



The **VSME Programme**, a path breaking initiative, is designed to vitalize identified SMEs into locomotive/ high growth VSMEs, can rightly be called the Programme for Accelerated Growth of Mid-Sized Companies (AGMC). This extraordinary transformation of identified SMEs will be achieved through a unique 'One Stop Shop' (OSS) mentoring programme, with infrastructure support by the Government of India (GOI), Academia and Indian Industry through Confederation of Indian Industry (CII). Ten to fifteen high growth SMEs will be identified and two top leaders including the owner from the business/company will be invited to participate in the pilot programme as a community. The partners in the programme include:

- Confederation of Indian Industry
- Indian Institute of Technology, Kanpur
- Indian Institute of Technology, Madras
- Indian Institute of Management, Calcutta
- Entrepreneurship Development Institute, Ahemadabad
- National Manufacturing Competitiveness Council
- Japan International Cooperation Agency



Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes.

CII is a non-government, not-for-profit, industry led and industry managed organisation, playing a proactive role in India's development process. Founded over 113 years ago, it is India's premier business association, with a direct membership of over 7500 organisations from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 83,000 companies from around 380 national and regional sectoral associations.

CII catalyses change by working closely with government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialised services and global linkages. It also provides a platform for sectoral consensus building and networking. Major emphasis is laid on projecting a positive image of business, assisting industry to identify and execute corporate citizenship programmes. Partnerships with over 120 NGOs across the country carry forward our initiatives in integrated and inclusive development, which include health, education, livelihood, diversity management, skill development and water, to name a few.

Complementing this vision, CII's theme "India@75: The Emerging Agenda", reflects its aspirational role to facilitate the acceleration in India's transformation into an economically vital, technologically innovative, socially and ethically vibrant global leader by year 2022.

With 63 offices in India, 8 overseas in Australia, Austria, China, France, Japan, Singapore, UK, USA and institutional partnerships with 271 counterpart organisations in 100 countries, CII serves as a reference point for Indian industry and the international business community.



Japan International Co operation Agency (JICA): The Programme is being delivered under Technical Collaboration with Japan International Cooperation Agency (JICA). JICA contributes to economic and social advancement in developing countries and help expedite Japan's international cooperation as one of the implementing bodies of Japan's Official Development Assistance.



Visionary SMEs Programme



CALL FOR NOMINATIONS

**Batch 1
September 2008 to June 2009**



Confederation of Indian Industry

Contact Details/Venue for Programme

S D Puranik

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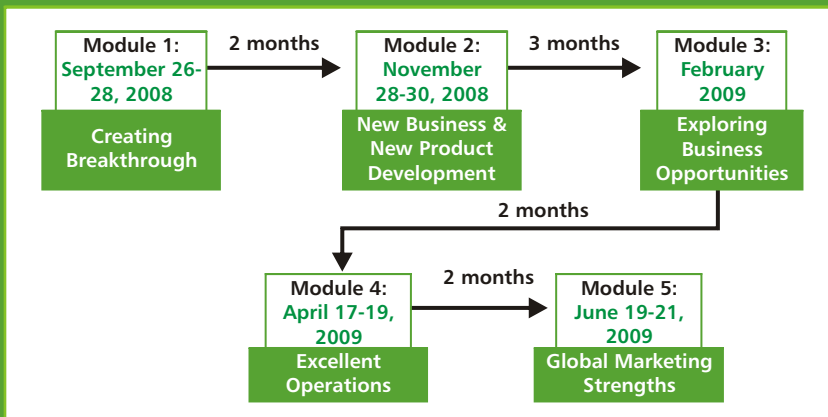
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Programme Objective

The Visionary SMEs Programme, designed to vitalize identified SMEs into locomotive/high growth VSMEs, can rightly be called the Programme for Accelerated Growth of Mid-Sized Companies (AGMC). This extraordinary transformation of identified SMEs will be achieved through a unique 'One Stop Shop' (OSS) mentoring programme, with infrastructure support by the Government of India (GOI), Academia and Indian Industry through Confederation of Indian Industry (CII). Ten to fifteen high growth SMEs will be identified and two top leaders including the owner from the business/company will be invited to participate in the pilot programme as a community.

