

UPDATE ON KNITWEAR AND APPAREL CLUSTER, TIRUPUR

Dear Readers,

Competitiveness is the order of the day. Building competitiveness and making innovations are the possible means to face it. Initiative of the World Bank to build the capacity of the Micro, Small and Medium Scale Enterprises (MSMEs) in Tirupur Knitwear Cluster by 'Implementing BDS for MSMEs' project is the right initiative, when the cluster is reeling under global economic recession.



I immensely pleased to publish first edition of this Quarterly News Letter. Purpose of bringing this news letter is to continuously inform the activities that are going to be undertaken under the project and to bring the services of Business Development Service (BDS) providers, nearer to the MSMEs in the cluster, to build their competitiveness.

I would like to express my sincere thanks for the opportunity endowed to us to contribute for the development of Tirupur knitwear cluster. I sincerely believe that it would be possible for us to achieve this goal only through your cooperation.

Looking forward for your cooperation to serve you better,

With Best Wishes,



S. S. Sankaramoorthi
Senior Technical Advisor, Apex Cluster Development Services Pvt. Ltd.

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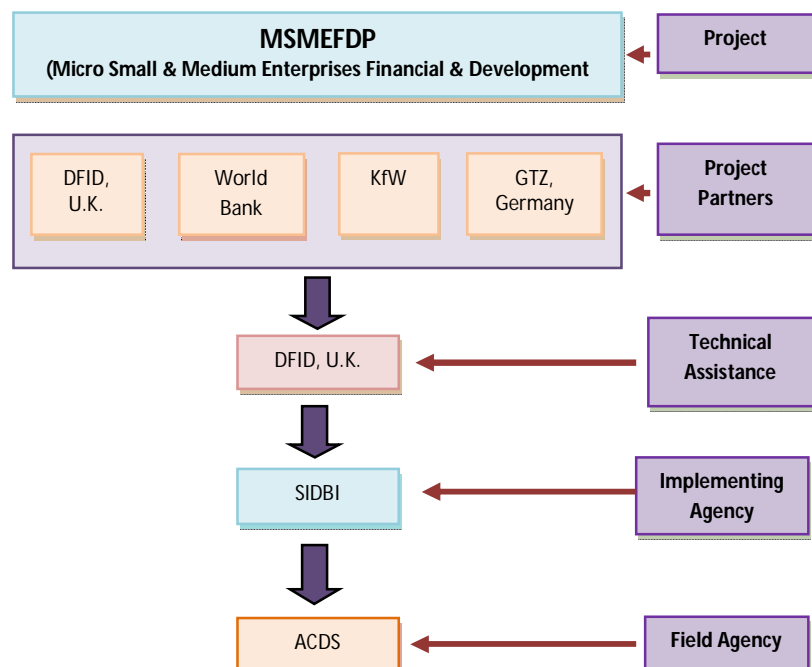
PROJECT OVERVIEW

"Implementing BDS for MSME's" is a project in Tirupur 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

TEA & ACDS Signed MoU to make Tirupur's Knitwear Industry Competitive

A Memorandum of Understanding was signed between the Tirupur Exporters Association and Apex Cluster Development Services (ACDS) on May 25, 2009. In the MoU, it was mutually agreed that Apex Cluster Development Services will assist the knitwear industry towards building capacity of its members and by guiding them to improve their internal efficiencies in the supply chain for meeting globally competitive standards.

ACDS are Cluster Development Consultants and are an on-field implementing agency on behalf of the Small Industries Development Bank of India (SIDBI) for this project. The Project will come to a close in October 2011. Major focus of the Project would be to help the industry to use Business Development Services 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 key focus of the project.

Cluster Co-ordination Committee Meeting

On August 20, 2009 a Cluster Coordination Committee meeting was organized at Tirupur. Agenda for the meeting was to present the outcome of the Diagnostic Study to the industry stakeholders. Action Plan/Activities proposed to be undertaken during the implementation of the project were also presented and validated by the members of the CCC. The Presentation was followed by discussions with CCC members.



Mr. M. Raja Shanmugam, Chairman, NIFT-TEA Knitwear College of Fashion agreed to extend all possible support for implementing the action plan and to sign MoU with respect to the activities planned towards the human resources skills of the industry and for closer industry- institutional cooperation. Members in the meeting unanimously emphasized the need for upgrading human resources skills in the cluster including training for entrepreneurs. They also suggested that 'system' which is going to be developed for uniform adoption by the industry should be flexible and adoptable by all section of the units in the cluster. In responses to that Mr. Sanjay Kumar Gupta explained how all such aspects, including security and affordability of the enterprises are also being considered before selecting 'right' solution for the cluster. He also elaborated how adoption of such uniform system will be useful for improving the organizational efficiency of all units in the value chain, the purpose for TEA-ERC and SPV have been promoted. He appreciated the emphasis given in that direction, in the action plan. The Diagnostic Study and the Action Plan was approved by the Cluster Co-Ordination Committee, Tirupur during the meeting.

