

**2 Days Training of the BDS Providers**  
 Each BDS provider will be given opportunity to work with minimum 2 MSME's on commercial basis



**3rd batch**



Day 1 : Field visit to coir units in Alappuzha  
 Day 2 : Venue : Hotel Avenue regent , Kochi

2 & 3 August 2009 Time : 11:30 am 5:30 pm  
 Coir sector & Business Development Services (BDS)  
 - Opportunities and role of BDS Providers

What is the difference between consultants & BDS providers? read inside....



**CLUSTER Pulse**  
[www.clusterpulse.org](http://www.clusterpulse.org)

**Alappuzha BDS**  
[www.alappuzhabds.com](http://www.alappuzhabds.com)

### What is Business Development Services (BDS)?



Business Development Services (BDS) are the services provided by the external experts to the enterprise in all functional areas where they need improvement and by using such services, enterprise can grow and become competitive.



### What is the difference between consultants & BDS providers?

**Consultants** generally give advise and MSME's have to execute it. If MSME is successful, it is because of consultants' advise & if MSME does not succeed with that advise, it is because MSME's did not understand - that is what most consultants would say !!!

**BDS providers** are those who not only advise MSME's in functional areas of marketing, exports, production, finance, HR , IPR etc.. but also implement it themselves in MSME's through close handholding support ! That's the difference !

<p><b>Marketing BDS</b></p> <ul style="list-style-type: none"> <li>◆ Marketing                             <ul style="list-style-type: none"> <li>- Domestic</li> <li>- Export</li> </ul> </li> <li>◆ Advertising Agency</li> <li>◆ Market Research</li> <li>◆ Branding</li> <li>◆ Trade fair</li> </ul>	<p><b>Finance BDS</b></p> <ul style="list-style-type: none"> <li>◆ Chartered Accountants</li> <li>◆ Taxation</li> <li>◆ Business Plan Developers</li> <li>◆ Accounting Practices</li> </ul>
<p><b>Production BDS</b></p> <ul style="list-style-type: none"> <li>◆ ISO Certification</li> <li>◆ New Product Development &amp; Designing</li> <li>◆ Industrial automation</li> <li>◆ R &amp; D</li> <li>◆ Packaging</li> <li>◆ Bar coding</li> </ul>	<p><b>HR/Org. BDS</b></p> <ul style="list-style-type: none"> <li>◆ ICT</li> <li>◆ IPR</li> <li>◆ Human Resource</li> <li>◆ Management Training providers</li> <li>◆ Logistics</li> <li>◆ Media</li> <li>◆ Technical Trainers</li> <li>◆ Telecommunications</li> </ul>

### Why BDS is important ?

Looking at successful MSMEs' interviews allow the conclusion that many of them are users of business development services, using specialists for specific tasks within their firms, e.g. marketing, promotion, business planning, finance, technology etc.. Business development services cost money, but bring a lot of benefits. Its "value for money".



BDS Van



Best BDS award 2009



Management Gyaanam Mantra

## EXPERTISE SUB GROUPS OF BDS PROVIDERS



### 1.0 GENERAL MANAGEMENT

#### STRATEGY & SYSTEMS

- 1.1 Long Term Strategy
- 1.2 Management Policy
- 1.3 Diversifications
- 1.4 Techno- Economic
- 1.5 Product/ Process Identification evaluation, Selection
- 1.6 Planning and Economic Studies
- 1.7 Turn-around Strategies
- 1.8 Management Audit
- 1.9 Other

### 2.0 ORGANIZATION

- 2.1 Restructuring
- 2.2 ORGANIZATION Development
- 2.3 Man Power Planning
- 2.4 Skill Definition
- 2.5 Industrial Relations
- 2.6 Placements/ Executive Search
- 2.7 Organization Policy/ Procedures
- 2.8 Others

### 3.0 MARKETING

- 3.1 Marketing Strategy
- 3.2 Study & Market/ Research
- 3.3 Promotional Studies
- 3.4 Product/ Brand Management
- 3.5 Sales & Distribution
- 3.6 Forecasting & Demand studies
- 3.7 Advertising & Public/ Media Relations
- 3.8 Customer Relationship Management
- 3.9 Other