Programme Structure

Over a period of one year, the participants will undergo five highly interactive modules of three days each covering breakthrough, innovative product / business development, excellent operations and global marketing strengths. They will also participate in a global interaction seminar as well as a VSME fair in Japan. The participating companies will also be exposed to experiences of both Indian and Japanese SMEs through interaction with business leaders from both sides in India during this period.



The Programme implementation approach will be similar to the Cluster Approach. The first Module will be held at the CII Naoroji Godrej Centre of Excellence. The 2nd, 4th and 5th Modules will be held at one of the participating companies, as done in the Cluster programme. Module 3 will take place in Japan.



Planning team at Socks Manufacturing SME at Osaka



Participants engrossed in self discovery



SME Products display facility ,Higashi Osaka



VSME learning facility at Mumbai

- The companies would need to demonstrate a very high spirit of entrepreneurship for achieving very aggressive targets. A letter of intent from the 'owner' would be invited followed by a commitment to participate in each of the five modules.
- The companies must have a focus to invest in technology through R&D and willing to work with the academia in India and Japan to create future products.
- The companies should be willing to commit to learn and undergo this process of transformation through a hand-holding mechanism prescribed by Prof. Shiba and his team.

Fee

The fee for the programme is Rs.2.00 lac per participant. There have to be two participants per Company. The programme is a non residential programme. The fee does not include the cost of stay, travel to the city of module, local travel etc. The fee also does not include the cost of travel to Japan and boarding and lodging in Japan.

How to Apply

Please submit the following

1. Last three year balance sheets
2. Investment trend in R&D over last three years
3. List of patents obtained by your company
4. A statement to answer "My dream for what my company should become in the next three years"

An Invitation committee comprising of IIT Kanpur, IIT Madras and CII would be responsible for screening the applications.

Recognition (VSME Awards)

Companies successfully completing this programme would be recognized suitably by Prof. Shiba, NMCC and CII.



Planning Team for VSME Comprising NMCC,CII,Faculty from IIT Madras IIT Kanpur IIM Calcutta with Prof Shoji Shiba and JICA officials at Osaka for preparing programme curriculum



Prof Shoji Shiba Chief Advisor VSME Programme

Faculty

The programme will be implemented by CII in close collaboration with faculty drawn from IIT Kanpur, IIT Madras, IIM Calcutta and EDI Ahmedabad under the guidance of Prof. Shoji Shiba, an Individual Deming Prize winner and a leading figure on Breakthrough Management. Interventions would come from other Japanese experts as well.

Mentors

Each company 'Owner'/CEO would be associated with a set of Mentors from Industry and Academia who would provide support to identify and implement the locomotive projects leading to introduction of innovative products, marketing strength, operational efficiency and building a philosophy that can help to make the SME become 'Big'. These mentors would be experts in

- Business Development including finance, strategy, HR, Leadership
- Technology (specific domain) experts
- Visionary Mentors: successful entrepreneurs and noble minded business leaders

Selection Criteria

- The companies should be medium in size – having a turnover ranging from Rs. 100 to Rs. 500 crores approximately from the manufacturing sector with good corporate governance practices. A minimum of 20% growth year on year should have been achieved



VSME Planning team at Panasonic, Osaka



Confederation of Indian Industry



Visionary SMEs Programme

Batch 1
September, 2008 to June, 2009

REPLY FORM

Nomination

- 1.
- 2.
- 3.
- 4.

Our Cheque/Demand Draft No.....Dated..... for Rs..... drawn in favor of "Confederation of Indian Industry-For CII Naoroji Godrej Centre of Excellence" payable at Mumbai is enclosed.

Name:.....Designation:.....

Organisation:.....

Address:.....

.....

Telephone:..... Fax:..... Email:.....

Signature of the Nominating Authority.....

- Programme is non-residential for the duration of the contact days.

Contact Details/Venue for Programme

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