About IndoreBDS.com

As part of the project 'Implementing Business Development Services in the Indore Pharmaceutical Cluster' a web portal www.indorebds.com has been launched to provide a Common Platform for Service Providers and Enterprises in Indore Pharma Cluster. The Indore pharma manufacturers, BDS providers, consultants and suppliers can register to avail services of the web portal. The sections Events in Pharma Sector and Upcoming Events will provide latest information on the activities and events.

REGISTER AT
www.indorebds.com

CAPSULE
FOR MSMEs GROWTH

UPCOMING EVENTS PLANNED FOR NEXT QUARTER (JAN-MARCH-2010)

- Organising of 2nd CCC meting to review the progress
- Collection of data on BDS providers
- To enter into MoUs with the BDS providers and to organise balance of GMP audits
- Organising an one day Awareness programme with Energy Consultants at 2 diffenent locations of the cluster
- Organising bankers meeting with the BDS providers to take decission on funding for implementation of energy saving proposals
- Facilitating a study on industry manpower requirements by technical expert and validation with firms
- Organizing Skill Upgradation programme on Quality control and Quality Assurance for existing staff of SMEs in 3 locations
- Organising Skill Upgradation programme on maintainance of process equipments and utilites or existing staff in 3 locations
- Organizing one day Awareness programme on Export Market Opportunities
- Organising one day Awareness programme on Drug master file preparation and filing
- Organising exposure visit to Hyderabad Pharma Cluster
- Sensitization & Interface with BDS Providers (GMP,Energy, ICT, Marketing, etc)
- An one day Awareness programme with LEAN consultants s at 2 different locations of the cluster
- Workshop on common testing laboratory
- One day Seminar on "Challenges & opportunities ahead"

For more details visit www.indorebds.com

About APITCO

APITCO, incorporated in 1976, is a premier Technical Consultancy Organisation (TCO) promoted jointly by all-India financial institutions (IDBI, IFCI, ICICI), industry development corporations in Andhra Pradesh (APIDC, APSFC) and Commercial Banks (Andhra Bank, Indian Bank, State Bank of India, Syndicate Bank).
APITCO has been actively engaged in the development of fruit processing, foundry, readymade garments, handloom cotton durries and mango jelly clusters in Andhra Pradesh. Currently, APITCO is implementing nine SME cluster development projects in Andhra Pradesh for Mango Jelly Processing; Food Processing; Turmeric Processing; Readymade Garments Manufacturing; Burnt Lime Manufacturing; Graphite Crucible Manufacturing; Imitation Jewellery.
APITCO has been chosen by SIDBI-PMD Division as the Facilitator Agency for the development of BDS markets in the Indore Pharmaceutical cluster.

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About CAPSULE

An association of SME services providers' organisation under one umbrella providing services to User SME organization. The ultimate goal is to enable MSMEs improve business performance and achieve sustainable growth. CAPSULE will do this by providing a basket of varied cost effective services comprising of the latest management methods and technology solutions which will in turn help the MSMEs make the best use of available resources.

How to Reach CAPSULE?
- **www.capsuleindia.org**
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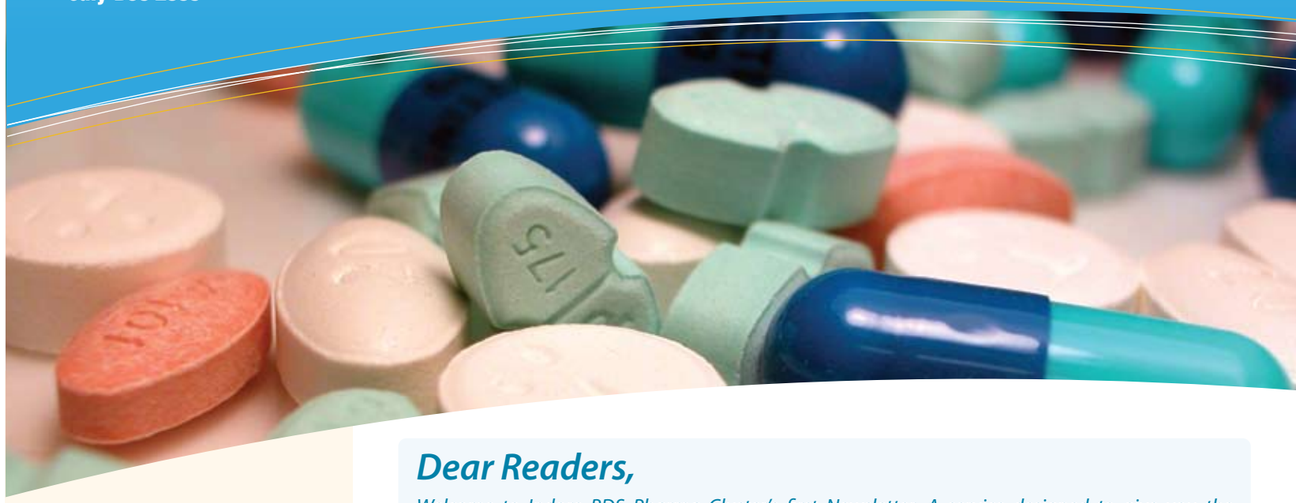
SIDBI
SMALL INDUSTRIES DEVELOPMENT BANK OF INDIA

