



सत्यमेव जयते

**Govt. of India**

*Ministry of Micro, Small & Medium Enterprises*

2007-08

**MSME**  
MICRO, SMALL & MEDIUM ENTERPRISES  
सूक्ष्म, लघु एवं मध्यम उद्यम

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Micro Small & Medium Enterprises - Development Institute  
34, Industrial Estate, Nunhai,

**AGRA**

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## INTRODUCTION & PREAMBLE

*Micro, Small & Medium Enterprises-Development Institute, Agra was established in September 1956. The geographical jurisdiction of this Institute has spread over 19 districts of Uttar Pradesh. The names of the district are as follows:*

*Agra, Mathura, Aligarh, Etah, Mainpuri, Firozabad, Mahamaya Nagar, Meerut, Bulandshahar, Bagpat, Saharanpur, Muzaffarnagar, Bareilly, Badaun, Pilibhit, Moradabad, Rampur, Bijnore, Jyotibaphulenagar.*

*MSME-DI, Agra is extending techno managerial and economic Consultancy services for the development of small-scale units and provides comprehensive range of industrial extension services ranging from identification of suitable line of production to marketing of the product. Facilities for Consultancy services are being provided in the fields of Mechanical, Metallurgy, Electrical, Leather & Footwear, Food, Glass & Ceramic, Metal Finishing and Chemical. While Industrial Management and Economic Investigation services is also available with the institute.*

*The objectives of MSME-DI, Agra, are to provide Technical Consultancy Services to the entrepreneurs in addition to Industrial Management Trainings, Entrepreneurs & Skill Development Programmes, Short Term Management Trainings for Small Scale Entrepreneurs, Industrial Motivational Campaigns, Implementation and Monitoring of PMRY Scheme, Establishing of Sub Contracting Exchange, Awareness on Energy Conservation, Quality Control & its up gradation and Ancillary Development. The Institute also provides Market Information, Industrial Potential Survey Report, Statistical Information, Identification of Thrust Industries, Export*

*Promotion, Directory of SSI units, Economic Information to set up small-scale units.*

### **ASSISTANCE / CONSULTANCY TO PROSPECTIVE ENTREPRENEURS**

*During the reporting year 2007-08, the MSME- Development Institute, Agra has provided assistance and Consultancy to 30751 prospective entrepreneurs. The assistance & Consultancy consists of various fields such as selection of product & location, which is more important in establishing a new venture in which 4182 entrepreneurs has been assisted. Selection of machinery & Technology is also one of the inevitable thing to know before going for a new industry under which 3487 has been assisted Marketing & Finance is also one of the unavoidable thing wherein the Institute provided information and assistance to 5130 entrepreneurs. About 9875 entrepreneurs have been provided assistance and Consultancy through various trainings/campaigns and about 6322 entrepreneurs were assisted through DICs and 1755 entrepreneurs were assisted through other Agencies.*

### **ASSISTANCE / CONSULTANCY RENDERED TO EXISTING UNITS**

*Present Scenario in the industrial world requires updating of know how and improvement in quality and product which enable the existing units to compete in the market. Officers of the Institute extended their assistance and Consultancy to about 2303 entrepreneurs in the field of plant and machinery including lay out, use of improved manufacturing technology/design process, improvement in tooling and quality, product development and rendered Consultancy for diversification.*

**MANAGEMENT RELATED ASSISTANCE/ CONSULTANCY RENDERED**

*The Institute assisted 972 existing units in the field of managerial capability improvement and 154 units were assisted through management trainings.*

