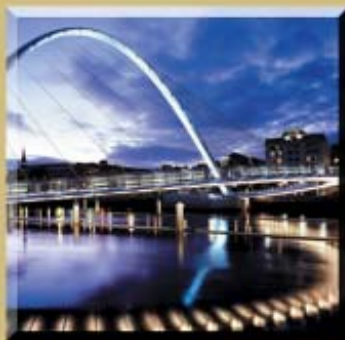


CERTIFIED EXPORT CONSULTANTS PROGRAMME

TO WORK IN MICRO,
SMALL AND MEDIUM ENTERPRISE CLUSTERS



PROGRAMME CONDUCTED BY



Centre for SME Studies

CERTIFIED EXPORT CONSULTANTS PROGRAMME



BACKGROUND SCENARIO

The all-pervasive phenomenon of globalization has opened up a new era of challenges and opportunities for world business. It has prompted all players, irrespective of their size or place of operation to become globally competitive and serve the now existing, one and only the 'Global Market'. Integration with global markets however requires professional support in a range of operational aspects including marketing, technology, finance, etc. With SMEs contributing nearly 40 per cent to the manufactured exports from India, a critical need for the SMEs is to have professional management of exports in a borderless world.

Interestingly, in the absence of such demands from the SMEs in the past, the market presence of trained export consultants; providing a complete range of export related strategic services including gathering market intelligence, organizing professional and planned participation in trade fairs, undertaking matchmaking services with potential international buyers, risk management, etc. and that too in a manner that serves the SME perspective, i.e. returns in the medium as well as in the short run; are rare.

Scope for such consultants is high particularly in an SME cluster,¹ where there is a large client base. Here a group of firms (network²), producing near similar yet distinct products or similar products can come together to jointly utilize the support of a consultant making the proposition workable for both the consultant and the network. While this can be an issue to start with, over time both the consultant and the firms in the cluster can become independent providers and service seekers respectively for export consultancy.

Experience of taking up several such development initiatives by a range of public institutions to provide such strategic export related services to SMEs continuously felt, the absence of strategic service providers, as a major hurdle to organize such initiatives.

PROGRAMME OBJECTIVES

This programme is therefore intended to develop a sustainable market for export consultancy services specifically for SMEs. A two-fold strategy has been drawn for the programme. *Firstly*, existing export professional, not currently attending to the potential SME clientele, will be trained to serve SMEs. *Secondly*, SMEs will be suitably assisted to seek export consultancy services from these trained consultants during a handholding phase.

To start with training of selected export consultants will be undertaken at IIFT, Delhi. Subsequently, targeted technical and financial assistance will be provided to enable an interface with group of SMEs that may be willing to buy export related strategic services from the trained consultants.

PROGRAMME STRUCTURE

The programme is spread over a period of one year and is divided into four parts:

- Phase I:* 10 days class-room training at IIFT
- Phase II:* Interface with SMEs, where the trained consultants will be introduced to the local industry in select clusters to practice the learnings in export consultancy services from the training
- Phase III:* A 3-day follow up training (after six months) at IIFT
- Phase IV:* Provision of result based financial support against actual delivery of services to SMEs (more details below)

The trained consultants will remain into continuous dialogue with the IIFT experts and other panelists through a web based forum.

Phase I Commencement: 20th Feb 2006

WHO CAN APPLY?

Applicant must have minimum five years experience in exports (preferably in managerial capacity) with a strong desire to become an export consultant. Prior experience in working

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with small and medium enterprises would be an advantage. Good communication and networking skills are essential pre-requisites. Multiple references from your present and past employers/senior colleagues along with written summaries on your work have to be submitted along with the application. Typical sub-sectoral technical professional who have 3 years of working experiences in export marketing can also apply. Short-listed candidates will also be required to pass an interview.

PEDAGOGY AND FACULTY

Most of the faculty members for the training programme will be drawn from among the practitioners from the industry, while the conceptual support will be given by senior faculty from IIFT.

CERTIFICATION

The participants will be certified by IIFT as "Certified Export Consultants for SMEs" on completion of the programme. 100% attendance is essential for completion of the programme. Certification will be given only to candidates who qualify the criteria established by IIFT. This certification will be only for a period of two years and would require a subsequent renewal. Renewal would be based entirely on the performance of the participant as an export consultant.

Number of Seats: 25

PROGRAMME COST

The programme has been subsidized by Development Commissioner (SSI), Ministry of SSI, Govt. of India, Export Import Bank of India, United Nations Industrial Development Organization - Cluster Development Programme and Indian Institute of Foreign Trade.

The subsidized fee for the programme is Rs 15,000/- (Rupees Fifteen Thousand only) for Phase I and Phase III. The programme is fully

residential during these phases and the fee covers the course fee, cost of course material, boarding and lodging. The travel cost to attend the course at Delhi has to be borne by the participants. The participants will also have to fully cover their cost involved in participating in the Phase II and Phase IV of the programme in select clusters.

