

NEWS BULLETIN

UPDATE ON KNITWEAR AND APPAREL CLUSTER, LUDHIANA

Dear Readers,

To keep our industry fully informed of the latest initiatives under the project "Implementation of BDS for MSMEs in Ludhiana Knitwear Cluster", a quarterly newsletter would be published. I am extremely pleased to share with the industry, the inaugural edition of this Newsletter.



Focus of the project will be on supporting linkages between various Business Development Service (BDS) Providers, viz., Consultants and Firms in the cluster. It also aims to increase awareness on various challenges faced by MSMEs and provides support for innovations and competitiveness. The project will also help in strengthening the training & institutional framework in the cluster on a Public-Private-Partnership basis. Synergies will also be created under the project with various other on-going projects in the cluster.

I would like to take this opportunity to thank the industry for being so supportive and to come forward to share their views with us during the diagnostic study. I look forward to a lot more guidance and support from the industry during the course of project implementation in the cluster. Through your support, I hope we would further strengthen this dynamic cluster and achieve sustainable growth in the cluster.

With Best Wishes,

Sanjeev Chaudhary
Cluster Development Manager, Ludhiana

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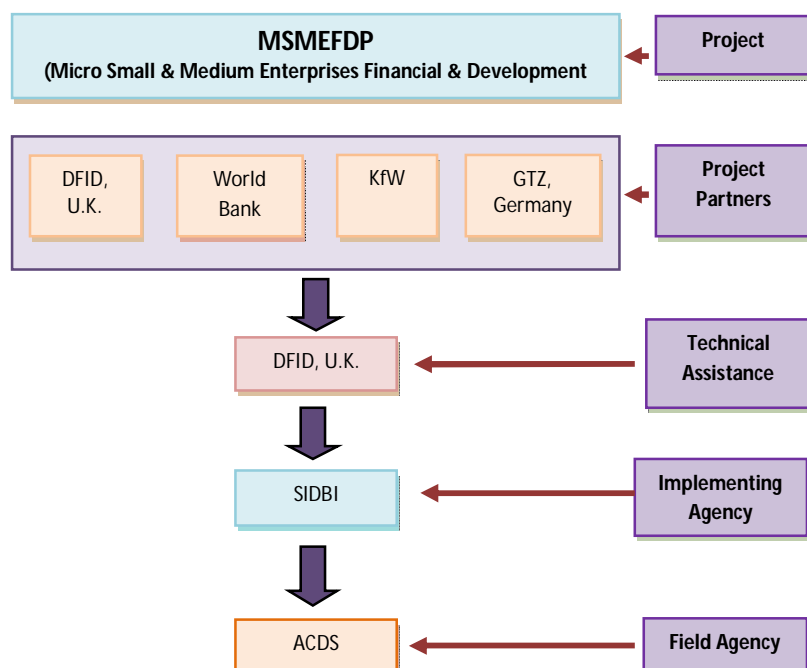
PROJECT OVERVIEW

"Implementing BDS for MSME's" is a project in Ludhiana Knitwear and Apparel Cluster taken as an initiative under the umbrella project **MSME Financing and Development Project (MSMEFDP)**, a joint venture of World Bank, DFID, KfW, GTZ and SIDBI.

Objectives

- To improve the competitiveness of the MSMEs
- To Improve the MSMEs access to market oriented financial and business development services

Project Partners



EVENT SNAPSHOTS

FEKTAA & ACDS Signed MOU to make Ludhiana's Knitwear Industry Competitive



Mr. Vinod Thapar, President of Federation of Knitwear Textile and Allied Industries Association (FEKTAA), and Mr. Rajveer Singh, Managing Director, Apex Cluster Development Service Pvt. Ltd. (ACDS) signed a Memorandum of Understanding on May 23, 2009 to make Ludhiana's Knitwear industry competitive. In the MoU, it was mutually agreed that Apex Cluster Development Services Pvt. Ltd. will assist the knitwear industry towards building capacity of its members by guiding them to improve their internal efficiencies in the supply chain to become globally competitive.

ACDS are Cluster Development Consultants and is the on-field implementing Agency for Small Industries Development Bank of India (SIDBI) for this Project culminating in October 2011. Major focus of the Project would be to help the industry to use Business Development Service Providers intensively so that they can improve their efficiency in the various processes involved in production, increase their competitiveness and enhance their cost effectiveness. Linking Micro, Small and Medium Enterprises with the appropriate Business Development Services will be the main focus of the project.

Cluster Co-ordination Committee Meeting

On August 21, 2009 Cluster Coordination Committee meeting was organized at Ludhiana. Agenda for the meeting was to present the outcomes of the Diagnostic Study to the industry stakeholders. Action Plan/Activities proposed to be undertaken during the implementation of the Project were presented and validated by the members of the CCC.



