

## Terms of Reference

### Cluster-Level Intervention Programme (CLIP) in select MSME clusters

#### 1. Purpose:

Cluster-Level Intervention Programme (CLIP) for MSMEs in the following identified MSME clusters:-

Sl.	Zone	State	Location	Cluster
1	North	Punjab	Ludhiana	Knitted apparel
2		Haryana	Panipath	Textile and floor covering
3		Uttarakhand	Dehradun	Pharma
4	West	Gujarat	Rajkot	Engineering/Foundry
5		Gujarat	Jamnagar	Brass Components
6	South	Tamil Nadu	Coimbatore	Engineering
7		Andhra Pradesh	Hyderabad	Pharma
8	East	West Bengal	Kolkata	Leather
9		Bihar	Bhagalpur	Textile
10	North	Tripura	Agartala	Bamboo
11	East	Sikkim	Gangtok	Tourism

#### 2. Objective:

The objective of this programme is to work towards addressing the various gap areas primarily the knowledge and skill development gaps pertaining to above selected MSME clusters.

#### 3. Background:

- 3.1 The MSME sector in India has emerged as the engine of economic growth by contributing significantly towards industrial production (45%), exports (40%) and employment generation (110 million) – the second largest source of employment after agriculture. Notwithstanding the same, such growth of MSME sector is considered much below its potential growth rate.
- 3.2 To work towards addressing the financial and non-financial issues of MSME clusters in India, SIDBI has carried out studies in 30 MSME clusters hindering availability of adequate and timely institutional credit, infrastructure and marketing gaps and lack of support services affecting the growth and competitiveness of these clusters.
- 3.3 SIDBI has identified 5 gaps which are common to most of the clusters (a) Skill Development Gap, (b) Infrastructure Gap, (c) Knowledge Gap, (d) Credit Gap & (e) Policy Advocacy. Apart from these, there are certain cluster specific gaps which also need to be addressed.
- 3.4 As a precursor to the detailed interventions covering all gaps, SIDBI intends to start a short term Cluster Level Intervention Programme (CLIP) covering 2 common gap areas i.e. (i) Knowledge and (ii) Skill Development Gap.
- 3.5 Under CLIP, out of the 30 MSME clusters studied, SIDBI has planned to make intervention in around 5-11 MSME clusters, spread across various regions /zones.

On successful launch and based on the experience and findings, the interventions may be rolled out in the remaining clusters.

#### 4. Scope of Work & Expected Outcome :

The scope of work & expected outcome are attached in Annexure I to XI as summarised below:

- 4.1 For Ludhiana Cluster- Annexure-I
- 4.2 For Hyderabad Cluster – Annexure-II
- 4.3 For Panipath Cluster – Annexure-III
- 4.4 For Coimbatore cluster– Annexure-IV
- 4.5 For Gangtok Cluster– Annexure-V
- 4.6 For Rajkot Cluster– Annexure-VI
- 4.7 For Jamnagar Cluster – Annexure-VII
- 4.8 For Kolkata Cluster – Annexure-VIII
- 4.9 For Bhagalpur Cluster – Annexure-IX
- 4.10 For Agartala Cluster – Annexure-X
- 4.11 For Dehradun Cluster-Annexure-XI

#### 5. Suggestive Methodology:

- 5.1 The agency will suggest a suitable methodology/action plan for each of the above identified cluster for addressing the specific issues in the proposed gap areas.
- 5.2 During the sessions proposed in each clusters at least one session should be kept for validation of findings / discussions with the stakeholders including SIDBI officials.

#### 6. Reporting :

- 6.1 The agency will report to the Small Industries Development Bank of India (SIDBI) for all operational and policy level matters.
- 6.2 The agency will make a presentation to SIDBI officials as per SIDBI's requirement at the end of the programmes in the cluster.

#### 7. Terms and Conditions:

- 7.1 An agency can bid for any number of above clusters. However, one agency shall be assigned one cluster only in lot 1. At this stage, no financial bid is required. There will be separate call for financial bid.
- 7.2 SIDBI shall reserve the right to initiate cluster intervention in all the above clusters or in some clusters as decided by the Bank.
- 7.3 The agency shall conduct the cluster intervention programmes in the selected cluster only.
- 7.4 The agency shall involve SIDBI at all the stages of the programme.
- 7.5 The agency shall :
  - 7.5.1 conduct the above programmes within 3 months from the date of the acceptance of letter of intent (LoI).