Volume 1 Issue 1
July-Dec 2009

News Bulletin

Implementing Business Development Services (BDS)
For MSMEs in Indore Pharmaceutical Cluster
Implemented by SIDBI & Facilitated by APITCO Limited

APITCO LIMITED
Engineering Growth
Formerly Andhra Pradesh Industrial & Technical Consultancy Organisation Limited



About SIDBI

SIDBI was established on April 2, 1990. The Charter establishing it, The Small Industries Development Bank of India Act, 1989 envisaged SIDBI to be "the principal financial institution for the promotion, financing and development of industry in the small scale sector and to co-ordinate the functions of the institutions engaged in the promotion and financing or developing industry in the small scale sector and for matters connected therewith or incidental there to.

With intent to facilitate increased flow of credit to MSMEs and support other developmental initiatives, SIDBI is implementing a multi-agency / multi-activity flagship project on financing and development of Small and Medium Enterprises in India.

SIDBI has been assigned with the responsibility of implementing the Project, Banking Division, DEA of the Ministry of Finance; Government of India (GoI) is the nodal agency for the same. For implementation of the project, SIDBI has setup a dedicated Project Management Division (PMD) at New Delhi. The World Bank, Department for International Development (DFID), UK, KFW and GTZ, Germany are the major international partners in the project.

Dear Readers,

Welcome to Indore BDS Pharma Cluster's first Newsletter. A service designed to give you the updated achievements and future planning of Indore pharmaceutical Cluster. I am extremely happy to share the wonderful moments with the industry through this inaugural edition of Newsletter.

The central idea of the project is to strengthen Business Development Services, to improve SME access to finance and to strengthen SMEs access to BDS. The Main objective of the Indore Pharma Cluster project is to strengthen the pharma sector technically in the areas of technology, marketing, quality, finance and energy through proper linkage with Business Development Service Providers.

I would like to take this opportunity to express thanks to the industry for their support and cooperation with their ideal thoughts during the diagnostic study, preparation of action plan and the implementation of the activities in recent past. Through your support, I hope the upliftment of this dynamic cluster and achieve sustainable growth in the cluster.

I send you all hearty greetings for an eventful and happy New Year 2010.

With Best Wishes,
Manoj kumar Ojha
Cluster Development Manager, Indore

PROJECT OVERVIEW

"Implementing Business Development Services in Indore Pharmaceutical cluster" a project implemented by SIDBI under multi-activity flagship project on Financing and development of Micro Small and Medium Enterprises in India, Partnered by The World Bank, Department for Interna-tional Development (DFID), UK, KFW and GTZ, Germany.

OBJECTIVES

- **Foster MSME growth, competitiveness and employment creation.**
- **Improve MSME access to finance (including term finance) and market oriented Business Development Services.**

PROJECT PARTNERS

The World Bank, Department for International Development (DFID), UK, KFW and GTZ, Germany are the major international partners in the project.

Banking Division, Department of Economic Affairs (DEA), Ministry of Finance; Government of INDIA is the nodal agency for the same.

Small Industries Development Bank of India (SIDBI) has been assigned with the responsibility of implementing the project. SIDBI has set up a dedicated Project Management Division (PMD) at New Delhi, to facilitate the implementation.

Andhra Pradesh Industrial & Technical Consultancy Organization (APITCO) has emerged as the preferred bidder for Pharmaceu-tical sub-sector after evaluation of its competencies by SIDBI-PMD in technical and commercial areas.