The Presentation was followed by discussions with CCC members. Members in the meeting gave much emphasis on the issue of training of manpower. Suggestions were given for self-sustainable and specific training modules. Also major focus of discussion was training of female workers and their employment in the cluster. In addition to this, issues regarding subsidies provided to MSME for energy audit, Information about publishing of BDS directory under the project was also shared.

The Diagnostic Study and the Action Plan was approved by the Cluster Co-Ordination Committee Ludhiana during the meeting.

CLUSTER COORDINATION COMMITTEE

A fourteen member committee comprising of different stakeholders from Ludhiana Knitwear cluster has been formed. The committee will put together and coordinate various activities under the project. The committee members will meet every quarter and will review the project progress. They will make suggestions for enhancing the effectiveness of the programme and will provide intellectual/advisory inputs to the project. The committee will also oversee the implementation of the project and will steer in such a way so as to ensure that it is in tune with the broader needs of the cluster and project objectives.

CLUSTER COORDINATION COMMITTEE MEMBERS

Mr. V. K. Thapar (President – (FEKTAA)	Dr. K. Dhawan (NITRA)
Mr. N. K. Miglani (FEKTAA)	Mr. S. K Puri (SIFT)
Mr. Sudarshan Jain (President-KNIDGRO, KAMAL)	Mr. S. S. Bedi (MSME)
Mr. Charnjeev Singh (Shawl Club, Knitwear Club)	Mr. Inder Paul (Textile Committee)
Dr. Sandeep Kapur (PAU) (Approval Expected, PAU-written)	Mr. A. K. Bansal (PNB)
Mr. Amarjeet Singh Tangi (GM – DIC)	Mr. A .K. Walia (ATDC)
Mr. Jatinder Aggarwal – (SIDBI)	

SUMMARY RESULTS OF DIAGNOSTIC STUDY AND PROPOSED ACTION PLAN

AREA OF INTERVENTION	ISSUES EMERGED IN DIAGNOSTIC STUDY OF LUDHIANA KNITWEAR & APPAREL CLUSTER	PROPOSED ACTION PLAN
HR Development	<ul style="list-style-type: none"> Lack of skilled & unskilled labor. Migrant & cyclic employment Unhygienic working conditions Lack of discipline & motivation 	<ul style="list-style-type: none"> Training programs for <ul style="list-style-type: none"> - Female stitching operators - Machine mechanics - Circular knitting machine operators - Flat knitting machine operators Health check up camps Workshop & training on soft skills.
Inventory Management	<ul style="list-style-type: none"> Over & under inventory. Poor housekeeping 	<ul style="list-style-type: none"> Training on housekeeping and material handling Cost effective inventory management ICT solutions for minimal inventory
Improving productivity	<ul style="list-style-type: none"> Inadequate process planning Lack of effective quality control Inefficient machine operations and sub optimal machine utilization 	<ul style="list-style-type: none"> Workshop on layout efficiency, work flow and ergonomics Pilots on operational training Workshop on machine maintenance/capacity utilization
Design and Development	<ul style="list-style-type: none"> Lack of original design capabilities No national level fashion event 	<ul style="list-style-type: none"> Designing software Awareness of recent trends Capacity building of designing institutes Fashion shows
Other areas of intervention		<ul style="list-style-type: none"> Energy audits Environment issues - CETP, waste water management Promotion of ICT usage Sensitization on IPR and Legal Issues Enhancing market linkages Product diversification and e-marketing



As a part of the Project “Implementing BDS for MSMEs”, a portal www.ludhianaBDS.com has been launched for Ludhiana Knitwear and Apparel Cluster.

The main objective of the Portal is to provide a virtual **platform for service exchange** among MSMEs and Consultants. MSMEs involved in manufacturing process of knitwear products at Ludhiana and Consultancy Service Providers providing services to these MSMEs can register to avail services of the Portal.

The portal gives an easy access to database of the knitwear firms, BDS providers, consultants & suppliers. **Project in Action**, section gives updates on latest happenings and events. **InfoBank** provides thematic information on various issues/topics like designing, IPR, Technology, Quality, Marketing and energy.

Registered MSME's can post their requirement and send enquiry for the services offered by Consultancy Service Providers and Suppliers, similarly consultancy Service Providers and Suppliers can post services offered by them and respond to the enquiry from MSME's.

Interested members can submit articles written by them in **Experts Write** column of the portal. All the members will receive Newsletters and Upcoming Event alerts regularly.

Some other services offered by ludhianaBDS.com include:

- Information on News and Events related to textile industry
- Online registration in the events related to the project
- Repository of Information on different knitwear and apparel related areas
- Business tools are also available on the portal

REGISTRATION PROCEDURE

1. Log on to www.ludhianabds.com
2. **MSMEs** Click on



3. **Consultants / Suppliers** Click on



4. Submit primary details

Note your User ID and Password for future use.

Register at

www.ludhianabds.com

Knitting Sustainable Growth

For Private Circulation Only
For Feedback/ Enquiries

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