



Confederation of Indian Industry



Department of Scientific & Industrial Research
Government of India

A Public-Private Partnership Initiative on supporting Indian SMEs in Technology Exports

Technology Exports Development Organisation

www.cii.in

www.techbizindia.com

The Promoters

Department of Scientific and Industrial Research under the Ministry of Science & Technology, Government of India and



Mr. Malvinder Singh
Managing Director & CEO,
Ranbaxy Laboratories Ltd.
and Chairman – CII
National Committee on
Technology (2007-08)

Confederation of Indian Industry (CII) National Committee on Technology, Chaired by Mr. Malvinder Mohan Singh, Managing Director & CEO, Ranbaxy Laboratories Ltd and with members represented by R&D/Technology driven Industries operating in India.



Dr. T Ramasami
Secretary (Acting), DSIR
Government of India

Major Activities undertaken

Capability Building: TEDO helped selected companies in capability building through training programmes/workshops/lecture series/industry visits and to upgrade existing plants to “world-class” facilities with cost effective but “State of the Art Technologies”.

Major Training Programmes Organised

- IT Application in Manufacturing
- International Business
- Effective Trade Fair Participation

Background

TEDO, a unique Public-Private Partnership project between Confederation of Indian Industry (CII) and Department of Scientific and Industrial Research (DSIR), Ministry of Science & Technology, to enhance market linked technology competitiveness of Indian Industry, started in the year 2000. The main objective is to promote Indian Technical Know How, Technology Intensive Products/Services/Projects in global markets.



Unit Level Assessment of Export Readiness

TEDO through its experts executed Unit level assessment for export readiness for 19 members in Dies and Mould cluster for building export competitiveness.

Parameters considered for assessment are Product Mix (Key Product Range, End Application) Environment, Safety, House Keeping, Technology & System, (Throughput Time, Visual Display Key Parameters, Export readiness, Innovation & R & D, System and Procedure, Quality, Job Knowledge and Technology).

“Since its inception TEDO has served approx 870 organizations (both public and private, R&D, Academic & Industry) in terms of Capability Building to Enhance Export Competitiveness and promoting there strengths in the international market”

Units Close to International benchmark on following parameters	Major Gaps	Major Concern
<ul style="list-style-type: none"> • Entrepreneurship & Promoter role, • Raw Material (Availability & Lead Time), • Technology (Equipment & Tools), • Job Knowledge • Subcontracting Capacity + Supporting Facility • Quality Accreditation 	<ul style="list-style-type: none"> • Systems & Procedures, BPR, ERP & MIS, • House Keeping & Safety. • Throughput time, • Visual Display • Exposure to international Market • Export Readiness 	<ul style="list-style-type: none"> • Finance, • Availability of Skilled Manpower • Attitude towards MIS implementation.



Major National Trade Fairs where TEDO supported SME's

- Tool Tech
- India International Trade Fairs
- Indo-Africa Conclave
- India Global Summit on SME's
- Technology Summit & Technology Platform.
- Chemtech

Handholding Support: TEDO provided handholding support to all these units through its experts in filling the gaps. All the units took up the implementation of the agreed action plans enthusiastically & inspite of few constrains have achieved up to 60-80%. Some Examples are: Optimize cutting parameters like Speed/Feed, Use of New generation cutting tools, Upgrade tool life by surface treatment of tools, Enhance Planning process, to reduce thru-put time, Appropriate quality systems/ procedures, Stage Identification for improved traceability, Advanced concepts for costing/pricing, Design of effective MIS, Improvement in Layout, Simple procedures to upgrade, Visual Display and Housekeeping & Safety standards

Promotional Services: TEDO supported Indian SME's, to promote their strengths through:-

- National and International Exhibitions
- Website www.techbizindia.com.
- Reports on exportable technologies, technology Intensive products, Services and Projects, technology profiles and multi-media CD.

Reports on Exportable Technologies & Products, Srvices and Projects.

- Light Engineering
- Chemical & Pharmaceuticals
- Agro and Food Processing
- Indian System of Medicine



Major International Trade Fairs where TEDO supported SMEs

- Hannover Fair, Germany
- Euro mold, Germany
- Made in India Show in China
- Made in India show in Belarus
- AICHEMA, Germany
- Made in India Show in Magnolia



Accolades

"Well Planned, Good Initiative, would help the SSI's to have exposure and growth.

This has been a wonderful exercise we went thru. It has helped us to assess ourselves and set targets for improvements. The assessment was methodical, well planned and executed. The documentation was good enough for follow up & progress. Most importantly the suggestions for improvement were valuable."

