

# MICROSOFT: PROJECT VIKAS ICT ADOPTION IN MSME

INDIA  
Agra  
Ahmedabad  
Tirupur  
Chennai (Auto/ Leather)  
Pune (Auto )  
Ludhiana

## DESCRIPTION OF THE PROJECT

*ACDS (Clusterkraft) in partnership with Microsoft prepared & presented strategy paper on the use of Information and Communication Technology (ICT), to improve the competitiveness of MSME industrial clusters in India, to National Manufacturing Competitiveness Council (NMCC), Govt. of India. The project was conceived in 2006 implemented in 8 industrial clusters in India.*

## ACTIVITIES CARRIED OUT

Prepared baseline information, basic data collected related to key challenges faced in IT adoption.

Organising FGDs, workshop and seminars on IT issues.

Prepared DPR for e-readiness Centre

Understanding and strengthening IT ecosystem.

Supporting establishment of E-readiness Centre .

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# AGRA

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## PORTAL

Information has been provided by ACDS and Portal has been developed by Microsoft on a common platform for all clusters.

## TRAINING PROGRAMS

Footwear Designers Training in Basic Computer Appreciation: 6 batches of footwear designers were trained in basic computer learning in association with AADHAR. 114 designers were trained, and some of them have started employing computers in their day-to-day operations. A small ICT infrastructure has been developed for designers post training to use at AADHAR. Two Batches of IT Training workshops were organized by Microsoft in collaboration with HCL Infosystems Ltd., to impart knowledge and tips for efficient use of IT in Agra leather sector to increase overall business productivity at HCL Career Development Centre, Agra. The training was organized at two levels that are, IT

## OUTREACH

Sensitization through one-to-one meetings About 250 cluster firms/institutes have been sensitized on Project Vikas through one to one meetings. Besides 114 designers from the cluster trained

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# AGRA

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## EVENTS

So far 13 events have been organized in the cluster in which about 270 delegates participated. The events were organized on following topics:

Sensitization Session on “PROJECT VIKAS”- Enhancing the Competitiveness of Indian Manufacturing Clusters.

Interactive Session on Project Vikas with Technical & Academic Institutions .

Sensitization Session on Project Vikas with Agra Shoe Manufacturers Association (ASMA).

Industry - Institute Interface Quality Management & Control in Footwear Manufacturing and Role of ICT.

Workshop on Development of Inventory Control Software under Project Vikas.

Sensitization Seminar on E-Commerce and Export competitiveness software in Association with IIFT for Leather Footwear .

Workshop on Use of ICT in Shoe Retailing.

Workshop on VAT and TALLY in Footwear Industry.

Use of Internet to Communicate with Chinese Firms for Material Procurement .

PWC Study Report Presentation for Agra Cluster .

Export Documentation and Use of ICT Seminar on “Inventory Management In Footwear Industry”.

Seminar on “Agra Shoe Inventory & Wages System”.

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# AGRA

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## LOCAL PARTNERSHIP

MOU was signed with Agra Footwear Manufacturers and Exporters Chamber (AFMEC) in October 2007.

Post MOU number of activities/events were organized in cooperation with AFMEC. The prominent one being AFMEC Meet at Agra an exhibition cum conference event sponsored by Microsoft under Project Vikas.

## ICT SOLUTION PILOTS

IT roadmap for AGRA was determined through a study by PriceWaterhouseCoopers. The study was presented to cluster actors on 18th February, 2008. After Major Pilot areas were identified. Three firms viz COSMO, Remiel Softech and DATAMAN were identified for implementing Point Solutions. Pilot was done for point Solution “Agra Inventory and Wages System” developed by Remiel Softech.

## MAPPING ACTIVITIES

Three prominent ISVs i.e DATAMAN, COSMO, Remiel Softech & AADHAR in the cluster were mapped. With AADHAR a basic computer learning technique, for which training programmes were conducted for shoe designers in Agra. Training in .Net was conducted for ISV's by Microsoft in collaboration with APTECH.

## E-READINESS CENTRE

A Mini E-readiness Centre was established in AFMEC premises. The space was furnished by AFMEC & hardware and software support came from Microsoft. Financial support was provided for maintenance of E-readiness centre for 3 month by Microsoft. AFMEC initiated services at E-readiness centre for the industry.