- 7.5.2 collect at least nominal participation fee from the participant for conducting each training programme and at least 10% for energy audit.
- 7.5.3 The dates of the inaugural and valedictory sessions of the programmes shall be communicated well in advance to SIDBI.
- 7.5.4 ensure that SIDBI's support is suitably acknowledged in all publicity material, programme literature/ catalogue/ brochures, web site and correspondence, and prominently displayed at programme venues.
- 7.5.5 arrange to submit to SIDBI, a detailed report along with a few photographs (digital) after completion of each programmes on the outcome of the initiative to SIDBI. The report on trainings must, inter alia, include list of the participants with their names and addresses.
- 7.5.6 collect the feedback from the participants at the end of the each training programmes and furnish to SIDBI.
- 7.5.7 The certificates to be issued for the programme shall suitably indicate SIDBI's sponsorship.

7.6 Disbursement of assistance for the programme shall be as under:-

Sr.No.	Particulars	Payment (%)
1	On acceptance of sanction letter	20
2	On submission of mid term progress report within 30 days from commencement of programmes	30
3	On completion of all the programmes and submission of Audited statement of income & expenses for the event	30
4	On submission of detailed report including participants feedback on the programme, along with a list of participants	20

7.7 SIDBI shall have the right to withhold the release of sanctioned amount if it is not satisfied with the proper end-use of funds as set out in the letter or in the event of breach or violation of any of the terms and conditions of the Lol.

## 8. Competency and Expertise Requirements

The applicant should meet all the following criteria:-

- 8.1 The agency should be able to demonstrate its competence in undertaking the proposed assignment along with supporting evidence having done assignment of at least 3 similar activities. The decision of SIDBI in this regard would be final and binding.
- 8.2 The agency should be in existence for more than 5 years, working with MSME sector/similar activities.
- 8.3 The team leader should have at-least 5 years of experience in MSME sector. This should be supported by his/her CV /resume.
- 8.4 The agency shall deploy at least a 2 member team (including team leader) for one cluster.

9. Competency Evaluation

<b>S.No.</b>	<b>Criterion of Assessment</b>	<b>Weightage Marks for Evaluation</b>
1	The agency should be able to demonstrate its competence in undertaking the proposed assignment along with supporting evidence having done assignment of at least 3 similar projects..	20
2	The agency should be in existence for more than 5 years working with MSME sector/similar activities.	10
3	The team leader should have at-least 5 years of experience in MSME sector. This should be supported by CV /resume.	20
4	The agency shall deploy at least 2 member team (including team leader) for one cluster	10
5	Proposed Action plan and Suggested Methodology for each of the identified cluster chosen	30
6	Experience of working in same region	10
	Total	100
The minimum qualifying marks for short listing the organization is 50.		

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**For Ludhiana Knitted Apparel Cluster**

<b>Activity</b>	<b>Details</b>	<b>Duration</b>	<b>Outcome expected</b>
<b>Activity#1</b>	<p>Knowledge Capsule for the Ludhiana Knitwear cluster. This will cover</p> <ul style="list-style-type: none"> <li>• Awareness on energy efficiency measures</li> <li>• Awareness on government and SIDBI schemes</li> <li>• Introducing ISTSL's 4E solution</li> <li>• One day workshop on QC &amp; QA</li> <li>• Energy audits in minimum 3 firms</li> </ul>	2 days and 4 weeks for Energy Audits	<ul style="list-style-type: none"> <li>• Around 40 firms will understand importance of EE and know about availability of 4E solution from ISTSL</li> <li>• Around 40 units will be sensitised in international best practices in QC &amp; QA</li> <li>• Around 40 firms become aware of government and SIDBI schemes relating to the sector</li> <li>• A knowledge capsule is created in document form which can be provided to units in the cluster.</li> <li>• 3 firms will undergo energy audits which may have spinoff effect on more units.</li> </ul>
<b>Activity#2</b>	<p>Advanced knitting and weaving practices for Ludhiana Knitwear Cluster - a one week training programme ( 2Nos) with the help of NITRA or local training institute.</p> <p>On the last day of the training, a seminar on 'How technology improvements can be introduced in the Ludhiana knitwear cluster value chain'</p>	10 days	<ul style="list-style-type: none"> <li>• Around 40 workers to be trained on advanced knitting and weaving practices.</li> <li>• A Design Document on 'How technology improvements can be introduced in the Ludhiana knitwear cluster value chain' indicating stakeholders willing to participate in this and roles they can play.</li> </ul>
<b>Activity#3</b>	Brand Building - Seminar on 'How to promote Brand Ludhiana'	1 day seminar	An actionable plan document on 'How to promote Brand Ludhiana' indicating which stakeholders are willing to participate in this and what roles they can play.
<b>Activity#4</b>	Skill Development - Seminar on 'How skilling issues can be best addressed in Ludhiana cluster'	1 day seminar	An actionable plan document on 'How skilling issues can be best addressed in the Ludhiana cluster' and identifying stakeholders who are willing to come together for this.
<b>Activity#5</b>	Awareness workshop on Personal Protective Equipment (PPE) & Occupational Health and Safety (OHS)	1 day	Around 40 units to understand the importance of Personal Protective Equipment (PPE) & Occupational Health and Safety (OHS)

