russian and Chinese experiments for revival and re-engineering of small outfits could not be of any help in Syria, the India experiments, in my opinion, could be replicated successfully in Syria", Kabhani told *Business Standard*.

Kabhani is a part of a 33-member delegation from different countries of Asia, Africa, Latin America and Eastern Europe. The international delegation is part of an international programme on cluster development-emerging strategy, MSME entrepreneurship and international marketing and global competitiveness coordinated by Niesbad (National Institute for Entrepreneurship and Small Business Development).

The members today learnt the nuances of cost cutting, low attrition, scope for international trade and shop floor discipline to improve attendance at the CII-Avantha Centre of Competitiveness at Chandigarh.

Talking to *Business Standard*, Rishi Raj Singh, programme director, Niesbad, said the world is now looking at India to learn the success stories of SMEs as they produce large and sustainable employment. He added that the participation from East Europe and Latin American countries in the programme this year corroborates the acceptability of western world for the Indian growth model.

Most of the delegates are from various government departments of their respective countries. Adil Salim Cibald Al Awidi from Oman told that his country has the potential for SMEs.

The traditional SMEs have vanished with the time. "We can have textile and embroidery clusters in our country and we can learn lessons from India", said Awidi.

The members visited various export oriented units to learn the business model for international business and small companies at Baddi in Himachal Pradesh.

एसएमई के लिए ई-लर्निंग प्रोग्राम
 चंडीगढ़ • लघु एवं मझोले उद्योगों (एसएमई) को हाईटेक करने के लिए सीआईआईई ई-लर्निंग प्रोग्राम शुरू करने का रणनीतिक फैसला किया गया है। इसके लिए सीआईआईई द्वारा 13 मार्च को जहाँ कर्कश्वर भी आयोजित

20 दिसंबर 2011 को बने एक पत्राचार के तहत 70 एसएमई के डिजिटल डायरेक्टर ई-लर्निंग प्रोग्राम मुलाक़ात में-यूरोपीय संघ के अंतर्गत 'एसएमई' को ई-लर्निंग प्रोग्राम शुरू करने के लिए सीआईआईई के प्रति रुचि व्यक्त की है। इसके लिए एसएमई के 80 फंडिंग के अभाव में हो रहे विकास के बाजार में

Access to funds concern of SME sector: CII

LARGE COMPANIES CAN PLAY A CRITICAL ROLE IN HELPING MSMEs ACCESS FINANCE AND TECHNOLOGY, SAYS AN EXPERT

FW JOSEAU
 Chandigarh, 23/FEB

Industry body CII today said it is in the process of working with banks and other financial institutions to address issues over access to funds for MSMEs, small and medium enterprises (MSME).

"Access to finance is one of the prime areas of concern for Indian MSMEs. We are trying to address this concern along with other financial institutions", said R Narayanan, CEO, CII-Avantha Centre for Competitiveness for MSMEs here today.

"Large companies can play a critical role in helping MSMEs access finance and technology", said Narayanan. He added that the Cluster Summit of CII Avantha Centre from Feb 18-20 at Gurgaon had highlighted

on this issue with industry participation from various banks including organisations such as Small Industries Development Bank of India (SIDBI), Equipment Finance Corporation of India (EFCI) and other financial institutions through MSMEs through MSMEs. He said Narayanan, who is heading the MSMEs wing of the international delegation to the Centre.

He said such an approach leads to strengthening of the supply chain for the big companies and also opens up new areas of financing for MSMEs. He said the Centre is organising a series of workshops for MSMEs, banks and SME companies.

A 33-member international delegation visited CII Avantha Centre in Chandigarh today to understand its various activities. The delegates were from Afghanistan, Serbia, Armenia, Oman, Mauritania, Lithuania, China, Uzbekistan, Syria, Sudan, Sierra Leone, Burundi and Ethiopia.

The delegation was part of international programmes on Cluster Development, Emerging Strategy, MSME Entrepreneurship, CII Avantha Centre world government, especially Ministry of Small and Medium Enterprises (MSME), European competitiveness, Africa, Small Medium and Micro Enterprises, India, China, Brazil, Indonesia, South Africa, etc. The delegation was also part of MSME awareness campaigns.

इंडो जर्मन मैनेजर ट्रेनिंग प्रोग्राम

सीआईआईई सेंटर फॉर कर्मीटीटिवनेस फॉर एसएमई, चंडीगढ़ ने इंडो जर्मन मैनेजर ट्रेनिंग प्रोग्राम संबंधी जागरूकता बढ़ाने के लिए 20 फरवरी को एक कार्यक्रम आयोजित किया है। सीआईआईई इस कार्यक्रम में भारतीय एसएमई कंपनियों के सीनियर मैनेजर्स को चार सप्ताह की ट्रेनिंग के लिए जर्मनी लेकर जाएगा।

इंटरनेट की मदद से एसएमई विस्तार करें

इंटरनेट के फायदे बताने के लिए सीआईआईई के सैमिनार
 बिजनेस भास्कर • चंडीगढ़

मैक्रो-कॉस्मोस, एसीओ, ई-कॉमर्स, ई-लर्निंग और इंटरनेट और अन्य क्षेत्रों में एसएमई के विकास के लिए सीआईआईई अकादमी द्वारा आयोजित सैमिनार का शुभारंभ हुआ। सैमिनार का उद्देश्य एसएमई को इंटरनेट के माध्यम से अपने ग्राहकों तक पहुंचाने में मदद करना।

सैमिनार का आयोजन सीआईआईई अकादमी द्वारा आयोजित किया गया। सैमिनार में सीआईआईई अकादमी के अध्यक्ष और सीआईआईई अकादमी के सचिवों का सम्मेलन हुआ।

उत्पादन संवर्धन पर हुआ मंथन

उत्पादन संवर्धन पर हुआ मंथन
 • कोटेशन और प्रोडक्शन इंटेंसिटी में हुए उद्योगों को मदद

उत्पादन संवर्धन पर हुआ मंथन। मंथन में उत्पादन संवर्धन पर चर्चा हुई। मंथन में उत्पादन संवर्धन पर चर्चा हुई। मंथन में उत्पादन संवर्धन पर चर्चा हुई।



Upcoming Events

TQM Training Programme

Title / Theme	Date	Venue
Workshop on Increasing Business Profitability	14 March 2013	Gurgaon

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

Energy Management Training Programme

Title / Theme	Date	Venue
Certification Training Programme on Energy Efficient System	14 - 15 March 2013	Chandigarh

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

Corrosion Management Training Programme

Title / Theme	Date	Venue
Training Programme on Paints & Coatings for Corrosion Protection	25 - 26 April 2013	Bangalore

Contact: Lakshman, Phone: 8699458639, Email ID: lakshman.b@cii.in

Webinar

Title / Theme	Date	Venue
5S	8 March 2013	
In Transit & During Storage Corrosion Prevention	22 March 2013	

Contact: Arun Joshi, Phone: 9872969739, Email ID: arun.joshi@cii.in



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 7100 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. The CII Theme for 2012-13, 'Reviving Economic Growth: Reforms and Governance,' accords top priority to restoring the growth trajectory of the nation, while building Global Competitiveness, Inclusivity and Sustainability. Towards this, CII advocacy will focus on structural reforms, both at the Centre and in the States, and effective governance, while taking efforts and initiatives in Affirmative Action, Skill Development, and International Engagement to the next level. 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

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.

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: cii-avantha@cii.in