



Online Capacity Building Program on Cluster Development

11-13 OCTOBER 2021

**The National Institute for Entrepreneurship
& Small Business Development (NIESBUD)**

Ministry of Skill Development & Entrepreneurship, Govt. of India

A-23, Sector-62, Noida, Uttar Pradesh, India

www.niesbud.nic.in

Rationale

In the present decade, significance of clusters and their role in promoting economic growth has been increasingly recognized. As an outcome, emphasis on clusters and network development has increased both in developed and developing countries. Clusters are now widely considered as an effective platform to enlarge production base, trigger growth, alleviate poverty and redress regional economic imbalances.

Cluster Development Programme (CDP) has become one of the most effective instruments to ensure survival and growth of existing micro, small and medium enterprises (MSMEs). Experience shows that successful implementation of the Cluster Development Programme (CDP) could help MSMEs to improve their business performance, adopt appropriate technology, improve quality and productivity, increase turnover and export, and improve HR and overall management efficiency. Joint initiatives nurtured under CDP could help the cluster firms go for value addition, product customization, brand building, and improvement of marketing and export performance. This would ensure their holistic development and contribute towards Local Economic Development (LED).

Programme Objective

Successful implementation of a cluster development programme would require involvement of trained personnels who can streamline development initiative in the desired manner.

The programme aims to improve knowledge and skill of the participants which would enable them in successful implementation of CDP. The programme would give them an in-depth understanding of clusters and their significance, dynamics of MSMEs working in clusters, role of trust building and CDE, consortium approach for developing holistic business performance, role of business development services (BDS), private-public-partnership (PPP) mode in developing common facility centres (CFCs) and improving global competitiveness of the cluster firms/MSMEs.

Target Group

The programme is targeted for the following professionals:

- Government Officials responsible for promoting/supporting micro, small and medium enterprises in Government.
- Representatives of Banks and other Financial Institutions.
- Professionals working with National and International Development Organizations.
- Officials working with Export-Import Promotion Agencies/Departments.
- Representatives of Organizations working with Micro Enterprise/MSME/SME Promotion and Development.
- Cluster Development Supporting/Implementing Agencies, Non-Government Organizations (NGOs) working on Clusters/MSMEs.
- MSME/SME Consultants, Private Consultants, Export/Import Consultants, Chartered Accountants, Business Development Service Providers (BDSPs).

Pedagogy

The programme will be delivered through lecture, discussions, exercises, case studies and assignments. The training methodology will employ a Facilitated Learning Approach. It will be a mix of facilitator led courses which will have in-house and practical activities along with self-learning sessions. The course is designed to provide a first-hand experience of designing a cluster intervention, which they can readily implement in their area, based on learning from classroom, interaction and virtual cluster visits.

Course Contents

Understanding Clusters and their Internal Dynamics	Learning From Cluster Interventions in Developed & Developing Countries	Support Ecosystem in Cluster Development	Business Profiling Instrument and Value Chain Analysis
Group Formation, Consortium/ SPV, Role of Cluster Actors, CDE	Financial & Digital Literacy; Linkages with banks	Business Development Service Market for Clusters	Action Plan & Strategies
	Monitoring & Evaluation of Cluster Development Project	Virtual Visit	

Expected Outcome

On completion of the training programme, participants will be able to understand the significance of clusters and their contribution to local economy. They will learn how to implement Cluster Development Programme for improving global competitiveness of the local industry.

They will be aware of the successful Indian cluster and how it is supporting the large industries as well as providing large number of job opportunities for the people. They will be able to do cluster diagnosis, prepare long-term vision, draw up action plan and implement CDP in a strategic and purposeful manner.

Participants will be able to understand how business development services are provided through the cluster interventions and how establishment of common facility centre (CFC) under private-public-partnership approach in India have changed the face of MSME sector.

The participants will be able to understand and ensure holistic development of the clusters. This would in turn help in addressing larger issues like poverty eradication, employment creation, income generation and local economic development (LED).

ONLINE CAPACITY BUILDING PROGRAM ON CLUSTER DEVELOPMENT

PROGRAMME SCHEDULE

Date	Session	Time	Topic
11.10.2021		11.00 AM – 11.10 AM	Program Inaugural & Introduction of Participants
	I	11.10 AM – 12.10 PM	Understanding Clusters and their Internal Dynamics
	II	12.10 PM – 1.10 PM	Learning From Cluster Interventions in Developed & Developing Countries
		1.10 PM – 1.30 PM	Break
	III	1.30 PM – 2.30 PM	Support Ecosystem in Cluster Development
12.10.2021	I	11.00 AM – 12.00 PM	Business Development Service Market for Cluster
	II	12.00 PM – 1.00 PM	Group Formation, Consortium/ SPV, Role of Cluster Actors, CDE
		1.00 PM – 1.30 PM	Break
	III	1.30 P M – 2.30 PM	Financial & Digital Literacy and Linkages with Banks
13.10.2021	I	11.00 AM – 12.00 PM	Business Profiling Instrument and Value Chain Analysis; DSR , PPR
	II	12.00 PM – 1.00 PM	Drafting Concept note for SFURTI
		1.00 PM – 1.30 PM	Break
	III	1.30 PM – 2.30 PM	Action Plan & Strategies
	IV	2.30 PM – 3.30 PM	Monitoring & Evaluation of Cluster Development Project
		3.30 PM – 3.45 PM	Valedictory Remarks

Program Fee

The Programme Fee is Rs. 5000 + 900 (GST) = Rs. 5900 Per Participant. Trainees can pay programme Fee online during the registration through payment gateway.

About NIESBUD

The National Institute for Entrepreneurship and Small Business Development is a premier organization of the Ministry of Skill Development and Entrepreneurship, engaged in training, consultancy, research, etc. in order to promote entrepreneurship and Skill Development. The major activities of the Institute include Training of Trainers, Management Development Programmes, Entrepreneurship-cum-Skill Development Programmes, Entrepreneurship Development Programmes and Cluster Intervention. NIESBUD has provided training to 12,24,433 persons as of March 31, 2020 through 46438 different training programmes since inception. This includes 5011 international participants hailing from more than 145 countries throughout the globe.

For Details Contact

Dr Poonam Sinha Director - Entrepreneurship Education, NIESBUD Email : director-ee@niesbud.gov.in	
Mr P K Arora Programme Director Ph No 9720447744 Email: pk.arora@niesbud.gov.in	
Dr Saurabh Chandra Senior Consultant Ph No 9643865772 Email: saurabh.c@niesbud.gov.in	Rudra Pratap Singh Programme Coordinator Ph No 9457284506 Email : rudrasingh@niesbud.gov.in