FIRST CLUSTER COORDINATION COMMITTEE MEETING

On 30th July, 2009, First Cluster Coordination Committee meeting was organized at Indore. The meeting was to present the objectives of the project. Action Plan activities proposed to be undertaken during the implementation of the project were presented and validated by the members of the committee. It was decided that, the committee would meet every quarter to review and coordinate the Action Plan activities. The presentation was followed by an open discussion with the committee members.

Capt. D. Pulla Reddy, Sr. Consultant & Project Manager, APITCO, gave a presentation on strengthening Business Development Services in Pharmaceutical Cluster, Indore. Shri S.Vijay Kumar, Director, MSME-DI, Indore explained the schemes undertaken by MSME-DI for the benefit of Pharma SMEs. Shri Balbir Singh, Assistant General Manger, SIDBI provided information on how SMEs can be benefited through cluster. He advised industry representatives to avail credit facility for the purchase of energy saving equipment at lower rate of interest provided by SIDBI. Shri Vilas K. Deshmuk, Senior Manager, Z.O, Bank of India expressed the Banks readiness to provide credit facilities for pharmaceutical industries. Shri Arvind Tiwari, Essen Energy Technologies briefed his company's activities and number of units in which they have completed Energy Audit along with its outcome. Dr. Ranjan Kumar, Sr. Technical Expert *gtz*, shared his experiences in Indore pharma cluster. The members in the meeting agreed to extend all possible support for implementing the action plan. The action plan was validated by the Cluster Coordination Committee, Indore during the meet.

EVENT SNAPSHOT

Dignitaries and members at the 1st cluster coordination meetings

- Shri Balbir Singh, AGM, Small Industries Development Bank of India.
- Cap. D. Pulla Reddy, Sr.Consultant & Project Manager, APITCO
- Mr.R.K. Barghav Assistant Director, MSME-DI, Indore
- Dr. D.S.Mandaloi, Dy.Director, MSME-DI, Indore
- Dr. Ranjan Kumar, Senior Technical Expert BDS, Gtz
- Shri Vilas K. Deshmuk, Senior Manager, Z.O, Bank Of India
- Shri R.K. Patidar, Manager, DTIC, Indore
- Mr. P. Giri Durga Siva Prasad, Trainee Consultant, APITCO.
- Shri Arvind Tiwari, Essen Energy Technologies Pvt Ltd., Indore
- Mr. K.M. Balajee, junior cluster expert, Foundation for MSME cluster
- Shri D.Naveen Kumar, Network Expert, Indore Pharmaceuticals Cluster
- Dr Darshan Katariya, General Seceretary, Pithampur Audyogik Sangh, Pithampur.
- Shri C. Suresh Babu, Subject Expert, Pharma Sub-sector Shri S.Vijay Kumar, Director MSME-DI, Indore
- Shri Ramesh Shah, President, Madhya Pradesh Pharma Manufacturers Oranisation, Indore
- Shri R.A.Sharma, President, Madhya Pradesh Small Scale Drug Manufacturers Association Indore
- Shri Himanshu Shah, Secretary, Madhya Pradesh Small Scale Drug Manufacturers Association, Indore

Workshop On current Good Manufacturing Practices

A workshop on GMP was organized on 27th October, 2009 .The objective of the workshop was to strengthening Business Development Service support to bring awareness on quality compliance and to implement current Good Manufacturing Practices among cluster firms.

Shri Vijay Saxena, Cluster Manager, APITCO elucidated the programme objective and reiterated on the action plan activities to be implemented during the year 2009-10. Shri C. Suresh Babu, Subject Expert expressed the need for adherence to Current Good Manufacturing Practices (cGMP). Shri S.R. Parthasaradhi, Consultant, GMP Pharma Consultants, Hyderabad presented a presentation on GMP – A Quality Tool. The presentation exemplified Quality Assurance, Quality Control, Origin of Regulations and GMP, types of cGMP systems and its benefits. The firms were clarified on the necessary documents of GMP, written Procedures, Process Control and Laboratory Control. The presentation was followed by an open discussion where in the participants clarified their technical doubts by Mr. S.R Parthasaradhi.

The workshop was success in creating awareness on quality compliance. Three SMEs namely M/s Sanctus Pharma, Pi-thampur, M/s Cyano Pharma, Polo ground and M/s Vishal Pharma, Sanwer Road, Indore registered for Pre-Audit (Walk through Audit).