### 4.0 FINANCE

- 4.1 Banking & Treasury
- 4.2 Feasibility Studies.
- 4.3 Financial Restructuring
- 4.4 Project Finance
- 4.5 Costing / Budgeting/ Accounts
- 4.6 Treasury Management
- 4.7 Valuation Management Accounting
- 4.8 Acquisitions and Mergers
- 4.9 Others

### 5.0 SYSTEMS

- 5.1 O & M Studies
- 5.2 Systems & MIS
- 5.3 Computer software
- 5.4 Systems Audit and security
- 5.5 Automation strategy
- 5.6 Others

### 6.0 HUMAN RESOURCES DEVELOPMENT

- 6.1 Training and development
- 6.2 Organization Culture
- 6.3 Performance Appraisals and Management
- 6.4 Remuneration, Benefit, Culture
- 6.5 Others

### 7.0 OPERATIONS

- 7.1 Productivity studies and job Redesigning
- 7.2 Industrial Engineering Material Management Studies. (72-A) Bench marking / Best practice
- 7.3 Valuation Studies (73-A). Enterprise Resource Planning
- 7.4 Production, Planning & Control (74-A) Risk/crisis Management
- 7.5 Project Planning and Management
- 7.6 Quality management
- 7.7 Business process re-engineering
- 7.8 Operation Review and Research
- 7.9 Others

### 8.0 INTERNATIONAL TRADE

- 8.1 Export Market Scanning
- 8.2 Export Management
- 8.3 International Alliances
- 8.4 Others

### 9.0 INFORMATION TECHNOLOGY SYSTEMS

- 9.1 Computer Technology
- 9.2 Database Management
- 9.3 Information / records management
- 9.4 Information Systems
- 9.5 Internet
- 9.6 Security
- 9.7 Others

### 10.0 MANAGEMENT

- 10.1 Asset Management
- 10.2 Change Management
- 10.3 Communications
- 10.4 Economics
- 10.5 Governance
- 10.6 Institutional Strengthening
- 10.7 Planning: Strategic, Business
- 10.8 Policy
- 10.9 Privatization
- (10.9 A) Transformation

### 11.0. MANAGEMENT CONSULTING PROCESSES

- 11.1 Brain Storming
- 11.2 Entrepreneurship
- 11.3 Facilitation
- 11.4. Innovation
- 11.5. Leadership Coaching & Mentoring
- 11.6. Problem Solving
- 11.7. Review, Survey
- 11.8. Visioning
- 11.9. Others

### 12.0 PRODUCTION AND MAINTENANCE

- 12.1 Maintenance Management
- 12.2 Process Management
- 12.3 Management, Planning
- 12.4 Others

### 13.0 SUPPLY MANAGEMENT

- 13.1 Distribution, Warehousing
- 13.2 Logistics
- 13.3 Negotiation
- 13.4 Outsourcing
- 13.5 Partnering, Alliances
- 13.6 Procurement, purchasing
- 13.7 Supply Chain Management
- 13.8 Supply Relationship Management
- 13.9 Others



