

Cluster Development Executives (CDEs) Programme

March 4, 2019 – April 12, 2019

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:

- 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)
- Representatives of Industry Associations, Chamber of Commerce & Industry, Business Membership Organisations (BMOs)

Course Content:

Module 1 - Understanding Clusters and their Internal Dynamics

Module 2 - Learning from Cluster Interventions in Developed & Developing Countries

Module 3 - Business Profiling Instrument and Value Chain Analysis

Module 4 - Cluster Diagnostic and Developing a Long Term Vision for the Cluster

Module 5 - Action Plan Preparation

Module 6 - Implementation of Cluster Development Programme(s)

Module 7 - Developing Business Development Service Market

Module 8 - Capacity Building of Business Membership Organisations (BMOs)

Module 9 - Establishing Common Facility Centre (CFC) under Private-Public-Partnership (PPP) approach

Module 10 – Monitoring and Evaluation (M&E)

Module 11 - Study Visit

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. He/she 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 develop business development service market, and establish common facility centre (CFC) under private-public-partnership approach. The participants will be able to ensure holistic development of the clusters, facilitate growth of local firms/MSMEs and ensure overall development of the local economy. This would in turn help in addressing larger issues like poverty eradication, employment creation, income generation and local economic development (LED).

Course Director: Dr. Sanjay Pal

E-mail: sanjaypal@ediindia.org