

Action @ speed of thought -
A consulting approach to MSME's

BDS Training

Date : 8th Oct 2010 (Friday)

Venue : Hotel ABAD Plaza, M.G. Road, Kochi.

The Trainers :



Jagat Shah : www.globajagat.com

- Founder & chief mentor - www.clusterpulse.org
- MBA (International trade), Certified management consultant (CMC).
- 23 years of experience in international trade, cluster development & BDS training.
- Manitoba, Canada trade representative in India.
- Led 81 trade delegations from clusters to abroad.
- Conducted 204 training programs attended by 15600+ MSME's & corporates.
- Working as trainer & implementing agency for UNIDO, GTZ, USAID, DFID, SIDA, IFC, COMSEC.



Mignesh Parekh

- Vice-President - Cluster Pulse
- MBA with 9-years of experience in international trade & BDS training.
- Working as trainer for UNIDO, GTZ, DFID, SIDA, Ministry of Textiles.
- Led 19 export trade delegations to several countries.
- Conducted 56 export training programs.



Pankaj Ahir

- Cluster Development manager - Cluster Pulse, Alappuzha BDS project.
- 8 years of experience in clustering, export consortia, international trade & BDS Training.
- Working as trainer for GTZ, DFID, SIDA, Ministry of Textiles.
- Led 8 export trade delegations to different countries.
- Conducted 12 BDS SME clinics.

CLUSTER Pulse

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You are cordially invited to the BDS networking meet organized by Alappuzha BDS Development Project.

Objectives of Alappuzha BDS Project :

Under a joint initiative of DFID, World Bank, GTZ & SIDBI, we have launched a 4 year market oriented BDS (Business Development Services) development project in Alappuzha Coir Cluster. Under the project, we are organizing the 5th batch of BDS provider's / consultants training & networking on 8th Oct 2010 (Friday).

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Topics of the day

Strategic session :

- Strategy for 1-5 person & 5+ person consulting firm (BDS providers).
- The Speed of Trust between BDS Provider, Trade Association & MSME.
- Industry Reference as a tool of market entry.
- IPR for consulting firm.
- Environment friendliness as a USP for MSME Competitiveness - the Consulting Perspective.
- BDS Providers' Consortia.
- Internationalization of Services - Steps & Sources of Information.

Operational session :

- ISO Certification for BDS providers.
- Should BDS providers have a Website / Blog / Social Media Networking presence ?
- The Art of understanding pain points of MSME's.
- Innovative tools for MSME pain point resolution.
- ICT Solutions for pain point resolution.
- Documentation of consulting process & success / failure (minutes, PPT.....).
- Govt. Schemes for BDS providers
- Centre & State.
- Govt. Schemes for MSME's
- Centre & State.

The Programme

Date : 8th Oct 2010 (Friday)

Time : 2.15 pm to 7.15 pm (followed by Networking dinner)

Venue : Hotel ABAD Plaza, M.G Road, Kochi

2.15 pm	- Registration
2.30 to 3.00 pm	- Project Introduction • About the BDS project objectives and project promoters • Project time frame and outcome expectations
3.00 to 5.00 pm	- Strategic Session
5.00 to 5.15 pm	- Tea Break
5.15 to 6.45 pm	- Operational Session
6.45 to 7.15 pm	- Group Discussion
7.15 pm onwards	- Networking dinner