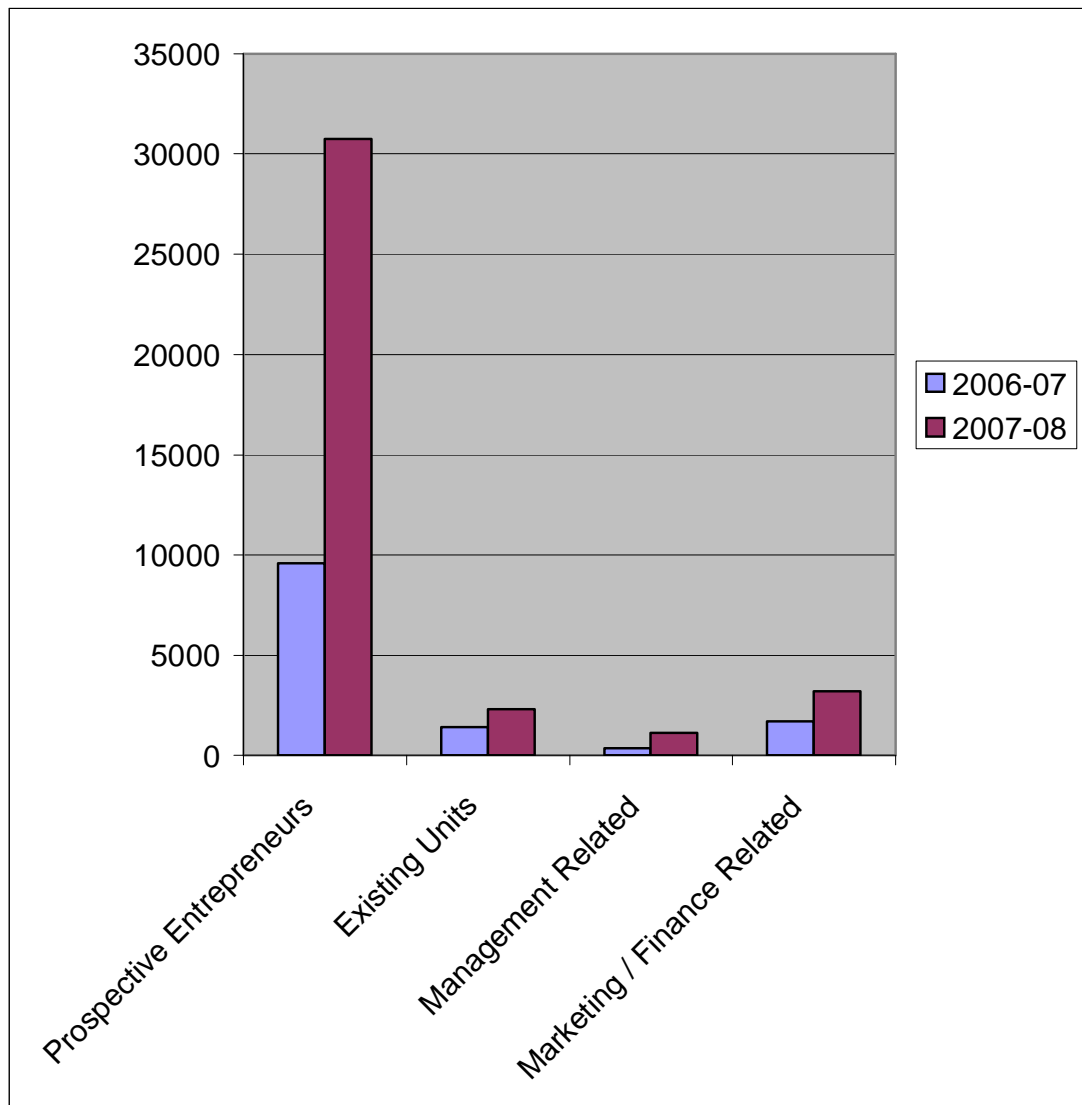
**MARKETING/ FINANCE RELATED CONSULTANCY/ ASSISTANCE**

*The Institute provided marketing/finance-related assistance to about 3208 entrepreneurs. The Consultancy/assistance includes improvement in marketing, availability of finance and NSIC Registrations. This type of assistance will help the entrepreneurs to improve their position availing various financial assistance provided by the different Organizations.*

**ASSISTANCE / CONSULTANCY AT A GLANCE**

*In a nut-shell this Institute provided Consultancy Services to 30751 prospective entrepreneurs, Assistance/Consultancy rendered to 2303 units, Management related Assistance/Consultancy rendered to 1126 units, Marketing/Finance related Consultancy given to 3208 existing units. On the whole 37388 units/entrepreneurs were benefited in the field of Mechanical, Metallurgy, Chemical, Food, Glass & Ceramic, Leather & Footwear, Electrical, Service industry, Industrial Management, Economic and Statistical discipline.*

| S.No. | Type of Assistance          | 2006-07      | 2007-08      |
|-------|-----------------------------|--------------|--------------|
| 1     | Prospective Entrepreneurs   | 9599         | 30751        |
| 2     | Existing Units              | 1409         | 2303         |
| 3     | Management Related          | 349          | 1126         |
| 4     | Marketing / Finance Related | 1697         | 3208         |
|       | <b>Total</b>                | <b>13054</b> | <b>37388</b> |



