



## About Project

MSMEs in India are the drivers of economy, and are assumed to play a key role in shaping India's GDP growth in coming years. MSMEs in India consists of 26.1 million units provide employment to over 60 million persons. MSMEs contribution to GDP is 8% beside 45% to total manufacturing output and 40% to the exports. However, in the current scenario MSMEs are losing on the competitiveness front and are struggling with issues of Energy Efficiency, Environment and Occupational Health and Safety. Hence, there is an urgent need to address all these issues that Indian MSMEs are confronted with especially that of Energy Efficiency and working conditions.

## Objectives

The project '**Scaling up Sustainable Development of MSME Clusters in India**' seeks to enhance competitiveness of less sustainable MSME clusters together with reduced environmental and social impacts. In order to achieve this overall aim, it also seeks to enable adoption of sustainable environment and social business practices across select foundry clusters, up-scale interventions through Training of Trainers (ToT) and institutionalization, develop and implement voluntary Aggregate Reporting (AR) framework, design, develop and link financial instruments for sustainable production and strengthen policy dialogue and dissemination. The main target group of this project are MSMEs in the foundry clusters located in Batala, Howrah, Jaipur, Jalandhar in the states of Punjab, Rajasthan and West Bengal, their employees and the population living in the surrounding region as well as that of 130 other less sustainable clusters beyond the foundry sector. See <http://archive.switch-asia.eu/switch-asia-projects/project-impact/projects-on-improving-production/msme-clusters-in-india.html>

The specific objectives of the project are:

- To enable adoption of Sustainable environmental and Social business practices across select foundry clusters.
- To scale up intervention through training of trainers (TOTs) and institutionalization.
- To develop and implement voluntary aggregate reporting (AR) framework.
- To design, develop and link financial instruments for sustainable production.
- To strengthen policy dialogue and dissemination.



[TOP](#)





Project funded by European Union

## Activities and Strategies

The project activity and strategy involve upgrading technology in 250 foundry MSMEs and implement better operational practices in another 500 along with training 125-150 enterprises on sustainability reporting.

At meso level, the activity include developing and delivering TOTs to build capacity of 50 Business Membership Organization (BMOs) on Sustainable production and responsible business practices, engaging financial institutions to create new credit lines and enhance MSMEs access to finance for sustainable production other than training BMOs on AR.

At macro level, the project will try to deepen and build upon existing dialogues and initiatives on MSME development that link sustainability and competitiveness.

## Target Groups

The project follows a multi-stakeholder approach by directly intervening with 500 MSMEs and their employees, 500 clusters Business Membership Organization and Select Business Development Service providers and Organizations (BDSOs and BDSPs) other than engaging National Resource Organizations, Public and Private Institutions involved in MSME development. Banks and other financial institutions will also be one of the major stakeholders in the project.

## Project Goals

The project of 42 month duration will aim at achieving the following results:

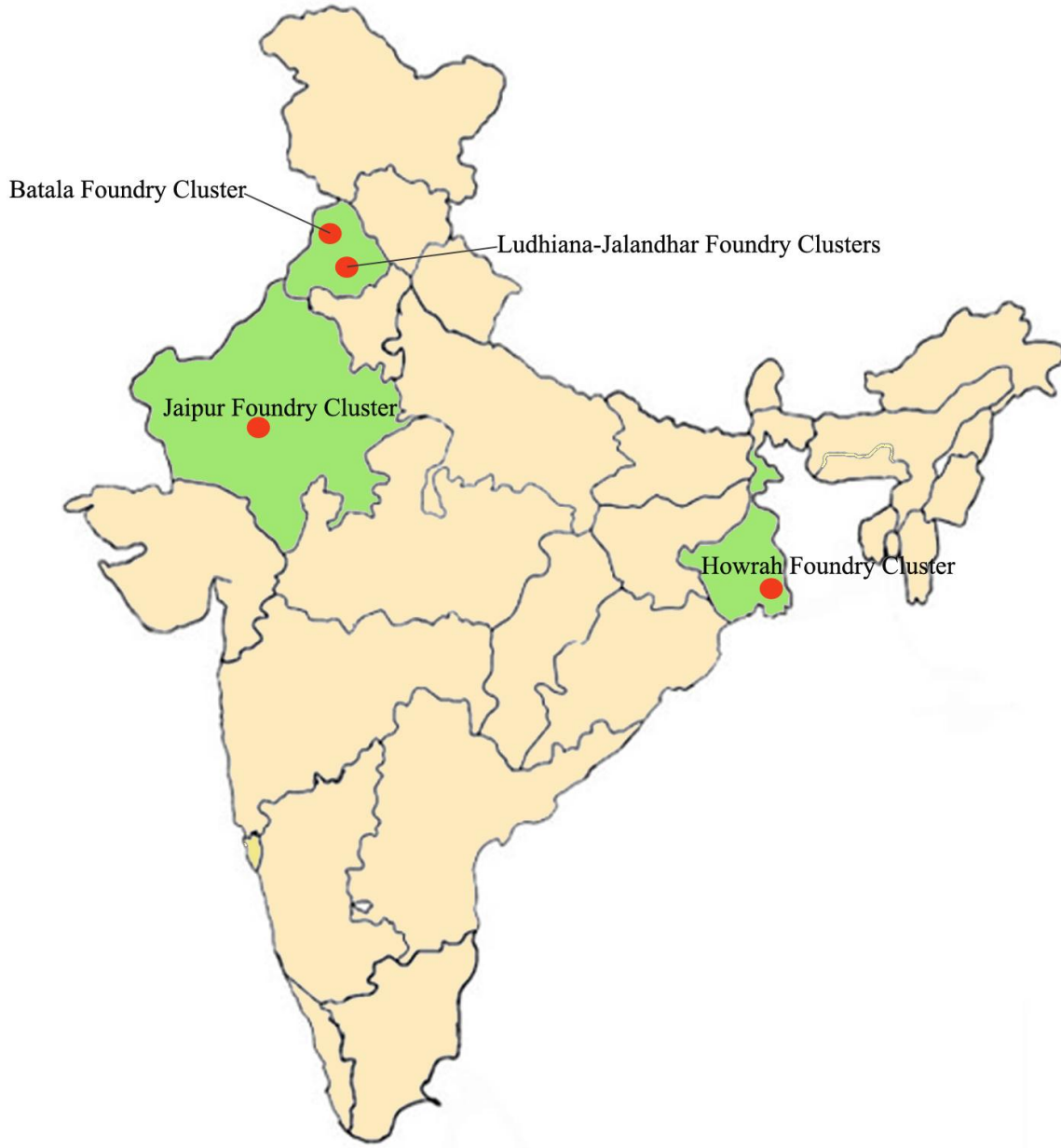
- 500 MSMEs adopt clean production methods with reduced carbon footprints.
- Improved workplace conditions and better Occupational Health and safety (OHS) systems in 200 MSMEs.
- 50 BMOs, select BDSOs and BDSPs are trained on Sustainable production and responsible business practices.
- Voluntary AR framework adopted by 4 BMOs, implemented in at least one clusters by constituent MSMEs.
- New financial instruments are developed and linked with existing credit instruments and public funding options for sustainable production are increased.
- Ongoing efforts in the policy and institutional environment are strengthened to develop guidelines, resource and implementation instruments for adoption by MSMEs for inclusive and sustainable development.