Domestic order to MSME



IT Gyaanam Yagnam



BDS SME workgroup meeting

## The Program

2 Aug. 09 : Field visit to coir units, CCRI, ACCDS, CSC etc. in Alappuzha, Bus arranged by project

3 Aug. 09 : Venue : Hotel Avenue regent, Kochi

11:00 am to 11:30 am	<b>Project Introduction</b> <ul style="list-style-type: none"> <li>☛ About the BDS project objectives and project promoters</li> <li>☛ Project time frame and outcome expectations</li> </ul>	Jagat Shah - CMC, MBA
11:30 am to 12:00 am	<b>Presentation on Diagnostic Study</b> <ul style="list-style-type: none"> <li>☛ Alappuzha coir cluster</li> <li>☛ Key findings of the Alappuzha coir industry and BDS sector</li> </ul>	Mignesh Parekh, MBA
12:00 am to 12:30 pm	<b>Presentation by 1st &amp; 2nd Batch BDS Providers</b>	
12:30 pm to 01:00 pm	<b>What is BDS ? Scope and Opportunities as a BDS provider</b> <ul style="list-style-type: none"> <li>☛ What is BDS ? Definition</li> <li>☛ Importance of BDS in developing Coir MSME's competitiveness</li> <li>☛ Cluster development &amp; BDS</li> <li>☛ Nature &amp; purpose of BDS counseling</li> </ul>	Pankaj Ahir, CDM
1:00 pm to 2:00 pm	<b>LUNCH BREAK</b>	
2:00 pm to 3:00 pm	<b>What is BDS ? Scope and Opportunities as a BDS provider</b> <ul style="list-style-type: none"> <li>☛ Range &amp; scope Of services               <ul style="list-style-type: none"> <li>◎ Business strategy</li> <li>◎ Operational management</li> </ul> </li> <li>☛ BDS - client ( MSME ) relationship</li> <li>☛ BDS &amp; change</li> <li>☛ Professionalism &amp; code of ethics in BDS profession</li> <li>☛ Career &amp; compensation in BDS offering</li> <li>☛ Training &amp; development of self &amp; staff</li> <li>☛ Preparing for the future</li> <li>☛ Networking</li> </ul>	Mignesh Parekh, MBA
3:00 pm to 3:30 pm	☛ <b>Brainstorming on Coir marketing</b>	Rajan George
3:30 pm to 4:00 pm	☛ <b>Finance fundas for Coir business</b>	SIDBI / Gopalan Nair, Siti Business
4:00 pm to 4:30 pm	☛ <b>Coir spinning and weaving Revolution</b>	Pankaj Ahir, CDM
4:30 pm to 5:00 pm	☛ <b>Value added services for coir business like IPR etc.</b>	Pankaj Ahir, CDM
5:00 pm to 5:30 pm	☛ <b>Question / Answer &amp; group discussion</b>	

### Investment : Rs. 750 Per Participant

(Each BDS provider will be given opportunity to work with minimum 2 MSME's on commercial basis)



BDS SME General Discussion



DIC



BDS SME one to one meeting

## The Trainers:



**Jagat Shah : [www.globaljagat.com](http://www.globaljagat.com)**

- ◆ Founder & mentor - [www.clusterpulse.org](http://www.clusterpulse.org)
- ◆ MBA ( International trade ), Certified management consultant ( CMC ) from ICMCI, USA
- ◆ 22 years of experience in international trade, cluster development & BDS training.
- ◆ Led 81 trade delegations from clusters to abroad.
- ◆ Conducted 232 training programs attended by 14100+ MSME's & corporates.
- ◆ Working as trainer & implementing agency for UNIDO, GTZ, USAID, DFID, SIDBI, IFC, COMSEC.
- ◆ Manitoba, Canada representative in India.
- ◆ Cluster development advisor to Govt. of Brunei & Govt. of Canada.



**Mignesh Parekh**

- ◆ General Manager - Cluster Pulse
- ◆ MBA with 8 years of experience in international trade & BDS training.
- ◆ Working as trainer for UNIDO, GTZ, DFID, SIDBI, Ministry of Textiles.
- ◆ Led 19 export trade delegations to several countries.
- ◆ Conducted 56 training programs.
- ◆ Country manager for Manitoba, Canada in India.



**Pankaj Ahir**

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

**Other senior professional trainers will also be invited.**





### Objectives of Alappuzha BDS Project :

- ◎ The objective of the project is to “improve market-oriented business development services (BDS), thereby fostering MSME growth, competitiveness and employment Creation.”
- ◎ Specifically this entails developing interventions to address constraints in the supply and demand for BDS, such as, awareness raising, product development support, capacity building, and targeted transaction support.

### ◎ This includes:

- ◆ Building the capacity of BDS providers and financial institutions to effectively meet the needs of MSMEs.
- ◆ Support networking and collaboration among BDS providers (both private and public, including those from business associations).
- ◆ Facilitate business linkages between MSMEs and larger companies, working through business associations and cooperatives.
- ◆ Develop high quality, practical entrepreneurship and management training.
- ◆ Improve access and adoption of new, appropriate technologies among BDS providers & MSMEs.

### How this project will help BDS providers ?

- ◆ Project will help BDS to promote their services to the coir industry through various platform.
- ◆ Project will train and motivate coir MSMEs to use BDS.
- ◆ Project will provide training support to BDS to enhance their capacity to deliver effectively to the coir industry.
- ◆ Project will develop BDS directory and will distribute amongst the coir MSMEs.
- ◆ Project will share the cost with MSMEs to promote BDS.



[www.alappuzhabds.com](http://www.alappuzhabds.com)

### **CLUSTER** *Pulse*

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