Cluster Development through Sectoral National Programmes in collaboration with UNIDO

A new dimension was added to the activities of the Ministry of SSI through launching of the four National Programmes for Development of Toy, Stone, Lock and Machine Tools in collaboration with UNIDO through its International Centre for Advancement of Manufacturing Technology (ICAMT), Bangalore. The National Programmes are industry and demand driven programmes aimed at bridging the technology divide by promoting manufacturing technology and innovations as the means to industrial competitiveness in selected Indian sectors and fostering international cooperation. These are developed and pursued for technology led interventions in selected sectors for enhanced performance in totality covering Technology Upgradation, Market Development, Capacity Building and Sustainability.

Although these programmes are sectoral in nature, and do not take up any particular cluster directly, the activities are designed for intensive coverage of several clusters under each programme for the sake of achieving maximum output through the interventions.

**National Programme for the Development of Indian Stone Industry (NPDSI)**

a) **The programme objectives:** Technological upgradation, development of international market for the dimensional stone items, development of a National Centre for the Stone Industry with facility for testing, certification and human resource development, development of state-of-the-art mining technologies for quarrying of stones to reduce the pollution of the environment and also to improve health standards for the workers.

b) The programme is monitored by a **STEERING COMMITTEE** chaired by AS & DC (SSI) with members from UNIDO, Centre for Development of Stone (CDOS), Jaipur and two representatives from the Stone Industry Association. CDOS (an autonomous agency under Government of Rajasthan) has been nominated as the nodal agency for implementation of the project.

c) The Programme is being run with active cooperation and financial contribution from the Ministry of SSI (Government of India), State Governments of Rajasthan, Gujarat and Karnataka, Stone Industry Associations and UNIDO.

**Activities undertaken so far**

i) Participation of the Indian Stone Industry in three International Stone Fairs in Germany & Italy (twice).

ii) Organization of STONA 2002 and Stone Mart 2003 — two International Exhibitions on Dimensional Stones at Bangalore and Jaipur respectively. Shilp Grams were also organized in these two fairs, where traditional artisans exhibited their stone artifacts.

iii) Final report prepared for establishing the National Test House at Jaipur by National Institute of Rock Mechanics, Kolar, Karnataka, (NIRM). Construction of building for the Test House has already begun and process for procurement of equipments started.

iv) Special training module on stone quarrying developed.

v) First ever Compendium of Stones in India launched in print and on Website giving stone specifications to help export and domestic marketing.

vi) Workshops held at Kota, Alwar, Udaipur, Kishanganj, Jodhpur, Kota, Ambaji, Himmat
Nagar and Bangalore on technology upgradation, export promotion and enhancement of artisan skills.

vii) India Stone specific website launched (http://www.cdos-india.com/).

Activities to be undertaken


ii) Development of Training Module for surface finishing, packaging, cutting and polishing.

iii) Training of Trainers, Artisans and personnel of laboratory on Surface Finish, Cutting of Stones, Environment Management, Upgradation of Artisan Skills, Export Packaging, Machinery Maintenance etc.


v) Testing of Additional Stones and Publishing of second Compendium of Stones in India.

vi) Preparation of environment management plan.

vii) Preparation of User Manual on Stones.


National Programme for the Development of Indian Machine Tool Industry (NPDMI)

a) The programme launched on 13.12.2001 (to be implemented over three years) is being coordinated by the O/o the DC (SSI) with the assistance of SIDBI, Indian Machine Tool Manufacturers’ Association (IMTMA), Central Manufacturing Technology Institute (CMTI), UNIDO's ICAMT Project and State Governments of Karnataka, Maharashtra and Punjab.

b) Programme Objectives: To strengthen the competitive position of the Indian Machine Tool Industry in the global market, Strengthening the technological and market development capacity, To achieve high growth in CNC machine tool production, Usher in an era of e-commerce in machine tool trade, Establish 'Made in India' label in machine tools.

c) The programme is funded by the Ministry of SSI, Government of India, Indian Machine Tool Manufacturers Association (IMTMA), UNIDO, SIDBI and EXIM Bank.

d) The programme is monitored by a STEERING COMMITTEE chaired by AS & DC (SSI) with
members from UNIDO, Govt. of Punjab, Govt. of Karnataka and the Indian Machine Tools Manufacturers’ Association.

**Activities undertaken so far**

- Training on CAD design of machine tools (6 programmes of 3-5 months duration), Workshop on retrofitting and production of CNC machines at Batala 2002, dissemination of machine tool technology based upon mapping of European technologies at Delhi, Mumbai, Bangalore & Ludhiana.
- Survey and evaluation of machine tool market and machine tool technology in Europe & US markets.
- Participation in international machine tool exhibitions in BIMU 2002 (Italy), in EMO 2001 (Germany) and China International Machine Tool Show in April, 2003 along with a delegation of eight machine tool manufacturers.
- Delegation of small machine tool manufacturers to China in collaboration with cluster development programme to assess market potential, National Machine Tool Show 2002 at Bangalore.
- International conferences on metal cutting at Mumbai in November 2001 and at Delhi in February 2003.
- Workshop on Enterprise Management to imbibe business excellence at Lonawala in June, 2002
- Ten Units each in Punjab and Gujarat identified for technology upgradation.
- Training Programme on Precision Measurement and Calibration of Measurement Equipment and Machine Tools conducted at Ludhiana and Batala, Punjab.
- Network linkages established with CMTI, IMTMA and CII for development of machine tool industry.

