

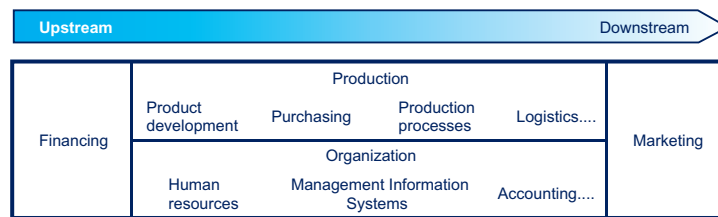
## Project background

SMEs play a vital role in the Indian economy, and are receiving increased attention and support. The Small Industries Development Bank of India (SIDBI) is leading the implementation of a multi-donor project to increase the flow of credit and related support services to SMEs.

The objective of the project is to “improve market-oriented business development services (BDS), thereby fostering SME growth, competitiveness and employment creation.”

## What are business development services (BDS)?

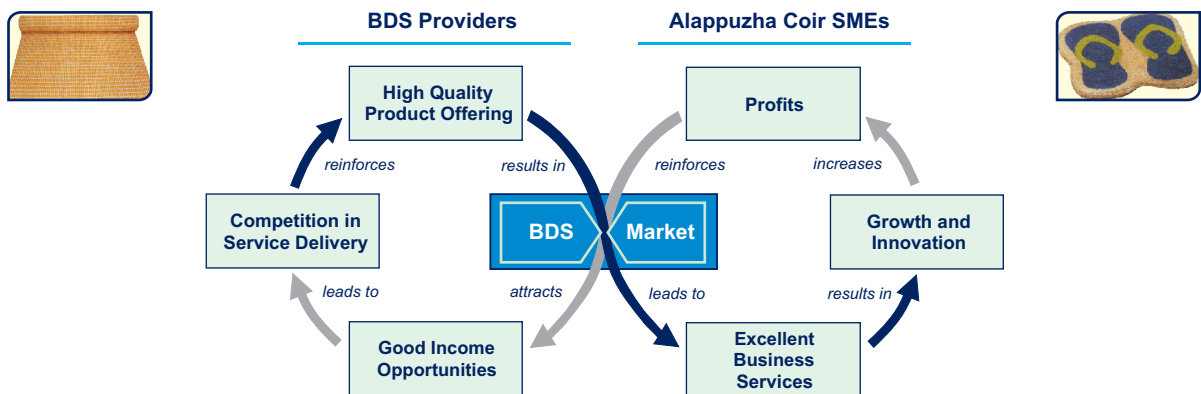
BDS entail a wide range of business advisory services provided from one business (a BDS provider) to another (a private firm) that help to drive innovation and increase productivity across the firm's core functions.



Growing consensus points towards BDS being most effectively delivered by private providers. Spurred by profit incentives, private providers will be motivated to actively pursue new clients and expand their reach; challenged by competition, they will be forced to offer a high quality product and continuously innovate to maintain market share. Therefore, BDS interventions focus less on the direct delivery of BDS to SMEs, but more on supporting the development of a self-sustaining private market for BDS.

## The End Goal: A Dynamic BDS Market

The fostering of a skilled and entrepreneurial BDS sector will lead to a self-supporting loop of improved innovation and competitiveness in Alappuzha's coir industry.



## The Management Team

This project is led by Cluster Pulse, with support from OTF Group.

- Cluster Pulse is an NGO dedicated to supporting SMEs and individual business entrepreneurs through cluster-based development initiatives. [www.clusterpulse.org](http://www.clusterpulse.org)
- The OTF Group is a private sector consulting firm that provides cutting-edge solutions to help firms and industries in emerging markets confront the challenge of developing successful business strategies.

*We look forward to welcoming you to our office in Alappuzha. Please drop by any time!*