**Maximum Budget : INR 9,75,000/- inclusive of all taxes**

**For Hyderabad Pharma Cluster**

<b>Activity</b>	<b>Details</b>	<b>Duration</b>	<b>Outcome expected</b>
<b>Activity#1</b>	Knowledge Capsule: <ul style="list-style-type: none"> <li>• Organising one day awareness workshop on current Good Management Practices (cGMP) &amp; WHOGMP practices</li> <li>• One day training on United States Food &amp; Drug Administration (USFDA)</li> <li>• One day programme on Government / Banks Schemes (SIDBI Schemes) including the specific financial product needed for the cluster.</li> </ul>	1 day for each programme (Total 3 days)	<ul style="list-style-type: none"> <li>• Around 40 firms will be aware of cGMP and WHOGMP norms</li> <li>• 10 firms may come forward for cGMP/ WHOGMP audits</li> <li>• Around 40 firms get awareness on USFDA</li> <li>• Around 40 firms to be aware of schemes. A document indicating the features of new financial products required in the cluster to be submitted.</li> <li>• A knowledge capsule is created in document form which can be provided to units in the cluster.</li> </ul>
<b>Activity#2</b>	2 day training programme on Occupational Health and Safety information (OSHAS) and usefulness of undertaking energy audits.	2 days	<ul style="list-style-type: none"> <li>• Around 40 entrepreneurs and senior level executives to be aware of best safety practices and are encouraged to move towards adoption of OSHAS</li> </ul>
<b>Activity#3</b>	Energy Audits in 3 units on pilot basis	4 Weeks	<ul style="list-style-type: none"> <li>• 3 firms to undergo energy audits which may have spinoff effect on more units.</li> </ul>
<b>Activity#4</b>	5 Day training on computer literacy (accounting software) and Pharma related ERPs.	5 days	<ul style="list-style-type: none"> <li>• Around 40 entrepreneurs, senior administrative staff to be trained in latest version of Tally and pharma related ERPs.</li> </ul>
<b>Activity#5</b>	<ul style="list-style-type: none"> <li>• One day workshop creating awareness/use of Drug Master File</li> <li>• One day seminar on development of Green Pharma Park for relocated units in clusters.</li> </ul>	1 day for each workshop  2 days	<ul style="list-style-type: none"> <li>• Around 40 units to be aware of the use of Drug Master Files</li> <li>• Around 40 units participate and understand the importance of Green Pharma Park.</li> <li>• A document on how to go about setting up Green Pharma Park in the cluster indicating which stakeholders are willing to participate in this and what roles they can play.</li> </ul>