The project's integrated approach enhances relevant knowledge and skills at regional levels as well as strengthens supporting institutional structures together with fostering market driven incentives and an enabling policy framework. As a result, MSMEs are enabled to exit the vicious circle they are currently in i.e. profit generation at the expense of environmental and social sustainability.





## Clusters





Project funded by European Union

## Partners & Associates

**Foundation for MSME Clusters (FMC):** is a not for profit organization working towards the development of MSME clusters in India and other transition economies.

**Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH** offers demand driven, tailor-made and effective services for sustainable development. The services delivered by GIZ are based on draw on a wealth on regional and technical expertise and tried and tested management know-how.

**Global Reporting Initiative (GRI):** works toward a sustainable global economy by providing sustainability reporting guidance. It has pioneered and developed comprehensive sustainability reporting framework to enable organizations measure and report their economic, environmental, social and governance performance.

**Indian Institute of Corporate Affairs (IICA):** established by the Ministry of Corporate Affairs, Government of India, is a think-tank for knowledge development and dissemination and for rendering policy advice to the Government of India on issues relating to corporate affairs.

**Small Industries Development Bank of India (SIDBI):** is the principal financial institution in India for pro-motion, financing and development of micro, small and medium-scale enterprises (MSME).

**United Nations Industrial Development Organization (UNIDO):** primary objective is the promotion and acceleration of industrial development in developing countries and countries with economies in transition and the promotion of international industrial cooperation.





## Contact us

### For any information contact

**Mr. Vishal Dev**

**General Manager**

**Foundation for MSME Clusters (FMC)**

2nd Floor, USO House, USO Road

6 Special Institutional Area, Off Saheed Jeet Singh Marg,

New Delhi-110067, India

Phone: +91-011-26602885/6

E-mail: [tamal@msmefoundation.org](mailto:tamal@msmefoundation.org)

### Phagwara Cluster Office

**Mr. Ravindra Dwivedi**

**Senior Manager**

**Foundation for MSME Clusters (FMC)**

55/168 (A-2) 1st floor, New Model Town,

Near Virk Hospital Hargobind Nagar,

Phagwara-144401, Punjab

M: +91-09876188138

Email: [ravindra.dwivedi@msmefoundation.org](mailto:ravindra.dwivedi@msmefoundation.org)

### Ludhiana Cluster Office

**Mr. Archit Sahare**

**Manager**

**Foundation for MSME Clusters (FMC)**

276/1 Industrial Area,

Near Cheema Chowk,

Ludhiana-141003, Punjab

M: +91-08146038086

Email: [archit.sahare@msmefoundation.org](mailto:archit.sahare@msmefoundation.org)

### Batala Cluster Office

**Mr. Mayank Sharma**

**Associate**

**Foundation for MSME Clusters (FMC)**

1st floor, BA Industries GT Road,

Batala-1433505, Punjab

M: +91-09950895458

Email: [mayank.sharma@msmefoundation.org](mailto:mayank.sharma@msmefoundation.org)

### Jaipur Cluster Office

**Mr. Satyvir Singh**

**Manager**

**Foundation for MSME Clusters (FMC)**

6/90, Vidhyadhar Nagar,

Jaipur -302023, Rajasthan

M: +91-09950895458

Email: [satyvir.singh@msmefoundation.org](mailto:satyvir.singh@msmefoundation.org)

### Howrah Cluster Office

**Mr. Anijit Bhattacharya**

**Manager**

**Foundation for MSME Clusters (FMC)**

11/12/1, Burnt Salt Gola Lane, Near Howrah A.C. Market, P.O.

Golabari, Dist. Howrah – 711101

M: +91-09088210144, +91-8374990948

Email: [anijit.bhattacharya@msmefoundation.org](mailto:anijit.bhattacharya@msmefoundation.org)

[TOP](#)