**PROJECT PROFILES**

*Technical officers of this Institute have prepared 27 Project Profiles as per action plan targets. This is an art of identification of new products, which can be introduced and promoted in the MSME Sector. These project profiles comprise almost all the information regarding a particular product such as availability of raw materials, cost of production, marketing facilities, which are more useful to the new entrepreneurs.*

*During the year 2007-08, the Institute has prepared 27 project profiles, the names of the project profiles prepared during the year are as follows:*

- 1. Harness Leather*
- 2. Sheep Napa Leather*
- 3. Zug-grain Leather*
- 4. Cricket Batting Gloves*
- 5. Cellulose Insole Board*
- 6. Leather Watch Straps*
- 7. PU Soles*
- 8. Ladies Shopping Bags*
- 9. Fancy Leather Gloves*
- 10. Canvas Shoes*
- 11. Sports Shoe by Injection Molding Process*
- 12. VT Sole Leather by Quick Tanning Process*
- 13. Nickel Plating*
- 14. Gold Plating on Metallic Optical Frames*
- 15. Copper Plating*
- 16. ABS Injection Molded Items*
- 17. PVC Pipe Fitting*

18. *Poly Film*
19. *Small Transformer*
20. *Distribution Board*
21. *Nutritious Biscuits*
22. *Noodles*
23. *Papad*
24. *Specialized Carbon steel / Alloy steel/ Heat Resistant Steel Casting*
25. *Gear Cover*
26. *Red Oxide Pigment*
27. *Plastic Women Sacks*

### **DIRECTORIES & REPORTS PREPARED**

1. *Directory of Plants & M/c Suppliers of Chemical & Allied Products*
2. *Updation of Electrical Directory*
3. *Status Report on Steel Re-Rolling*
4. *Status Report on Diesel Engine*
5. *An Industrial Potentiality Survey Report of Mahamayanagar district*

### **ENTREPRENEURS & SKILL DEVELOPMENT PROGRAMME**

*MSME-DI, Agra is organizing Entrepreneurship & Skill Development Programmes (ESDPs) and Entrepreneurship Development Programmes (ESDP) regularly for different group of people in the society such as Educated Unemployed Youths, Women, and Weaker Section etc. The main objectives of these Programmes are to develop entrepreneurial qualities for the existing entrepreneurs and to prepare and motivate the new entrepreneurs to set up their own Small Scale Units.*

*In the reference year 2007-08 MSME-DI, Agra has conducted 11 EDPs under core programme in which total 278 participants benefited. In addition to EDP this institute has also organized 91 ESDPs under core programme in which 2503 participants benefited.*

### **MOTIVATIONAL CAMPAIGNS**

*During the reference year 2007-08 this institute has organized 65 Intensive Motivational Campaigns to motivate the people to establish their own ventures and to select the willing entrepreneurs. In these campaigns about 6834 prospective entrepreneurs participated.*

### **MANAGEMENT DEVELOPMENT PROGRAMMES**

*During the reference year 2007-08 MSME-DI, Agra has organised Nine MDPs for existing as well as prospective entrepreneurs in which 214 participants benefited.*

### **TRAINING PROGRAMMES UNDER PD A/C**

*During the reference year 2007-08 MSME-DI, Agra has organised 13 training courses under PD A/c in which 263 trainees benefited and revenue in the tune of Rs. 3,88,350/- has been realized.*

### **OTHER TRAINING PROGRAMMES, SEMINARS & WORKSHOPS AT A GLANCE**

*During the year 2007-08 this Institute organized various training programmes/ Seminars/ Workshops for the benefit of existing as well as prospective entrepreneurs under its jurisdiction. Along-with these programmes*



*two giant Melas were organized/ participated by this institute during this year, namely Dr Ambedkar Udhyogik Mela, Agra during April'2007 & Dr. Ambedkar International Industrial Exhibition, Agra during October'2007. The brief details of the programmes are as under:*

***A. Dr Ambedkar Udhyogik Mela, Agra:***

*During 17<sup>th</sup> to 25<sup>th</sup> April 2007 NSIC, New Delhi organized Dr Ambedkar Udhyogik Mela at Kothi Meena Bazar, Agra in which 500 stalls were erected. Apart from SIDO, NSIC, KVIC & Coir Board has actively participated. For SIDO stalls MSME-DI, Agra has coordinated the activities, in addition to this MSME-DI, Agra has also organized 3 IMCs (One each for General, SC/ST & Women participants), a two day BSM and assisted KVIC in organizing Awareness programme on “KVIC, NSIC & SIDBI and Financial Schemes for MSMEs” during the programme.*