**Maximum Budget : INR 9,45,000/- inclusive of all taxes**

**For Panipat Textile & Floor Covering Cluster**

<b>Activity</b>	<b>Details</b>	<b>Duration</b>	<b>Outcome expected</b>
<b>Activity#1</b>	<p>Knowledge Capsule:</p> <ul style="list-style-type: none"> <li>• One day programme on Government / Banks Schemes (SIDBI Schemes) including the specific financial product needed for the cluster, if any.</li> <li>• Awareness programme on Personal Protective Equipment (PPE) and Occupational Health and Safety (OHS).</li> </ul>	<p>1 day for each programme (Total 2 Days)</p>	<ul style="list-style-type: none"> <li>• Around 40 Cluster units to become aware of SIDBI Schemes, CGTMSE, SBI Magnum Pharma fund, NMCP for quality upgradation, market development and working capital requirements.</li> <li>• A document indicating the features of new financial products, if any, required for the cluster has to be submitted.</li> <li>• Around 40 entrepreneurs and workers to be aware of importance of PPE and OHS.</li> <li>• A knowledge capsule is created in document form which can be provided preferably to units in the cluster.</li> </ul>
<b>Activity#2</b>	<ul style="list-style-type: none"> <li>• Technology demo of electrical tufting guns in collaboration with suppliers</li> </ul>	1 day	<ul style="list-style-type: none"> <li>• Around 40 firms to be sensitised on advanced tufting and finishing practices.</li> </ul>
<b>Activity#3</b>	<ul style="list-style-type: none"> <li>• Training on better latex mixing methods with the help of local institutions</li> </ul>	2 days	<ul style="list-style-type: none"> <li>• Around 40 entrepreneurs and workers to be aware of latest techniques in latex mixing and better finishing practices</li> </ul>
<b>Activity#4</b>	<ul style="list-style-type: none"> <li>• Organize one day buyer seller meet for market penetration of export manufacturers.</li> </ul>	1 day	<ul style="list-style-type: none"> <li>• Around 40 workers to be trained in electrical tufting.</li> </ul>
<b>Activity#5</b>	<ul style="list-style-type: none"> <li>• 5 days training programme on computerized testing, designing, marketing, and electrical tufting</li> </ul>	5 days	<ul style="list-style-type: none"> <li>• Around 40 units to undergo training.</li> </ul>
<b>Activity#6</b>	<ul style="list-style-type: none"> <li>• Seminar on creation of Raw Material Bank</li> </ul>	1 day	<ul style="list-style-type: none"> <li>• A document on creation of raw material bank in the cluster along with which stakeholders are willing to participate in this and what roles they can play.</li> </ul>

**Maximum Budget : INR 7,20,000/- inclusive of all taxes**

**For Coimbatore Engineering Cluster**

<b>Activity</b>	<b>Details</b>	<b>Duration</b>	<b>Outcome expected</b>
<b>Activity#1</b>	<b>Knowledge Capsule</b> <ul style="list-style-type: none"> <li>• One day workshop on Promoting green usage of foundry green and waste</li> <li>• One day programme on Government / Banks / SIDBI Schemes and subsidy schemes such as CLCSS including the specific financial product needed for the cluster.</li> </ul>	2 days	<ul style="list-style-type: none"> <li>• Around 40 units to be sensitized in SIDBI and Government Schemes.</li> <li>• A document indicating the features of new financial products required, if any, in the cluster is to be submitted.</li> <li>• Around 40 units to understand usage of green sand waste</li> </ul>
<b>Activity#2</b>	<ul style="list-style-type: none"> <li>• Training programme on Lean Manufacturing system</li> <li>• Training on adoption of improved methods of moulding, core making and fettling</li> </ul>	Total 5 days	<ul style="list-style-type: none"> <li>• Around 40 units to get awareness on advanced lean manufacturing practices.</li> <li>• Awareness to be created on Divided Blast Cupola and better foundry practices created and at least 2 foundries motivated to go for DBC.</li> </ul>
<b>Activity#3</b>	One day workshop on Intellectual Property Rights (IPR) and Trade Mark Registration	1 day	<ul style="list-style-type: none"> <li>• Around 40 units to understand norms and guidelines related to IPR and Trade Mark registration.</li> </ul>
<b>Activity#4</b>	<ul style="list-style-type: none"> <li>• Awareness on energy efficiency measures and introducing ISTSL's 4E solution</li> <li>• Energy audits in minimum 3 firms</li> </ul>	1 day and 4 weeks for Energy Audits	<ul style="list-style-type: none"> <li>• Around 40 units will understand importance of EE and know about availability of 4E solution from ISTSL</li> <li>• A knowledge capsule is to be created in document form which can be provided in the cluster.</li> <li>• 3 firms will undergo energy audits which may have spinoff effect on more units.</li> </ul>
<b>Activity#5</b>	<ul style="list-style-type: none"> <li>• Seminar on standardisation of spare parts for water pump.</li> </ul>	1 day	<ul style="list-style-type: none"> <li>• A document on standardisation of spare parts in the cluster along with which stakeholders are willing to participate in this and what roles they can play.</li> </ul>