— Incite CAM Centre

"Very good backing from Government thru prestigious organizations such as CII. Good consultant knowledge in the field. Very active persons handling the project from CII."

— Alpha Industry

"Export effort which immediately was not considered feasible because of lack of skill & confidence, now looks very encouraging. The consultants led by Mr. Pradip Nadkarni have been very helpful in identifying & assessing our strengths & weaknesses clearly and focusing on improvements required in specific areas."

— Electroplasts Pvt Limited

TEDO Phase – III (April 2007 – March 2010)

Capability Building to Enhance Export Competitiveness & Facilitating Market Access for Indian Technologies and Technology Intensive Products/Services/Projects from Indian SME's.

Focus Market : Export to European Countries

The objective of the project is to create "Export-Competitive Indian SME Cluster" by providing capability building (techno-managerial-marketing) support, through a set of trained intermediary consultants, to select sectors of Indian SMEs and also by facilitating export of technology-intensive products, processes and services to European market.

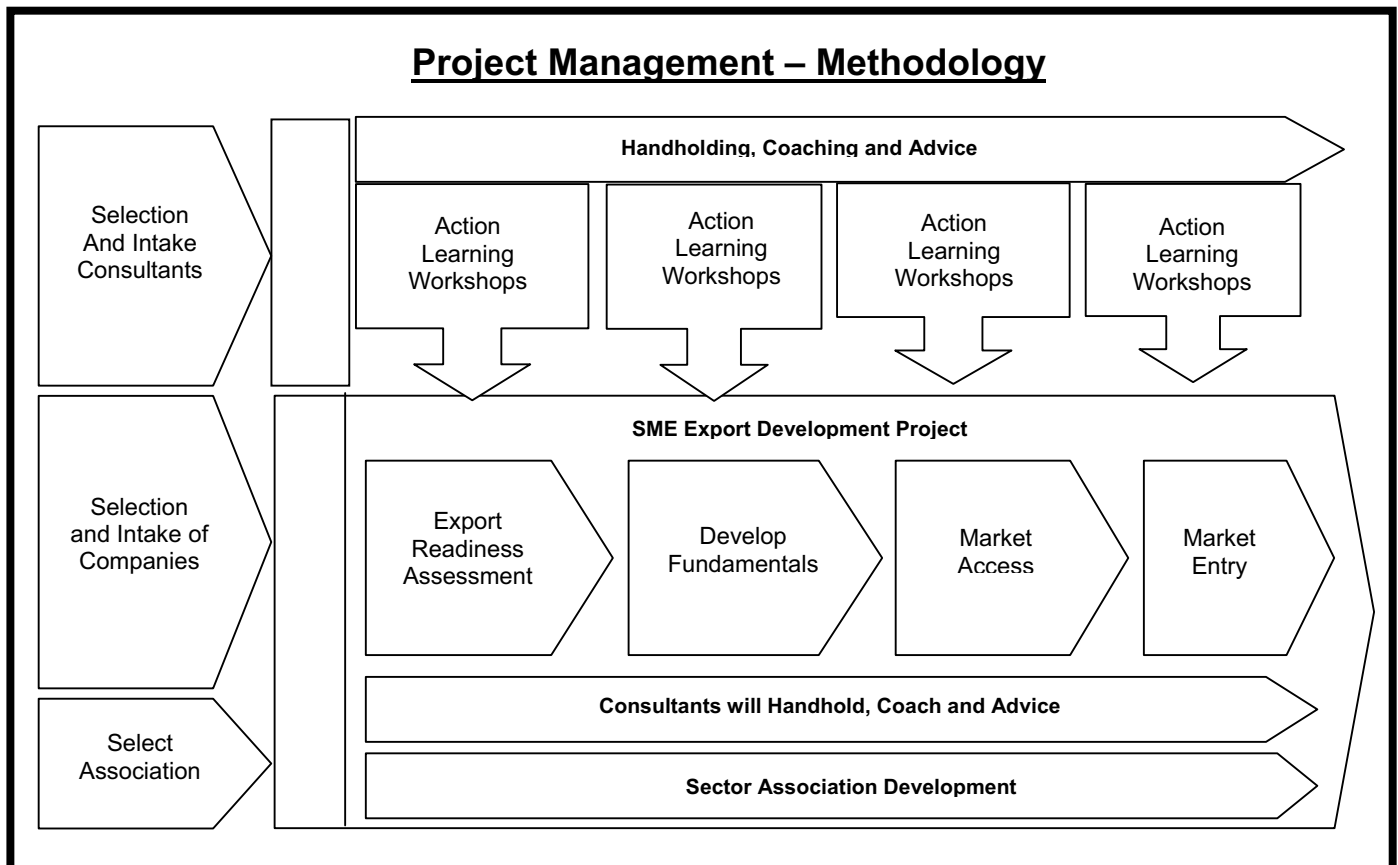
The project aims to develop and implement a set of instruments in terms of training of intermediary sector-specific consultants, assessment of SME operations with respect to international business, implementation of recommendations, exposure to target markets, building suitable business model and export strategy for Indian SMEs. These instruments would eventually link the existing business clusters in India to the relevant clusters in Europe and to strengthen the competitiveness of the clusters through engaging in international technology transfer activities,