Workshop On Energy Saving Measures

A workshop on Energy Saving Measures was organized on 26th November, 2009. The centeral focus was to link the energy consultants with the SMEs. The Workshop aimed at ensuring efficient utilization of energy by conducting pilot energy audits in the firms.

Shri Naveen Goyal, Director, Essen Energy Technologies made a Presentation on Energy Saving Measures in Pharma Industries. The presentation elucidated the Energy processes, the way energy audits would be conducted and benefits of the audits. Shri S.Venkatraman, Consultant, FMC briefed on how energy must be saved and its significance to the Industry. Mr. Vimal Jain, Century Drugs discussed regarding Electrical Motors efficiency. The Schon Pharma & Apollo Pharama Chem Industries were interested to get their firms audited.

Bankers meet with Indore pharmaceutical SMEs

A Bankers meet with Pharma SMEs was conducted on 23rd January, 2010 to provide financial linkage for facility upgradation in Pharmaceutical enterprises. The officials of Small Industries Development Bank of India (SIDBI), State Bank of India, Bank of India, and Punjab National Bank were present at the meet.

Mr. Balbir Singh, AGM, SIDBI informed the SMEs on the significance of credit rating and the benefits of assessment by external credit rating agencies such as CRISIL. Mr. R. D Hassolekar, AGM, State Bank of India, Mr. M.L Kanugi Sr. Manger, Bank of India expressed their banks readiness to provide financial support for viable proposals of pharma SMEs. Officials from GTZ, DTIC were also present at the meet.

Mr. Dinesh Pratap Sing, Tomar Marketing Manager, SBI, detailed the features of 'Pharma Dosage'. He informed that the scheme provides financial assistance for GMP Upgradation/Schedule-M, upgradation of any sort including energy efficiency, purchase of pollution equipment and investment in common effluent plants, costs towards DMF filings/ANDA filings and patent filings, and infrastructure for setting up R&D facilities.

The participants of the SMEs were Mr. Ramesh Shah, Mr. Himanshu Shah, Mr. Pradeep Johari, Mr. Manoj Sinha, Mr. Anil Kharia, Mr. Sudhir Sing, Mr. M. P. Singh, Mr. Sanjay Soni, Mr. Sharad Jaiswal, Mr. Jaipal Kakarni, Mr. Bhupesh Soni, Mr. Sanjay Jain, Mr. Ashok Ramawath, Mr. Arun Kharia and Mr. Naveen Bhatia.

The issues identified during the diagnostic study are:

BDS Areas	Key issues
Quality	Non-Adherence to Quality norms
Infrastructure	Non-affordability of advanced testing facilities
Hunan Resource	Scarcity of Skilled man power
Marketing	Limited access to export market
Finance	Limited encouragement of Banks for facility up gradation
Energy Management	Energy Saving measures
Information Communication Technology	Lack of awareness and non-affordability of ICT products

Launch Workshop

One Launch Workshop was held on 24th September 2009 on SIDBI-BDS- Cluster Development in Indore Pharmaceutical Cluster, at Hotel Surya, Indore. Capt D.Pulla Reddy, Chief Consultant, APITCO explained the programme objective, Project implementation, BDS requirement in the cluster and BDS constraints. He also presented the Action Plan activities before the participants and briefed on each activity. After presenting the Action Plan, participants feedbacks were taken and validated. During the presentation, all technical related queries raised by the participants and clarified by subject expert Mr. Suresh Babu.

Shri Balbir, AGM, SIDBI, expressed that SIDBI is implementing BDS-Cluster programme for the growth of SMEs to compete in the global market. He also elucidated that SIDBI is providing credit facility for Energy Saving Equipment at lower rate of interest and advised the firm to utilize this opportunity.

Shri R.K.Bhargav, Assistant Director, MSME-DI shared his experience and explained about Lean Manufacturing Scheme, and requested the participants to avail this specific intervention.

A total of 42 participants from different sectors (BDS-8, Bank-6, Govt.Dept-2, Pharms-1, Others-20) participated in the workshop. In open discussion forum, Shri Subash Soni, Arrow Pharma raised issues relating to setting up of common testing labs under PP mode. Capt. Reddy made clear that the fund sanction under the scheme had lapsed and a new proposal needs to be made, considering current requirements to submit with the MSME for new approval. He informed the members that, APITCO will take a lead in realizing the same, and requested the associations to make their active participation in all the activities and bear a nominal cost of the project then remaining cost will be funded through project. Finally, after presenting the Action Plan, all the participants accepted the activities planned for the first year.

Photo Gallery