***B. Dr. Ambedkar International Industrial Exhibition, Agra***

*During 24<sup>th</sup> to 31<sup>st</sup> October'2007 this institute has organized Dr. Ambedkar International Industrial Exhibition at Shilpgram, Tajganj, Agra in which about 200 stalls were erected. Apart from DC(MSME), NSIC, KVIC & Coir Board has also actively participated in the exhibition. During the exhibition a two day National Vendor Development Programme was also organized. Rs. 5,18,000/- was realized as participation fee form this programme.*

***C. Credit Linked Capital Subsidy Scheme:***

*To disseminate the information amongst Micro, Small & Medium Enterprises of Agra regarding CLCSS, this institute has organized two one day awareness programme first one on 27<sup>th</sup> March 2008 at Agra Iron Founders Association, Agra and second on 28<sup>th</sup> March 2008 at Sikandra Factory Owners*

Association, Agra. About 40 and 30 participants respectively participated in the programme.

#### **D. Packaging for Export:**

MSME-DI, Agra has organized two training programme on 'Packaging for Export' under core programme targets one at Mathura & another at Firozabad . The programme at Mathura was held from 3<sup>rd</sup> to 5<sup>th</sup> march 2008. Total 35 participants were benefited by this course. The second programme at Firozabad was held from 5<sup>th</sup> to 7<sup>th</sup> march 2008. Total 30 participants were benefited by this course Faculty from Indian Institute of Packaging has delivered their valuable talk during the technical sessions.

#### **E. WTO:**

MSME-DI, Agra has organized one day sensitization programme on 'WTO' at Hotel Holiday-Inn, Agra. The programme was organised on 25.03.2008. Total 86 participants were benefited by this course. Faculty from Dr. B.R.Ambedkar University, Agra & Dy. Controller of Patent & Design has delivered their valuable talk during the technical session.

#### **F. Bio-Technology:**

MSME-DI, Agra has organized one day awareness programme on 'Bio-Technology' at Youth Hostel, Agra. The programme was organized on 25.03.2008. Total 114 participants were benefited by this course. The programme was inaugurated by Dr. V.M.Katoch, Director, Jalma Institute of Leprosy & Microbial Disease. The guest of honour was Dr. Chandrapal, Ex-Secretary (MSME), Govt. of India & Dr. Sharma, Ex Director, NIMR, New Delhi. Various eminent speakers from BCIL, New Delhi, Harihar Biotech, Lucknow & RBS College, Agra were delivered the lectures on various topics.

## **BUSSINESS SKILL DEVELOPMENT PROGRAMME**

### **Business Skill Development Programmes:**

*During the reference year two BSDP has been organized at Faculty of Engineering & Technology, Agra. First one was organized from 15-2-2008 to 20-03-2008, in which 30 male candidates participated. Another programme was organized from 25-02-2008 to 25-03-2008, in which 29 female candidates participated.*

## **CLUSTER DEVELOPMENT PROGRAMME**

*The activities carried out in the Leather Footwear Cluster, Agra in the year 2007-2008 under CDP.*

### **1. Financial Assistance to the Cluster through Bank (CC limit) without Collateral Guarantee:**

*As per long pending demand of the members of “Agra Juta Laghu Udyog Utpadak Samiti”, to provide the financial support to their members from Bank for up gradation of their units the CDE has coordinated with the Circle office, Canara Bank, , Agra and visited 20 nos of units along with Miss Anupam Tripathi, S.M.E. Marketing manager, Canara Bank, Agra. The required information is collected by the Bank officer for their further necessary action. On receipt of the required documents and completion of other formalities the Canara Bank has sanctioned the CC Limit upto Rs. 5.00 Lakhs to 10 units without Collateral Security. The cases of remaining units are under process for the want of the required documents.*

**2. Training Programme on Product Costing, Book-Keeping & Banking System:**

*A training programme of five days duration on Product Costing, Book-Keeping & Banking System was organized from 13th to 18th August, 2007 for cluster members. The objective of this programme was to provide the working knowledge of product costing, maintaining the proper accounts, Bank Procedures and utilising the Bank CC limits to the Footwear Artisans cum entrepreneurs. 24 participants of SC Category were trained in this training programme.*

