Cluster Development Executives (CDEs) Programme

27 November to 15 December 2023 (3 weeks)
27 November 2023 to 15 December 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)
- 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:
The programme would give the participants 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
Module 2 - Learning from Cluster Interventions in Developed & Developing Countries
Module 3 - Business Profiling Instrument and Value Chain Analysis
Module 4 - Cluster Diagnostic & 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 - Establishing Common Facility Centre (CFC) under Private-Public-Partnership (PPP)
Module 9 - Monitoring and Evaluation (M&E)

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.
Institute’s Association with ITEC

EDII’s association with Indian Technical & Economic Cooperation (ITEC) Division of the Ministry of External Affairs, Govt. of India, started in 2000-2001. Over these 22 years of fruitful association, the Institute has organized 178 training courses [169 short-term (6/8 weeks) and 4 long-term (2-year Post Graduate course)], encompassing various facets of entrepreneurship/investment promotion and groomed 4396 professionals across the world. Representatives from 137 ITEC countries have participated in these courses which not only build the skill capacities of officials but also focus on strengthening bilateral and regional ties with ITEC countries.

Course Director:
Dr. Rajeev Sharma

Cell : +91-89799 19715
Te. : 079-6910 4912
Email : rajeev@ediindia.org

ITEC Programme Coordinator:
Ms. Harmeet Kaur Dawar

Cell : +91-98240 23204 / 63573 67344
Te. : 079-6910 4904
Email : mpc@ediindia.org