

List of Agencies / Organizations

(for DPR-ICT)

#	Name and Address of Organisation	#	Name and Address of Organisation
1	Executive Director Electronics and Computer Software Export Promotion Council 3 rd floor, PHD House, Opposite Asian games Village, New Delhi-110016	8	Director Indian Institute of Science, Mallechwaram Bangalore-560012
2	Director General Software Technology Parks of India (STPI) Electronics Niketan, 6,C.G.O Complex, Lodhi Road, New Delhi-110003	9	Director SME Business Services Ltd. C-40, Okhla Industrial Area, phase-II, New Delhi-110020
3	Director IIIT Morena Link Road, Gwalior-474010	10	Director General National Informatics Centre A-block,CGO Complex, Lodhi Road , New Delhi-110003.
4.	Director IIT Hauz khas, New Delhi-110016	11	CMD Electronics corporation of India Ltd. PO. ECIL, Hyderabad-500062
5	Director IIT IIT-PO Kanpur	12	President NASSCOM International Youth Centre Teen Murti Marg Chanakyapuri New Delhi 110 021
6	Programme Coordinator GTZ-ISN #B 5 /1, Safdarjung Enclave Second Floor New Delhi 110 029	13	Director Price Water House Coopers Pvt Ltd, Sucheta Bhawan 11 A Vishnu Dighambar Marg New Delhi –110 002
7	Director Management Development Institute (MDI) Mehrauli Road, Sukhrali Gurgaon-122007	14	MD & CEO CRISIL 'CRISIL House', 121/122, Andheri Kurla Road, Andheri (East),
		15	Director Deloitte Touche Tohamatsu India private Limited, Hansalaya, 4 th Floor Barakhamba Road New Delhi 110 001

'TERMS OF REFERENCE (TOR)' FOR PREPARATION OF 'DETAILED PROJECT REPORT (DPR)' PERTAINING TO PROMOTION OF ICT TOOLS IN INDIAN MICRO, SMALL AND MEDIUM ENTERPRISES (MSME) SECTOR

1. Background :

In India, the manufacturing sector contributes significantly in the country's GDP, which is very low as compared to the developed countries. The Growth Competitive Index (GCI) shows that India stands at nearly the bottom of the competing Asian economies. It also indicates a very low penetration and adoption of ICT compared to other nations and this has resulted in loss of global competitive advantage.

The manufacturing industry is witnessing an increasingly turbulent, dynamic and complex business scenario. The lowered entry barriers across countries, complex cost structures and relentless pursuit of customer satisfaction in response to rising expectations have intensified competition. The accelerated rate of change in the markets, products, pricing strategies, technology and the level of competition are compelling managers to make decisions at short notice. Customers are demanding high quality products to be delivered at short notice and at a highly competitive price. Competition is getting a new dimension in manufacturing sector through globalization.

In the developed / developing countries all over the world, Small and Medium Enterprises (SMEs) are making investments to integrate Information and Communication Technology (ICT) into their business operations and leveraging it to sharpen their competitive edge in the international market. Today, with an ever-increasing premium on competitiveness, a wise investment in the ICT infrastructure makes a crucial difference to the bottom line of MSMEs that spells success. MSMEs in India are facing unprecedented challenges necessitating the need for ICT adoption in their business processes and integrating into globalize economic environment. With ICT tools, the MSME sector can improve upon the way it is doing businesses currently and become more vigilant in the finer details, in its day-to-day operations and their effect on competitiveness. The ICT adoption in manufacturing sector can change the way the organisations conduct their business, which will enable them to compete in the national and international markets. The major objective of

ICT application is the cost-effective and efficient improvement in business activities.

The National Manufacturing Competitiveness Council (NMCC), in association with the Ministry of MSME and other stake holders from the manufacturing enterprises, had proposed a five-year National Manufacturing Competitiveness Programme (NMCP) with a view to improving the competitiveness of the Indian manufacturing industries, particularly the small and medium enterprises. This proposed programme includes inter-alia, an intended cluster-level promotion of ICT in the Indian Manufacturing MSME-sector to be implemented in PPP-mode.

2. Objective :

The objective is to prepare a detailed project report for developing a suitable implementation methodology by encouraging identified MSME-clusters, having quality production and export potential, to adopt ICT-Tools in their business processes for achieving highest possible levels of competitiveness in the global markets, on a sustainable basis, through Public-Private Partnership (PPP).

3. Terms of Reference (TOR).

- (i) Methodology for identification of MSME-clusters (target beneficiaries) for ICT-interventions.
- (ii) Preparation of base data on ICT-consultants / Organisations / Institutes.
- (iii) Identification of 20 to 30 clusters of MSMEs where implementation of this programme will benefit cluster members and will have overall consequential impact on MSME sector due to use of ICT Tools.
- (iv) Methodology (including incentivising) to encourage indigenous development of smaller ICT-modules, R&D, create incubator infrastructure facilities in various technical institutions, etc.
- (v) Methodology to set up 'Competency Centres / E-Readiness Centers' at clusters for providing the following:
 - (a) Information on latest, relevant ICT-technologies available for different sectors and their applications, their sources, etc.
 - (b) Training in ICT usage

- (c) Introduction of hosted web model for costly ICT-Tools for use by cluster members on 'pay-by-use' concept.
- (d) Developing ICT-solutions for any specific cluster/cluster-member.
- (e) All the studies for the above parameters shall be techno-economic and shall also include most-appropriate business-models / revenue-models for SMEs' growth in perpetuity
- (vi) Development of a suitable strategy and its implementation, which may include the following:
 - (a) Identification and association of various stakeholders for implementation of the programme.
 - (b) Hiring of services of experts/professional bodies, if required.
 - (c) Methodology for developing collaborative partnership with existing support institutions for facilitating design / development / testing / customization of any ICT-Tools (developed /to-be-developed).
 - (d) Methodology for technology transfer/upgradation, etc.
 - (e) Methodology for integrating web-portals at cluster level with that of the SENET in the O/o DC(MSME) and continuous online data transfer and updation for use of the M/o MSME.
- (vii) Methodology to create ICT-awareness campaigns emphasizing the programmes' objectives, benefits, etc.
- (viii) Methodology for continuous HRD development in ICT-related fields.
- (ix) Methodology for managing / monitoring the implementation of the programme at cluster and Ministry level. Method for timely course correction(s)/Strategic correction(s) during implementation of the programme.
- (x) Legal frame-work for proper utilization of Government money by clusters and for hassle-free implementation.
- (xi) Details on such initiatives of other Departments at Centre/State level to avoid duplication.
- (xii) Pattern of cost sharing between Government and MSME beneficiaries in the proposed activities.
- (xiii) Methodology for risk analysis, evaluation, success criteria and impact measurement, etc.

(xi) Sustainability in the long run without governmental support.

4. Deliverables

Detailed DPR (5 copies) with a soft copy covering all aspects of the proposal.

5. Duration of assignment

- 3 months.