**3. Training Programme on Footwear Designing & Pattern Cutting:**

*i) One month Training Programme on Footwear Designing & Pattern Cutting was organized from 18th December, 2007 to 17th January, 2008 at C. G. O. Complex, Sanjay place, Agra. In this training programme the basic information about size and fittings, Last, Materials and Costing was provided to trainees. They were also trained to develop the patterns of basic Footwear Designs/styles so that they could utilize this knowledge in their units for development of the patterns. 24 trainees attended the programme, out of which 21 candidates (SC-13, Physically Handicapped-01, OBC-03, Minority-02, Gen-02) were successful.*

*ii) On getting enthusiastic response from the artisans, second Training Programme of one month duration on Footwear Designing & Pattern Cutting was organized from 19th December, 2007 to 18th January 2008 at C.G.O. Complex, Sanjay place, Agra. The programme was similar to the first one. This training programme was attended by 25 trainees, out of which 22 candidates (SC-14, OBC-01, Minority-01, Gen-06) were successful.*

**4. Marketing Tie up/Exposure visit to Hyderabad & Bangalore:**

*With the objective of better marketing opportunities to cluster members, an attempt was made to have tie up with large buyers. To achieve this goal, visits Hyderabad and Bangalore were arranged from 02.12.2007 to 11.03.2007. CDE accompanied six artisans cum Entrepreneurs/ members of M/s Agra Juta Laghu Udyog Utpadak Samiti, Partappura, Agra to Hyderabad & Bangalore and held discussions with the large buyers like M/s Reliance Industries Limited (Sourcing & Supply Chain), M/s Wooly wood, M/s Metro & Metro, M/s Feet Selection etc for marketing tie ups of their finished products (Footwear)*

*The visits to M/s Leather Touch and M/s Industrial Rubber Products, Bangalore were also organised. The members could also visit big footwear showrooms and get the ideas of new range/styles. This would also help them in developing new range of Footwear. Their visit to NIMSME, Hyderabad was also organised where they had discussion with the Director and other officers about the Agra. Leather Footwear, Cluster.*

**5. Exposure visit to see India International Leather Fair, Chennai**

*With the objective of providing exposure of latest technology and latest developments in raw materials and footwear components, a visit to India International Leather Fair was organised. Seven members of cluster visited India International Leather Fair, Chennai along with Shri R.K.Kapoor, Asstt. Director (L/F) and Shri G.P.Agarwal, CDE from 30.01.2008 to 04.02.2008.*

*They could see the products displayed by 390 units which included tanning and footwear machines, different types of leathers, leather chemicals, footwear components, footwear adhesives and finishes, footwear and leather goods grinders and shoe lasts. The purpose and functions of various machines were*

*explained to them and also suggested some machines to them which would be useful for them. This opportunity was also utilized to take them to local footwear wholesalers of Chennai for marketing tie ups of their finished products (Shoes).*

*M/s Connex Footwear received Shoes orders of approximately Rs 50,000/- from one Wholesaler.*

#### **6. Financial Assistance to the Shoe Artisans:**

*The small artisans of Agra footwear cluster are facing severe shortage of funds for working capital. In response to their demand and efforts of CDE, Lead Bank Office i.e. Canara Bank coordinated to issue credit cards to artisan with limit of Rs 25,000/-. It was decided that the Shoe Artisans of Agra will submit their loan application to the LDM, Canara Bank, Agra through Footwear Associations. Total 635 artisans submitted their applications and the Banks has issued credit cards to 191 artisans under Swarojgar Credit-Card-Scheme. Remaining applications are under process.*

*The credit limit originally which was Rs.25, 000/- under SCC scheme was removed and it is clarified there in that deserving cases, Bank may consider sanctioning credit limit higher then Rs.25,000/- fixed as earlier.*

#### **7. Awareness Programme on Govt. Schemes to promote MSME:**

*It was observed that the cluster members are not aware of various schemes of industrial development which are run by Govt. of India/State Govt. Therefore, one day Awareness Programme on Govt. Schemes was organized on 03.03.2008 at Hotel Kirandeep, Agra. Shri R.K. Singh, J.D.I., Agra was the chief guest. In this Programme officials of DIC, KVIC, NABARD, Financial Institution (Banks), UPSIDC, UPFC, MSME-Development Institute, Lead Bank*

