

# **Cluster Development Executives (CDEs) Programme**

10<sup>th</sup> July- 28<sup>th</sup> July 2023 (3 weeks)

## **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). These efforts are needed to enhance competitiveness of the cluster MSMEs and make them stand tall in the globalized economy.

## **Objectives:**

Successful implementation of a cluster development programme would require involvement of a person, known as Cluster Development Executive (CDE), 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:

- Officials responsible for promoting/supporting micro, small and medium enterprises in Union/Provisional Government.

- Senior and Middle Level Professionals/Officials from Ministry/Department of Small and Medium enterprise (SME)/Ministry of Industry
- Officials responsible for Industry Promotion/Local Economic Development (LED)
- 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)

### **Course Content:**

To develop a pool of professionals who will be able to implement Cluster Development Programme (CDP) in their respective countries successfully. The programme would give them an in-depth orientation 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.

#### **Module 1- Understanding Clusters and their Internal Dynamics**

The participants study the internal dynamics and other factors that were responsible for the establishment and growth of Jamnagar Brass Parts Cluster, Trissur Jewellery Cluster, Tirupur Textile Cluster as well as Banana Processing and Furniture clusters based in Nicaragua.

**Module 2- Learning from Cluster Interventions in Developed & Developing Countries**, with special reference to cluster development schemes of Govt. of India like MSE-CDP and SFURTI.

**Module 3- Business Profiling Instrument and Value Chain Analysis** using case study of successful Indian clusters with special reference to handloom cluster in Chanderi and Jeans Manufacturing cluster in Bangalore and Bellary. Experience of textile cluster in Austria and Mexico will also be discussed as a part of International experience sharing.

#### **Module 4- Cluster Diagnostic & Developing a Long Term Vision for the Cluster**

Participants are made to understand cluster diagnosis and the long-term vision of clusters through stakeholder interaction. This training will also provide hands-on and experiential

learning to participants with exposure from policy makers like Officials of District Industries Centres, Successful entrepreneur, and other cluster actors.

**Module 5- Action Plan Preparation**

Following the principles of 'learning by doing', participants would be asked to prepare an action plan for a cluster of their choice.

**Module 6- Implementation of Cluster Development Programme(s)** using case study of Auto Components Cluster in Jalandhar, Ludhiana and Phagwara, where CDPs have been implemented by EDII.

**Module 7- Developing Business Development Service Market** to develop industry connect with other developing countries for mutually commercial benefits or policy level engagement. The participants are made to study and reflect upon the project reports of leather cluster in Kolkata, Shantiniketan.

**Module 8- Establishing Common Facility Centre (CFC) under Private-Public-Partnership (PPP)** approach

**Module 9- Monitoring and Evaluation (M&E)** by sharing best practices from leather cluster in Kolkata, and Bamboo clusters in Agartala.

**Benefits to participants:**

On completion of the training programme the 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 able to do cluster diagnosis, prepare long term vision, draw-up action plan and implement CDP in a strategic and purposeful manner. He/she will be able to understand how business development services provided through the cluster interventions and 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 in their country through a cluster twinning approach, which will provide mutual benefit to clusters in both partner countries. This would in turn help in addressing larger issues like poverty eradication, employment creation, income generation and local economic development (LED).

The proposed CDE programme will help in showcasing the strengths of manufacturing sector in India. It will provide an opportunity to present classical examples of successful cluster development in India and other countries to develop, strengthen linkages, and foster cluster twinning between India and partner countries.