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# AHMEDABAD

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## LOCAL PARTNERSHIP

Initially local partnership with IDMA.

## ICT SOLUTION PILOTS

### 1- PRO-COST

Product costing application for pharmaceutical formulations was developed under the aegis of Project Vikas, with the support of IDMA-GSB (Indian Drug Manufacturers' Association – Gujarat State Board) and by local ISV M/s Soham Computers. The solution was user-friendly, easy to understand and easy to adopt with mere 2 hours of hands on training. Since the launch, at the very least 65 firms adopted the product & using it successfully.

### 2-SFA

Sales Force Automation is an essential requirement for small Pharma companies owing to the large sizes and nature of the sales force team. So far it has remained out of reach of SMEs due to the high cost of acquisition and high recurring expenses. Project Vikas has partnered with M/s Envision Technologies to help develop SFA solution for Ahmedabad. This solution enables efficient Field Force reporting, thus enabling the company to have virtually LIVE information about their FF, Product, Distribution Channel, etc. This resulted in a decrease in time in information processing, and increased man months for business expansion activities. Envision Technologies is engaged in preparing the product. So far 5 Companies, with FF totaling 500 have enrolled.

### 3- ERP

To empower the firms with better resource planning for their enterprises, ERP is being offered to the cluster companies. One to one meeting with companies were held to understand their needs and to get their consent for participation in ERP POC. Two models, On-Premise as well as Hosted ERP, were offered through Two ISVs, B2B Technologies of Hyderabad, and Tectura of Delhi.

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# AHMEDABAD

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## INSTITUTIONAL MAPPING ACTIVITIES

### Institutional Mapping Activities

All academic institutes, R&D institutes, ITI, IT Educational Institutes, LMS institutes, etc. were mapped to identify their gaps & possible partnerships for cluster development .

### ISV Mapping Activities

About 22 local ISVs & their activities have been mapped. The Project Vikas Partner is Soham Computers with whom the POC activities are being undertaken.

## E-LEARNING

Attempts were made to develop e-learning modules with institutes like LMCP, PERD, and NIPER for e-Learning but the same could not take off.

## PORTAL

Portal for Ahmadabad Pharma cluster have been developed and launched.

## EVENTS

Overall 15 events were organized at Ahmedabad cluster. The total number of participants at these events were 321. The title of various events are as follows:

Project Vikas Introduction Meet

Project Vikas Launch Seminar

ISV SEMINAR

RAKANPUR EVENT

PWC Study

PoC study

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# AHMEDABAD

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PwC Report Presentation  
Marketing Seminar  
Business Intelligence Seminar  
ProCost Launch event & Seminar "Cost Management  
Strategies"  
SFA Intro Meet  
SFA 2nd Meet  
ProCost workshop  
Portal meet

## OUTREACH

Sensitization through one to one meetings.  
About 350 cluster firms/ institutes/ organizations  
have been sensitized on Project Vikas through one  
to one meetings.

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# TIRUPUR

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## LOCAL PARTNERSHIPS

A hosted ERP solutions based on the SAAS model was  
piloted in Tirupur.

Demo and ERP readiness assessment of following  
firms was conducted:

DSP knitting mills.  
Deluxe knitting mills.  
Talma clothing company.  
Scott's clothing company.  
APR apparels.

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# TIRUPUR

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## ICT SOLUTION PILOT 2 – IN PREMISE

Pilots of On-premise ERP solutions was done M/s Arora fashions.

## MAPPING ACTIVITIES

5 local ISVs viz Content Software Solution, Software Solution, Bee Technology, SellSoft Computer Software Consultant and Alpine Solution & their activities were mapped.

## E-READINESS CENTRE

ERC setup by Microsoft at Tirupur is being run by Tirupur Exporters Association (TEA) & a number of events/activities have been organized since its inception. The Centre has evolved as a profit centre for TEA. The center is fast moving towards facilitation of affordable ICT solutions for about 750 TEA members and another 5000 apparel manufacturers in the cluster.

## E-LEARNING

E-learning modules were developed and is used at NIFT-TEA. A splendid response received from faculty and students.