**Maximum Budget : INR 8,25,000/- inclusive of all taxes**



**For Gangtok Tourism Cluster**

<b>Activity</b>	<b>Details</b>	<b>Duration</b>	<b>Outcome expected</b>
<b>Activity#1</b>	Awareness workshop on scope of business development / marketing through organised tourism for tour operators/ travel agents and hoteliers	2 days	Information dissemination regarding various facets of organized tourism to around 30-35 tour operators /travel agents.
<b>Activity#2</b>	One day programme on Government / Banks / SIDBI Schemes such as CGTMSE including the specific financial product needed for the tourism cluster.	1 day	Around 30-35 Cluster tour operator and accommodation units be aware of SIDBI Schemes, CGTMSE, NMCP for quality upgradation, market development and working capital requirements.  A document indicating the features of new financial products required, if any.
<b>Activity#3</b>	Training Programme on hotel and hospitality management for hoteliers including Skill Development Programme for food and beverages (F&B) Managers/Chefs / Hotel staff on management of international tourism.	5 days	Around 30-35 managers/Chefs /hotel staff / Waiters be trained for better services to international clients
<b>Activity#4</b>	Training Programme on hospitality management for tour operators	1 day	Around 30-35 tour operators and their key executives to be aware of hospitality management.
<b>Activity#5</b>	Seminar on designs and techniques w.r.t gift items to be manufactured by local artisans linking BDS providers with local artisans for development of new designs and techniques.	1 day	A document indicating new designs and techniques w.r.t gift items for local artisans to be submitted along with the details of prospective BDS providers.

**Maximum Budget : INR 6,00,000/- inclusive of all taxes**

**For Rajkot Engineering & Foundry Cluster**

<b>Activity</b>	<b>Details</b>	<b>Duration</b>	<b>Outcome expected</b>
<b>Activity#1</b>	<p>Knowledge Capsule for the Rajkot Engineering &amp; Foundry cluster. This will cover</p> <ul style="list-style-type: none"> <li>• One day awareness programme on Energy Efficiency and Pollution control and introducing ISTSL's 4E solution</li> <li>• Energy audits in minimum 3 firms</li> </ul>	1 day and 4 weeks for Energy Audits	<ul style="list-style-type: none"> <li>• Around 40 firms to understand importance of EE and to know about availability of 4E solution from ISTSL</li> <li>• Around 40 firms become aware of government and SIDBI schemes relating to the sector</li> <li>• A knowledge capsule is to be created in document form which can be provided in the cluster.</li> <li>• 3 firms will undergo energy audits which may have spinoff effect on more units.</li> </ul>
<b>Activity#2</b>	<ul style="list-style-type: none"> <li>• Awareness programme on lean manufacturing.</li> </ul>	1 day	Around 40 units to be aware of lean manufacturing system.
<b>Activity#3</b>	<ul style="list-style-type: none"> <li>• Training to MSME staff in 2D/3D design software like NZ/ProE.</li> </ul>	5 days	Around 40 units to be trained on advanced 2D/3D design software like NZ/ProE.
<b>Activity#4</b>	<ul style="list-style-type: none"> <li>• Awareness workshop on guiding MSMEs for complying with the requirement of Banks/FIs and on Government and SIDBI Schemes.</li> </ul>	1 day	Around 40 units to be guided on complying with the requirement of Banks/FIs.
<b>Activity#5</b>	<ul style="list-style-type: none"> <li>• Seminar on how to go about setting up a training centre on CNC and VMC and establishment of a CFC for radiography/prototype development.</li> </ul>	1 day	A document indicating how to go about setting up a training centre on CNC and VMC and establishment of a CFC for radiography/prototype development to be submitted.