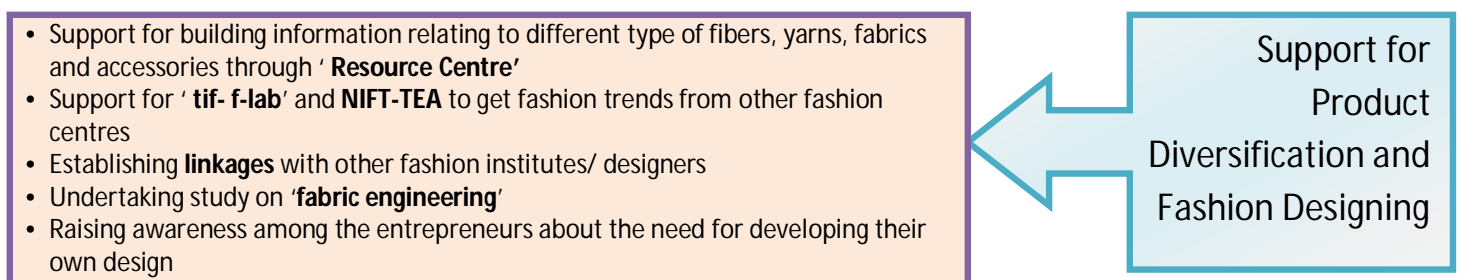
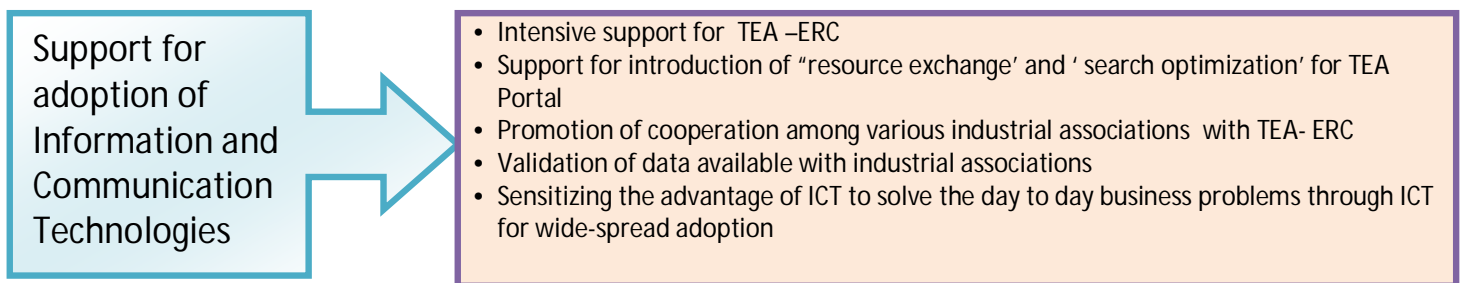
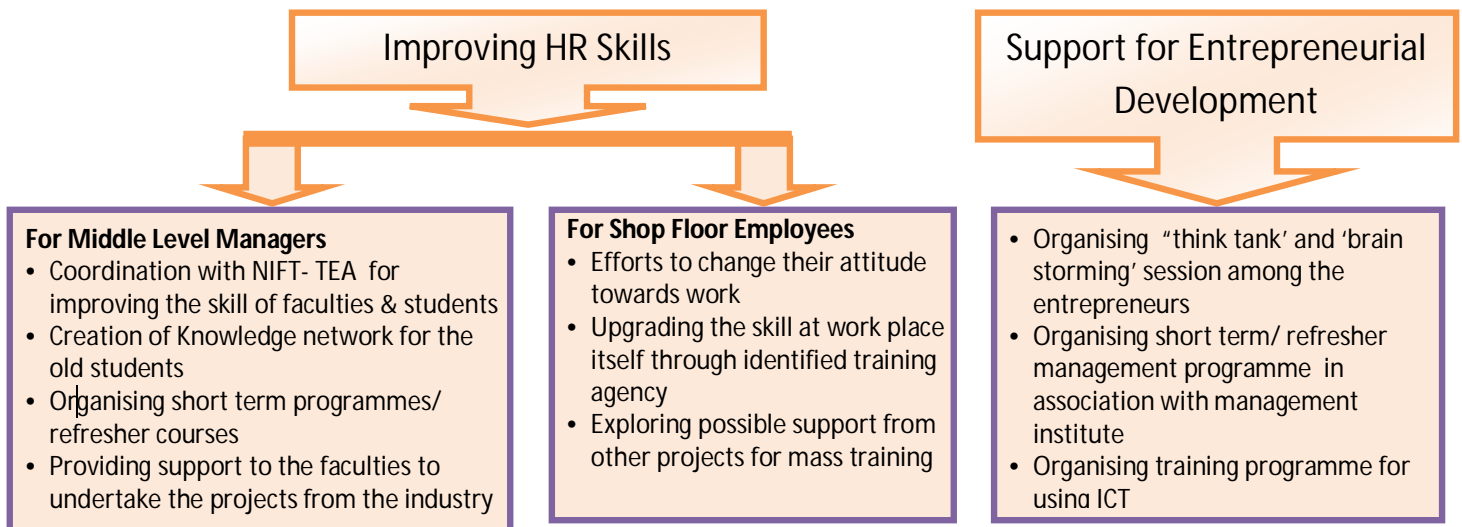
CLUSTER COORDINATION COMMITTEE MEMBERS