including amongst others the aspects of technology/ export audits, partner search and matching, business negotiations as well as IPR issues.

Knowledge Partner

TEDO joined hands with Centre for Promotion of Imports from Developing Countries (CBI), an agency of Ministry of Foreign Affairs; Govt. of The Netherlands. CBI has been working in the area of capacity building and promoting exports from Developing Countries over last 30 years now.

The core competencies of CBI are Market knowledge, Product and production improvement, Quality Control, export marketing and management and market entry. For disciplines beyond CBI core competencies, CBI cooperates with various other specialized organizations. CBI is the knowledge partner for TEDO project.



Major Services

- Capability Building to Enhance Export Competitiveness.
- Market Information (Focus on EU countries).
- Promotional Materials (Profiles, Virtual Exhibition in TEDO Website and Multimedia CD).
- Participation in National and International Exhibitions.
- Organizing Buyer-Seller Meet.
- Facilitating SME's through its trained Consultants in meetings and Negotiations..

Beneficiaries

Indian SMEs

A group of minimum 20-25 SME's from the following sectors would be selected to take part in **Capability Building and Market Access to European countries.**

- Auto Components
- Casting and Forgings
- Process Plant and Machinery
- Dies and Mould
- Engineering Services
- Agro / Food Processing

Training of Trainers

A set of 5 consultants in each select sectors would be trained by CBI The Netherlands experts for 9 months in **Capability Building and Market Access to European market.**

Major Output

- 30 Consultants trained on export competitiveness.
- 120-150 technology driven SMEs in identified 6 sectors would be export worthy and these SME's would be connected to EU market.

Way Forward/Sustainability

Further batch of SME's would be brought under the project for capability building and market access from other sectors to continue further.

PARTNERS



Ministry of Commerce & Industry
Government of India



Centre for the Promotion of Imports
from Developing Countries



Andhra Pradesh & Tamil Nadu Technology
Development & Promotion Centre



Automotive Components Manufacturers Association



Process Plant and Machinery Association of India



Tool and Gauge Manufacturers Association



All India Forging Industry



The Institute of Indian Foundrymen

REGISTER NOW

“Opportunities for Indian SMEs (in select sectors) to Access EU Market”

Eligibility criteria

- SME should be at least 51% locally owned,
- Proven demand in EU for Product/Service
- SME should be Producer/Manufacturer
- No License restrictions to EU Market
- SME should have minimum Manpower Strengths of 50, maximum 500 employees. (For Engineering Service minimum 20).
- SME should have willingness and capacity to invest in adaptations of, for instance, product assortment and production processes, if and as required by the European market.

What SME gains?

- Consultants who are trained by CBI The Netherlands would be attached to each SME (with no cost to SME) for maximum one year for Capability Building.
- Financial support to SME's to participate at major International Trade fairs.
- Free facilitating service through its trained consultants in business meetings and negotiations.
- Common promotional materials (Profiles, Virtual Exhibition in TEDO Website and Multimedia CD).
- Market Information Services.

PROCEDURE TO APPLY: SME's, who are meeting above eligibility criteria, may download the Application Brochure from www.techbizindia.com. Duly filled Application form can be sent to following contact address.

Contact : CII Technology & IPR Division

Mallikarjun Javali, Counsellor, CII

Email: m.javali@ciionline.org

Tel: 91-124-410 1044 / 401 4060-67, Fax: 91-124-401 4057

Head-TNTDPC, Mr. G K Moinudeen

Email: moinudeen@ciionline.org or moinudeen@tntdpc.com

Tel: 91-44-42 444 530, Fax : 91-44-42 444 510

You can also contact: Head-CII Technology & IPR Division: Mr. Anjan Das

Email: anjan.das@ciionline.org

Tel: 91-124-401 4075, Fax: 91-124-401 4057

Visit: www.cii.in www.innovation.net.in