**Maximum Budget : INR 7,65,000/- inclusive of all taxes**

**Annexure-VII****For Jamnagar Brass Component Cluster**

<b>Activity</b>	<b>Details</b>	<b>Duration</b>	<b>Outcome expected</b>
<b>Activity#1</b>	<p>Knowledge Capsule for the Jamnagar Brass Component cluster. This will cover</p> <ul style="list-style-type: none"> <li>Organize awareness workshops on better environment practices and also involvement of BDS to establish the CETPs in the cluster.</li> <li>Organize workshops for energy conservation in foundry and extrusion units, Lean Manufacturing, customised ERP.</li> <li>Awareness workshop to popularise schemes of banks/Govt/SIDBI schemes like RFS, GEMS, CLCSSS etc to bridge the information gap and expectations of MSMEs and for focused dissemination of loan products &amp; processes.</li> <li>Introducing ISTSL's 4E solution of SIDBI</li> <li>Conduct Energy Audits of atleast 3 units</li> </ul>	4 days and 4 weeks for Energy Audits	<ul style="list-style-type: none"> <li>Around 40 units to become aware of good environment practices.</li> <li>Around 40 units to become aware of importance of energy conservation in foundry and extrusion units, Lean Manufacturing, customised ERP.</li> <li>A knowledge capsule is created in document form which can be provided to units in the cluster.</li> <li>Around 40 firms to become aware of government and SIDBI schemes relating to the sector</li> <li>3 firms will undergo energy audits which may have spinoff effect on more units.</li> </ul>
<b>Activity#2</b>	<ul style="list-style-type: none"> <li>Organize an interactive meet between the machine manufacturers or suppliers and MSMEs where entrepreneurs would be able to identify technology that could suit them for improving productivity.</li> <li>Awareness workshop on Quality Control (QC) &amp; Quality Management System (QMS), environmental issues and its solutions, Energy conservation exercise, BMO capacity building.</li> </ul>	2 days	<ul style="list-style-type: none"> <li>Around 40 units to be exposed to advanced machine manufactures and suppliers.</li> <li>Around 40 units should be sensitised in international best practices in QC &amp; QMS, environmental issues and its solution.</li> </ul>
<b>Activity#3</b>	<ul style="list-style-type: none"> <li>Organize seminar-cum-training programme for</li> </ul>	2 days	<ul style="list-style-type: none"> <li>Around 40 units to be aware of importance of better</li> </ul>

	managers and entrepreneurs (of export oriented units) for training and adopting better management practices like six sigma, HR measure and inventory control like Just-In-Time etc		management practices like six sigma, HR measure and inventory control like Just-In-Time
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**Maximum Budget : INR 7,05,000/- inclusive of all taxes**

## For Kolkata Leather Cluster

Activity	Details	Duration	Outcome expected
<b>Activity#1</b>	<p>Knowledge Capsule for the Kolkata Leather cluster. This will cover</p> <ul style="list-style-type: none"> <li>Awareness workshop on adoption of Green manufacturing Technology for cluster and alternate energy sources.</li> <li>Introducing ISTSL's 4E solution of SIDBI</li> <li>Conduct Energy Audits of atleast 3 units</li> <li>Awareness workshop on SIDBI/ banks/ Govt schemes like – CGTMSE, CLCSS, Secured Business Loan &amp; Flexible Assistance for capital expenditure.</li> </ul>	2 days and 4 weeks for Energy Audits	<ul style="list-style-type: none"> <li>Around 40 firms to understand importance of EE and know about availability of 4E solution from ISTSL</li> <li>Around 40 firms to be aware of government and SIDBI schemes relating to the sector</li> <li>A knowledge capsule to be created in document form which can be provided in the cluster.</li> <li>3 firms will undergo energy audits which may have spinoff effect on more units</li> </ul>
<b>Activity#2</b>	Training on better Management practices for new generation entrepreneurs and existing workforce	5 days	<ul style="list-style-type: none"> <li>Around 40 units aware of the importance of Good Management Practices .</li> </ul>
<b>Activity#3</b>	<ul style="list-style-type: none"> <li>Awareness programme on value addition and diversified products for new product design and BDSP linkage for creative activity.</li> <li>Awareness programmes on quality certification and compliance to standards like REACH, ISO, CE SA 8000.</li> </ul>	2 days	<ul style="list-style-type: none"> <li>Around 40 units to be aware of the benefits of modern technology.</li> <li>Around 40 units to be aware of the new product design and BDSP linkage for creative activity.</li> <li>Around 40 units to be aware of importance of quality certification and compliance to standards like REACH, ISO, CE SA 8000.</li> </ul>
<b>Activity#4</b>	<ul style="list-style-type: none"> <li>Awareness workshop on OHS (safety and other measures) to improve workplace environment.</li> </ul>	1 day	<ul style="list-style-type: none"> <li>Around 40 firms to understand importance of safety and health issues and various measures for precaution as well as the rules and regulation regarding safety and health issues of workers.</li> </ul>
<b>Activity#5</b>	<ul style="list-style-type: none"> <li>Seminar on “E-marketing system and its advantage” including the importance of website development, email marketing, promotion through social media etc.</li> </ul>	1 day	<ul style="list-style-type: none"> <li>Around 40 units to be aware of the importance as well as benefit of marketing through internet. They will be aware of how this system will work as a linkage between the manufacturer and seller.</li> </ul>