## PORTAL

TEA already had a pre existing cluster level portal. Under project VIKAS, a technology up gradation exercise was undertaken to enhance the functionality of this portal and has been launched.



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# TIRUPUR

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## EVENTS

10 events were held with a total of 285 participants.

These title as follows:

Six Sigma by ISI SME

Day PWC Study on Business process mapping

PWC Presentation Business Decision Making

Models Data Security FE Exposure Change

Management and IT enabling Business Processes

Demo of Hosted ERP Seminar on Unified

Communications Pilots of On-premise ERP solutions  
was done M/s Arora fashions.

## OUTREACH

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# CHENNAI (AUTO)

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## LOCAL PARTNERSHIPS

The MOU was signed with TANSTIA

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# CHENNAI (AUTO)

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## MAPPING ACTIVITIES

Employment & Training Institute, a CNC training centre maintained by Micromatics was identified.

## EREADINESS CENTRE

The partners Identified for eRC are AIEMA, MSME-DI, and TANSTIA. However, the ERC could not be set up.

## TRAININGS PROGRAMMES

Training programme with MSME-DI on ICT intervention in MSME's by Usage of Microsoft Excel (MS Office 2007)- was organized for 100 participants.

## EVENTS

5 events were organized in the cluster with total no of 94 participants.

Sensitization Programme for SIDCO Tiny Sector

Association at Korattur Sensitization Programme at  
Balaji Industrial Association at Ambattur

Sensitization Prog. in Perungudi

Sensitization Prog in Ekkattuthangal

Sensitization Programme for TASS Members,  
Ambattur

## OUTREACH

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# CHENNAI (LEATHER)

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## LOCAL PARTNERSHIPS

MOU was signed with AEDOL on 24th August 2007 – AEDOL will be running and managing E-readiness centre (ERC).

## ICT SOLUTION PILOT - ERP

Based on Cluster ICT roadmap study conducted by PwC., solutions were developed by MS – partners . POC implementation was driven in few units for on-premises ERP pilots. More such solutions by different ISVs will be offered through ERC.

## ICT SOLUTION PILOT – HMC / HOSTED MESSAGING COLLABORATION

For HMC – Partnership with ISVs is being driven through ERC and soon MOU to be signed between MS-Partner/ISV and ERC. Sensitization sessions for HMC / ERP / Module developments were organized by ERC for reaching potential firms interested in for HMC. Few potential firms have already been identified for HMC offerings.

## MAPPING ACTIVITIES

Institutional Mapping Activities Prominent institutions in leather in Chennai viz CLRI, FDDI, IILP, NIFT, CFTI, NID & CPT already sensitized on Project Vikas & their activities mapped for possible cooperation.

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# CHENNAI (LEATHER)

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## E-READINESS CENTRE

AEDOL – ATA counterparts for the project has already commenced the eRC in their Common Effluent Treatment Plant ( CETP) premises. The virtual inauguration of the ERC was held on 13th

March 2009 in the VIKAS SUMMIT and the commencement of ERC; Ambur was conducted on 26th May 2009. Microsoft has already put in place the required ICT infrastructure. IT-trainings have started and other training in HR / soft skills / management areas also planned. Five companies have already become Members of the ERC. A membership drive is on now for reaching a larger base.

## PORTAL

Cluster portal was launched on 13th March, at VIKAS –SME summit under domain name [www.leathercluster.com](http://www.leathercluster.com) and to maximize clients and users, MS roped in Indiamart as their partner. Relevant local contents are regularly populated in the portal and portal is gaining popularity in the industry. The membership drive for a portal is being run.

## SUB CENTRES & TRAINING PROGRAMMES

ERC Sub-centers as training centres were set up at Vaniyambadi & Ranipet under their respective Tanner Association. The IT infrastructure for the same is supported by MS. IT-training classes were already conducted in these cluster centres and more training programs are on the anvil.