RESULT BASED SUPPORT TO TRAINED CONSULTANTS

Support to the extent of Rs 50,000 (Rupees Fifty Thousand only) or 25% of the consulting fee (whichever is less) per network will be available for the trained consultants. This support will be available for at most two networks in each cluster. For this purpose, 38 clusters across the country are being identified and an amount of Rs 38 lacs (Rs 1 lac for each cluster) has been sanctioned by the DC (SSI). This provision has been created to act as an incentive for SME networks to use the services of the trained consultants as well as for the trained consultants to become an entrepreneur. This amount would be disbursed to the consultants by IIFT only after at least Rs 1 lac is paid by the network of firms to the consultant. Each consultant will be eligible to get maximum support of Rs 2 lac during the programme duration. The entire activity will be verified by a team comprising of members from both the implementing agencies as well the sponsors.

APPLY TO

Please send completed forms along with application fee and write ups to Dr. K. Rangarajan, Head, SME Centre Indian Institute of Foreign Trade, IIFT Bhawan, B-21, Qutab Institutional Area, New Delhi-110016 (E mail: smc@iift.ac.in)

DISCLAIMER

All Disputes would be subject to the Delhi Courts only.

¹A cluster is a geographical concentration of firms producing similar products, e.g. the knitwear cluster at Ludhiana produces over 90% of woolens manufactured in India.

²A network is a group of independent firms that work collectively towards a common business objective, e.g. setting up a warehouse abroad for distribution of goods.



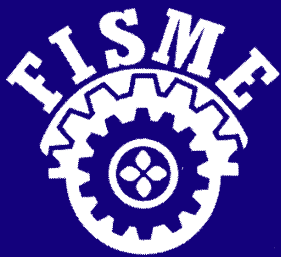
ABOUT THE PARTNERS AND SPONSORS



Centre for SME Studies



Cluster Development Programme



EXIM BANK

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Indian Institute of Foreign Trade (IIFT):

Established in 1964 to professionalize foreign trade education in the country, it was declared a deemed university in May 2002. IIFT also serves as the policy think tank for the Govt. of India. IIFT offers several professional courses nationally and internationally and is well recognized for its professionalism and competence. IIFT has recently set up Centre for SME Studies to provide continuous support to the SME sector through sector-specific training programmes, business intelligence hub and networking with associated SME support and service institutions. (For more details see website: www.iift.edu, www.smeiift.org)

United Nations Industrial Development Organization- Cluster Development Programme, India (UNIDO-CDP):

UNIDO is a specialized agency of the UN that focuses on promotion of small and medium enterprises to make them more global and competitive. The Cluster Development Programme in India has created a methodology for making the SME clusters more competitive. This methodology has been implemented by UNIDO as well as by several states and govt. agencies in several clusters across India. UNIDO-CDP is also pioneering research in new areas that impact the SME sector in general. (For more details see websites: www.smeclusters.org, www.unido.org/clusters)

Federation of Indian Small and Medium Enterprises (FISME):

FISME was created in 1995 by eight state level associations as an umbrella organization to gear up the Indian SMEs at the national level to meet the challenges thrown open by changed economic realities. FISME supports SMEs across the country in presenting a cohesive voice for their concerns. It also actively provides knowledge and marketing support required by SMEs. It organizes India's only trade fair for SMEs –

INDTECH, mounts trade delegations and guides SMEs on using e-commerce. It has presence in 20 countries through partner SME associations. (For more details see website:

www.fisme.org.in, www.smenetwork.net)

Development Commissioner (SSI), Ministry of Small Scale Industry, Govt. of India:

The office of the DC (SSI) aims at "Imparting greater vitality and growth impetus to the small, tiny and village enterprises in terms of output, employment and exports and instilling a competitive culture based on heightened technology awareness." It advises the Govt. of India on policy issues for promotion and development of SSIs in India. Through its extensions like SISI, etc. it provides consultancy, facilities for technology upgradation, information services and skill improvement to SSI units. It also supports creation of common facilities in areas where SSI units are not able to afford cutting edge technologies. DC (SSI) is implementing Small Industry Clusters Development Programme (SICDPS) for holistic development of clusters. (For more details see website: www.smallindustryindia.com)

Export-Import Bank of India (EXIM Bank):

Exim Bank was set up by an Act of Parliament in September 1981 and commenced its operations in March 1982 for the purpose of financing, facilitating and promoting foreign trade in India. The vision of EXIM Bank has evolved from financing, facilitating and promoting India's foreign trade to creating export capability by arranging competitive financing to developing commercially viable relationships by offering comprehensive range of products and services. Exim Bank operates a variety of financing, service and support programmes for the development of SMEs including the provision of a range of information, advisory and support services to help these companies move up the value chain and achieve and retain international competitiveness. (For more details see website: www.eximbankindia.com)



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