*explained their schemes for promotion of MSME. 55 Artisans cum Entrepreneurs attended the programme.*

**8. Awareness Programme to set up C.F.C. under SICDP:**

*One day Awareness Programme for setting up the Common Facility Centre (CFC) under SICDP was organized on 17.03.2008 at Agra. Shri Sanjay Pal, Faculty and Nodal Officer, EDII, Ahmedabad explained the benefits of the CFC and procedure to set up the CFC to the association members. Shri R.K. Singh, JDI, and Shri D.R. Gautam, GM, DIC, Agra who were present in the programme, assured their support in setting up of CFC. Members of the agreed to form SPV as early as possible.*

**9. Setting up of Footwear Design Information Center:**

*The information on latest trends and styles is the need of the hour and is essential for survival of small scale footwear manufacturers. Therefore, a Footwear Designs information Centre is being set up in the Institute. The purchase orders (one year subscription) for 8 leading Catalogues/ Magazines has been placed and catalogues are likely to be received from this month. These Catalogues/ Magazines will help the Footwear Artisans cum entrepreneur to develop new styles/samples of their products to get better market.*

**10. Preparation of Presentation Product CD:**

*A CD of about 200 photographs of sample products of cluster members is under preparation, which will help them in promoting their products to get better market.*

**11. Technical awareness of adhesive application and sole attachment Process:**

*Some of the units were not using proper techniques for sole attachments, which forced them to have additional stitching of sole to the upper. This is not required, as it requires additional cost in terms of material and labour. The representatives of shoe adhesive manufacturers viz. M/s J. Sons Industries, Mumbai were contacted to demonstrate the proper techniques of sole attachment practically. This demonstration was arranged in 8 units. These units have stopped the practice of additional stitching.*

**12. Identity Cards for Footwear Artisans:**

*The activity of issuing of Identity Cards to local footwear artisans was co-ordinated with district authorities, GM, DIC, Agra and footwear associations. The District Industry Centre (DIC) has issued 2,300 Identity Cards to the Footwear Artisans with mutual understanding with Sale Tax Department, Agra not to harass them while the footwear artisans taking their product in and around Agra for selling their finished product.*

**13. Personal Counseling with individual units:**

*The CDE have visited around 30 units and guided the entrepreneur about up gradation of their units, registration with Sale Tax Dept., submission of require documents to the Bank for financial facility, marketing tie up with large wholesalers and the benefits of the CDP.*

**14. Leather Footwear Components Technology Fair, Agra:**

*Agra Footwear Manufacturers and Exporters Chamber organized “Meet at Agra 2007” a “Leather Footwear Components Technology Fair” on 17th-18th November 2007 in Hotel JP Palace. The publicity of this event was made among cluster members and footwear artisans and they were motivated to visit*



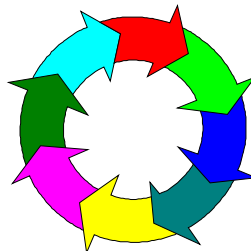
*this fair so that they get exposure of latest developments in raw materials, footwear components, and grinders etc. CDE personally explained various points during the event to cluster members and artisans.*

**15. Designing and Development of Website for the Association:**

*A website, namely [www.agra shoe cluster.com](http://www.agra_shoe_cluster.com) for the M/s Agra Juta Laghu Udyog Utpadak Samiti is under preparation which will help them in promoting their association and products which is manufactured by their members to get better market.*

**REVENUE EARNINGS OF SISI, AGRA DURING THE YEAR 2007-08:**

| <b>S.No.</b> | <b>ITEM</b>   | <b>REVENUE EARNED</b> |
|--------------|---|-----------------------|
| 1.           | EDP/ ESDP (Training Fee)                                | 210900=00             |
| 2.           | EDP (Under PD A/c)                                      | 388350=00             |
| 3.           | MDP Fees  | 63800=00              |
| 4.           | NSIC Reg./ GSPP   | 42000=00              |
| 5.           | Sale of Publication                                     | 150=00                |
| 6.           | Dr. Ambedkar International Industrial Exhibition (NVDP) | 518000=00             |
| 7.           | SICDP   | 3400=00               |
| 8.           | RTI   | 40=00                 |
|              | <b>Total</b>  | <b>1226640=00</b>     |





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