Name of the Member	Designation
Shri G. Kartikeyan	General Secretary, TEA
Shri Loganathan	Executive Committee Member TEA
Shri Rajenderan	Executive Committee Member TEA
Shri M. Raja Shanmugam	Chairman, NIFT TEA Knitwear College of Fashion
Shri C. Thangaraj	Vice- Chairman, NIFT-TEA Knitwear College of Fashion
Shri V. Gokarneshan	Principal, NIFT TEA Knitwear College of Fashion
Shri Sanjay Kumar Gupta	CEO, SPV for ICT adoption
Mr. S.Sundramoorthy	Member, Governing Council, TEA-ERC
Shri Ahill S. Rathinasamy	President, KNITcMA
Shri B. Kiran Kumar	DGM, SIDBI, Tirupur
Shri Amit Kumar Prasad	Director, Peetex India Ltd

CLUSTER GAPS ASSESSED IN THE DIAGNOSTIC STUDY



PROPOSED ACTION PLAN



Introduction of BDS for energy conservation, IPR and Environmental Issues

- Organizing workshops /seminars to raise awareness
- Identifying firms and BDS to take up 'Pilots'
- Collaboration with other programmes for scaling up project activities
- Building the capacity of BDS providers to undertake the projects independently

Promotion of Common Facility Centre (CFC) for Fabric Printing

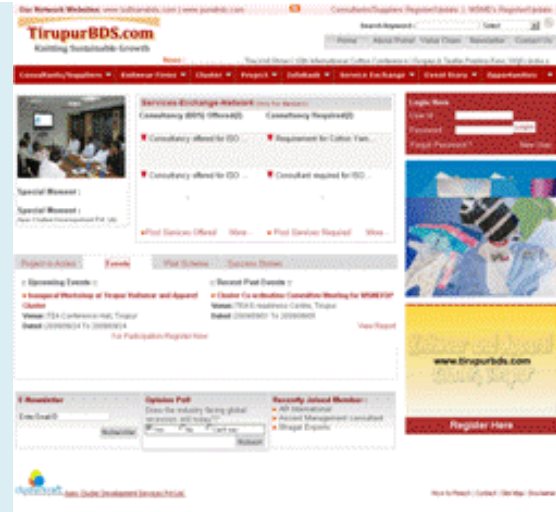
- Closer co ordination with TEKPA
- Support for preparing 'project report' for CFC for getting support from Government/ Bank
- Establishing linkages with other technical institutions
- Extending necessary guidance for conducting training programme

Promotion of Common (Brand) Label

- Identifying members interested in the renewed initiatives
- Extending financial support for preparation of 'Road Map' and 'Project Report'
- Co ordination for submission of report to appropriate government organisation for getting financial support



TirupurBDS.com



As a part of the Project "Implementing BDS for MSMEs", a portal www.tirupurBDS.com has been launched for Tirupur Knitwear and Apparel Cluster.

The main objective of the portal is to provide a virtual platform for service exchange among MSMEs, Consultants and Suppliers. MSMEs involved in manufacturing process of knitwear products at Tirupur 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 provides a glimpse of updates on latest happenings and events.

InfoBank provides thematic information on various issues/topics like designing, IPR, Technology, Quality, Marketing and Energy Efficiency.

Registered MSME's can post their requirement and send enquiries for the services offered by various Consultancy Service Providers and Suppliers. Similarly Consultancy Service Providers and Suppliers can post services offered by them and respond to the enquiries sent by MSME's.

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

Some other services offered by tirupurbds.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

Register at

www.tirupurbds.com

Knitting Sustainable Growth

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For Feedback/ Enquiries

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