Maximum Budget : INR 8,85,000/- inclusive of all taxes

**For Bhagalpur Textile Cluster**

<b>Activity</b>	<b>Details</b>	<b>Duration</b>	<b>Outcome expected</b>
<b>Activity#1</b>	<ul style="list-style-type: none"> <li>Awareness workshop on technology upgradation from manual dyeing of yarn to modern machine by roping technical experts to understand the scope of change in the existing technology to suit the local conditions.</li> <li>Workshop on exposure to modern Pirn winding machine (motorized) made by The Rural Technology Action Group (RuTAG) at the Indian Institute of Technology Madras (IITM).</li> </ul>	2 days  2 days	<ul style="list-style-type: none"> <li>Around 30-35 units to be aware of latest technology, exposure to the modern machines. A document indicating possible scope of changes required in the existing technology to suit the local cluster may be prepared.</li> <li>Around 30-35 units to get exposure to modern Prin winding machine.</li> <li>A knowledge capsule is to be created in document form which can be provided to units in the cluster.</li> </ul>
<b>Activity#2</b>	<ul style="list-style-type: none"> <li>Awareness Programme on financial literacy and awareness on the availability of various financial products of banks (including SIDBI) and government schemes.</li> </ul>	1 day	<ul style="list-style-type: none"> <li>Around 30-35 cluster units to be aware of Govt schemes like CLCSS, CGTMSE and various financial schemes of banks and SIDBI Schemes and help them in understanding the requirements from banks/FIs.</li> </ul>
<b>Activity#3</b>	<ul style="list-style-type: none"> <li>Workshop to create awareness on marketing arrangement for selling the products and "How to create a brand image of Bhagalpur"</li> </ul>	1 day	<ul style="list-style-type: none"> <li>An actionable plan document on 'How to create a brand image of Bhagalpur' indicating and which are the stakeholders willing to participate in this and what roles they can play.</li> </ul>
<b>Activity#4</b>	<ul style="list-style-type: none"> <li>Organize workshop/ seminar to up-sale the energy sources for units in the cluster using diesel operated power generators for their looms.</li> </ul>	1 day	<ul style="list-style-type: none"> <li>Around 30-35 units to be sensitized on importance of using energy efficiency measures.</li> </ul>
<b>Activity#5</b>	<ul style="list-style-type: none"> <li>5 days training programme on various value added works like garment designing, printing, stitching, etc</li> </ul>	5 days	<ul style="list-style-type: none"> <li>Around 30-35 entrepreneurs and workers to be aware of latest techniques in designing, stitching, etc.</li> </ul>
<b>Activity#6</b>	<ul style="list-style-type: none"> <li>Seminar on how to revive existing non-operational raw material bank .</li> </ul>	1 day	<ul style="list-style-type: none"> <li>A document indicating how to revive existing non-operational raw material bank to be submitted.</li> </ul>