**Proposed Activities**

- End user survey in selected machine tool clusters.
- Creation of Indian customers database.
- Handbook on machine tool design.
- Special initiative and strategy, including workshops for small machine tool manufacturers in Punjab, Maharashtra and Gujarat.
- Participation in International Machine Tool Exhibition (EMO 2003), Italy.
- Technology upgradation of selected machine tool units.
- Training Programmes on Machine Tool Design – ERGONOMICS and Aesthetics etc.
- Exposure of Machine Tool Units in Punjab and Gujarat in Southern India.
- Capacity enhancement of IMTT, Batala and other technical institutions for need based training.
National Programme for the Development of Indian Lock Industry (NPDLI)

a) **Key Players**: The O/o the DC (SSI), UNIDO (ICAMT), SIDBI, NSIC, All India Lock Manufacturers Association—Aligarh (UP), Dindigul Lock Workers Industrial Cooperative Society, Dindigul (AP).

b) **Programme Objectives**: Technological upgradation of Indian Lock Industry to the global standards, Technological upgradation of NSIC Technical Services Extension Centre, Aligarh, Setting up of Special Purpose Machine (SPM) at the Aligarh Centre as per Indian requirements for development of Pin Cylinder Mechanism, Creation of Common Facility Centre for the Lock artisans at Dindigul, Tamil Nadu, Establishing a marketing network by participating in International and National Fairs and conducting vendor development programmes, Sourcing of lock components by leading Lock manufactures (Godrej etc.).

c) The programme is monitored by a **STEERING COMMITTEE** chaired by AS & DC (SSI) with members from UNIDO, Dindigul Lock Workers Industrial Cooperative Society Ltd., All India Lock Mfrs. Association. Aligarh, CMTI Bangalore, NSIC, SIDBI, Department of Industrial Policy & Promotion, Lead Bank Officer, Aligarh.

d) The programme is being implemented with financial contribution from Ministry of SSI, Government of India, ICAMT/UNIDO, SIDBI and other Donors / Partners.

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**Current Status**

NSIC has been designated as the implementing agency of the programme.

- 25 of artisan from DICO, Dindigul were trained at NSIC, Aligarh in lock smithy through adoption of mechanized processes and familiarization with new pin cylinder technology in 3 levels.
- SSI lock manufacturing units participated in the Exhibition INTEC 2002 at Coimbatore in January 2002 and Techmart, Nov. 2002 for developing better marketing linkages.
- Entrepreneurial Development Programme on better practices in lock industry organized for Dindigul Lock Artisans at Dindigul by SISI, Chennai.
- Product display of Lock manufacturing units in Building Material Exhibition at Venezuela.
- Business Delegation to Cologne (Germany) sponsored from March 9th to 12th 2003.
- Steps initiated for formation of Core Group of Units which have already adopted Pin- Cylinder Technology
- Training on Good Manufacturing Practices (GMP) and Lock Design Workshop held at Aligarh
- Organising of Workshop on Lock Standardization at NSIC, Aligarh.
- Tie up for Senior Expert Services (SES) from Germany on developing pin cylinder technology at selected 5 SSI lock-manufacturing units.
National Programme for the Development of the Toy Industry (NPDTI)

a) The programme is being coordinated by the Office of DC(SSI) with the assistance of SIDBI, Toy Association of India, Greater Noida Industrial Development Authority in collaboration with UNIDO, (ICAMT).

b) Programme Objectives: Technological upgradation of Toy sector, Establishing a Toy Design and Development Institute (TDDI) at Greater Noida as a common facility for providing technological know-how, testing and certification facilities and training programmes, Establishing a marketing network by participating in International and National Fairs and conducting vendor development programmes.

c) The programme is funded by contributions from the Ministry of SSI, Govt.of India, Toy Association of India, SIDBI and UNIDO.

Current Status

i) For establishing Toy Design & Development Institute (TDDI) at Toy City, Greater Noida, a plot of land measuring 18,144 sq. mts allotted by Greater NOIDA Authority has been taken. TDDI has been registered as a society.

ii) Contract awarded to AIJU, Spain for providing technical consultancy for setting up of TDDI at Greater Noida. Final report received.

iii) CAD/CAM facilities for assisting Toy units in Delhi region had been created at SISI, New Delhi.

iv) Testing facilities for testing of Toys as per IS:9873, Part I, II & III and EN-71 have been established at RTC New Delhi and Mumbai.

v) The National Institute of Design, Ahmedabad, and the National Institute of Fashion Technology, New Delhi are providing the necessary design inputs to the toy industry.

vi) Awareness Programmes on CE Certification have been organized at New Delhi and Mumbai respectively on 15.01.2002 and 25.02.2002.

vii) Exposure programmes on technology and safety needs of toys were organized at Delhi and Mumbai in May, 2001.

viii) Under the market development programme members of Toy Association of India participated in the New York Toy Fair.

ix) Exhibition-cum-buyers-seller meet (Toy Biz 2002) & Toy Biz 2003 organized at Delhi and Mumbai respectively.

x) Organized workshop on ‘Improved Plastic Processing for Toys at RTC, New Delhi.

xi) Organized awareness workshops on Toy Industry at Chennai, Udaipur and Kolkata.

xii) Indian Institute of Packaging (IIP), Mumbai had carried out study of Toy manufacturing units at Mumbai and Delhi regarding development of improved packaging of Toys.

xiii) Awareness workshops on IPRs organised especially on Toy industries at New Delhi and Mumbai.

xiv) Workshop on Technology upgradation & Export promotion of Indian Toy Industry organized at New Delhi.

Under NPDTI, 46 small scale Toys manufacturing units are participating in the SPORTS GOODS OUTDOOR & TOY FAIR-2003 from 13th to 16th October 2003 at Pragati Maidan, New Delhi.