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# CHENNAI (LEATHER)

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## EVENTS

So far 15 events & 2 IT pieces of training have been held overall covering around 500 participants. Details are as follows:

- Sensitization Program at Vaniyambadi
  - Sensitization Program at Ambur
  - Sensitisation Program at AISHTMA
    - PWC Presentation Program
- Sensitisation of Project Vikas- PTIET-Pallavaram Tanners Association
- Sensitisation programme for RANITEC members at CETP, Ranipet
  - Programme on Hosted Messaging & ERP development at AISHTMA
  - ERP/ERC/Portal development sensitization programme at AISHTMA.
- Sensitization programme for IFCOMA members at Rani Meyyammai Hall, Emore, Chennai.
  - IT Enabling event at Ranitec CETP, Ranipet
  - IT Enabling Event for SISMA members at CETP, Thuthipet.
- IT Enabling event for VTA members at Vaniyambadi
  - Portal Demo cum Advisory Board meeting at AISHTMA
  - Vikas SME Summit @ ITC Park Sheraton Hotel, Chennai
    - ERC Commencement & inauguration of ERC Computer lab event at Ambur IT Trainings: 1. CXO Workshop & IT training for VTA Members, Vaniyambadi.

## OUTREACH

Through one to one meetings, sensitization, training. Workshops, seminars, other related programs, etc., Over 800 cluster firms/ organizations were sensitized on Project Vikas – it's benefits / activities. Current IT developments viz., ERP - solutions, modular events, the portal developed, ERC setting up, etc., have all been propagated to the industry through various means.

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# PUNE -AUTO

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## MOU

MOU was signed with ACDRIL Pune.

## ICT SOLUTION PILOTS

Two Pilots were done by Wipro and HCL. Wipro has developed an ERP solution based on the SaaS model, and HCL Microsoft partner has offered on-premises ERP.

## MAPPING ACTIVITIES

Institutional Mapping Activities A number of institutions/organizations such as Sinhagad Institute of Management, Nagar Road Industries Chamber of Commerce & Agriculture, and Association of Indian Forging Industry, Maratha Chamber of Commerce & Industries have been visited & their activities mapped.

## E-READINESS CENTRE

Mini- ERC was set up at ACDRIL premises, the cluster partner in Pune. Microsoft provided Hardware and software for the ERC. The .Net training programmes were held at ERC

## E-LEARNING

The chapters on CNC Machines and Safety of the ITI were digitized as a prototype to be utilized in class room teaching. The content was identified by the ITI staff of Aundh and Pimpri Chinchwad and validated by industry.

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# PUNE -AUTO

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## EVENTS

11 events held with total no of 230 participants. The titles are as follows:

SME day

6 Sigma

E- Commerce

ERP – IOTA

SIBM

MCCIA

ISV

NRICCA

POC 2

Wipro Study

Seminar on Unified Communication

## OUTREACH

Sensitization through one to one meetings About 260 cluster firms/ organizations were sensitized on Project Vikas through one to one meetings.

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# LUDHIANA

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## LOCAL PARTNERSHIPS

MOU has been signed with FEKTAA.

## E-READINESS CENTRE

E-readiness Center has been established at SIFT and formally launched.

## TRAINING / WORKSHOPS

2 batches of IT Training workshops were organized by Microsoft in collaboration with HCL Infosystems Ltd., to impart knowledge and tips for effective use of IT in Ludhiana Knitwear and Garment Sector to increase overall business productivity at SIFT, Ludhiana. The training was organized at 2 levels that is, IT Workforce Training Workshop and CXO Training Workshop.



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# PUNE - AUTO

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## EVENTS

So far 10 events held with total no of 250 participants for all events. The titles are as follows:

Event for Launch of Project Vikas .

Presentation of e-action Plan to Other Influential members.

ISV's Seminar for Ludhiana Knitwear SME's.

PWC Presentation.

Work shop On Role of ICT In merchandising.

Work shop On Opportunities in Retailing of Garment & textiles.

Product Workshop on Data security - Opportunities & challenges.

Workshop on ICT & Inventory Management .

Workshop on Production management in knitwear & garment industry using ERP .

Workshop on Better Financial Management Using IT in Knitwear & Garment Cluster.

Launch of E-readiness Centre and Portal.

## OUTREACH

Sensitization through one to one meetings. About 400 cluster firms/ organizations have been sensitized on Project Vikas through one to one meetings.