**Maximum Budget : INR 7,80,000/- inclusive of all taxes**

**For Agartala Bamboo Cluster**

<b>Activity</b>	<b>Details</b>	<b>Duration</b>	<b>Outcome expected</b>
<b>Activity#1</b>	<ul style="list-style-type: none"><li>• Training programme on Augmented Product Design,</li></ul>	3 days	<ul style="list-style-type: none"><li>• Around 30 firms to understand Augmented Product Design or any new modifications required in the existing product categories.</li></ul>
<b>Activity#2</b>	<ul style="list-style-type: none"><li>• Awareness Programme on different schemes of government, SIDBI and Banks” including loans and subsidies (CLCSS, etc) available.</li></ul>	1 day	<ul style="list-style-type: none"><li>• Around 30 units to benefit from the seminar through awareness of different schemes of government and banks on their specific areas.</li></ul>
<b>Activity#3</b>	<ul style="list-style-type: none"><li>• Training programme on modern Technology, machinery and workshop on exposure to modern technology machines.</li></ul>	2 days	<ul style="list-style-type: none"><li>• Around 30 units to be exposed to the latest technology, machinery and marketing tools.</li></ul>
<b>Activity#4</b>	<ul style="list-style-type: none"><li>• Seminar on ‘How to create common brand based on standardization of quality product, marketing of products’ and importance of BDSP in the cluster</li></ul>	1 day	<ul style="list-style-type: none"><li>• Around 30 units to be sensitized on importance of standardization of quality product.</li><li>• An actionable plan document on ‘How to create common brand based on standardization of quality product’ indicating which stakeholders are willing to participate in this and what roles they can play.</li><li>• Around 30 units to sensitized on the importance of the BDSP in the cluster.</li></ul>
<b>Activity#5</b>	<ul style="list-style-type: none"><li>• Seminar for development of specific financial product for bamboo furniture units.</li></ul>	1 day	<ul style="list-style-type: none"><li>• A document indicating development of specific financial product for bamboo furniture units to be submitted.</li></ul>

**Maximum Budget : INR 4,80,000/- inclusive of all taxes**

**For Dehradun Pharma Cluster**

<b>Activity</b>	<b>Details</b>	<b>Duration</b>	<b>Outcome expected</b>
<b>Activity#1</b>	<ul style="list-style-type: none"> <li>Awareness workshop on various Govt. /SIDBI and other banks schemes and awareness of financial literacy among MSMEs along with requirement of new financial product, if any, in pharma cluster.</li> </ul>	1 day	Around 40 units to be sensitized on various SIDBI/Banks/Govt schemes along with knowledge of various documents required by FI/Banks.
<b>Activity#2</b>	<ul style="list-style-type: none"> <li>Awareness workshop on Energy efficiency / conservation measures and introducing ISTSL's 4E solution of SIDBI</li> <li>Conduct Energy Audits of atleast 3 units</li> </ul>	One day and 4 weeks for Energy Audit	<ul style="list-style-type: none"> <li>Around 40 firms to understand importance of EE and know about availability of 4E solution from ISTSL</li> <li>A knowledge capsule to be created in document form which can be provided to units in the cluster.</li> <li>3 firms will undergo energy audits which may have spinoff effect on more units.</li> </ul>
<b>Activity#3</b>	<ul style="list-style-type: none"> <li>Awareness workshop on access to export market</li> </ul>	1 day	<ul style="list-style-type: none"> <li>Around 40 units to be sensitized and exposed to export market.</li> </ul>
<b>Activity#4</b>	<ul style="list-style-type: none"> <li>Organising an awareness workshop on current Good Management Practices (cGMP) &amp; WHO GMP practices.</li> </ul>	2 days	<ul style="list-style-type: none"> <li>Around 40 firms to be aware of cGMP and WHO GMP norms</li> <li>10 firms may be encouraged to come forward for cGMP/WHO GMP audits</li> </ul>
<b>Activity#5</b>	<ul style="list-style-type: none"> <li>Seminar on resolving the issues of power problem and ways towards development of power plant for clusters</li> </ul>	1 day	<ul style="list-style-type: none"> <li>An action plan to be developed indicating ways to resolve the issue of power supply including the stakeholders who are willing to participate for the development of power plant and what are the ways.</li> </ul>
<b>Activity#6</b>	<ul style="list-style-type: none"> <li>Seminar on how to set up analytical testing laboratory and R&amp;D Facility.</li> </ul>	1 day	<ul style="list-style-type: none"> <li>An action plan on how to set up analytical testing laboratory and R&amp;D Facility to be submitted</li> </ul>

**Maximum Budget : INR 6,45,000/- inclusive of all taxes**