



NMCC, Microsoft launch portal for mfg sector

PTI [TUESDAY, JUNE 19, 2007 06:20:52 PM]

NEW DELHI: National Manufacturing Competitiveness Council on Tuesday launched a portal jointly with Microsoft Corp India intended to increase productivity in the manufacturing sector by 50 per cent through the help of information technology.

The portal - nmcc-vikas.gov.in - was launched by NMCC Chairman V Krishnamurthy as part of 'Project Vikas' here today. Microsoft Corporation India has provided a 5,00,000 dollar funding for the portal.

"While large industries have the means and capacity to deploy technology in their workings, SMEs do not have the huge finances to pump in their business. This initiative will help improve productivity of most enterprises by almost 50 per cent," Krishnamurthy said.

The manufacturing sector, especially the SMEs, can be more competitive only through technological induction and use of ICT in the sector has been almost negligible, he said.

He said that Project Vikas aims to develop knowledge networks through creation of R&D linkages, capacity building with regional training institutes and sharing of best practices.

In the first phase, textile cluster in Tirupur, pharma in Hyderabad and auto in Pune were identified for the initiative, while the second phase would cover leather cluster in Agra, auto in Chennai and textile in Ludhiana.

Aiming to extend the initiative to 5-10 clusters in the next 12 months, Krishnamurthy said 25 clusters would be covered under the project in the next four years.

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Focus on small and medium units needed: official

New Delhi, June 19: India's booming manufacturing sector needs to focus on development of small and medium enterprises (SME) to sustain its current growth, a senior official said here Tuesday.

"There is no doubt that the manufacturing sector is experiencing phenomenal growth, there is a certain degree of resurgence but in order to have an all-inclusive growth and to sustain it for a long-term it is imperative to focus on the development of millions of India's SMEs," V. Krishnamurthy, chairman, National Manufacturing Competitiveness Council (NMCC), told reporters here.

"The manufacturing sector, which has recorded a growth of 12.3 percent in 2006-07, has the potential to contribute 35 percent in India's GDP (gross domestic product)," he said at the launch of a portal for India's SME sector in collaboration with Microsoft Corporation India.

Krishnamurthy added that the sector had the potential to create 8-10 million jobs annually.

"The manufacturing sector in India is poised for growth like never before, but only the big and medium firms have enjoyed the growth," said Ravi Venkatesan, chairman, Microsoft India.

"This growth can be shortlived if it does not trickle down to the lowest level. Thus, we have tried to stimulate the SME cluster based on a bottoms up approach," he said.

--- IANS

Focus On Small And Medium Units Needed: Official

India's booming manufacturing sector needs to focus on development of small and medium enterprises (SME) to sustain its current growth, a senior official said here Tuesday.

'There is no doubt that the manufacturing sector is experiencing phenomenal growth, there is a certain degree of resurgence but in order to have an all-inclusive growth and to sustain it for a long-term it is imperative to focus on the development of millions of India's SMEs,' V. Krishnamurthy, chairman, National Manufacturing Competitiveness Council (NMCC), told reporters here.

'The manufacturing sector, which has recorded a growth of 12.3 percent in 2006-07, has the potential to contribute 35 percent in India's GDP (gross domestic product),' he said at the launch of a portal for India's SME sector in collaboration with Microsoft Corporation India.

Krishnamurthy added that the sector had the potential to create 8-10 million jobs annually.

'The manufacturing sector in India is poised for growth like never before, but only the big and medium firms have enjoyed the growth,' said Ravi Venkatesan, chairman, Microsoft India.

'This growth can be shortlived if it does not trickle down to the lowest level. Thus, we have tried to stimulate the SME cluster based on a bottoms up approach,' he said.



INDIA: Portal to benefit textile sector

NEW DELHI: A portal is launched by NMCC jointly with Microsoft Corp India to increase productivity in the manufacturing sector by 50 per cent through the help of information technology.

Microsoft Corporation India has provided a 5,00,000 dollar funding for the portal nmcc-vikas.gov.in.

The NMCC (National Manufacturing Competitiveness Council) Chariman V Krishnamurthy launched the portal as part of 'Project Vikas'.

The portal will help SME's to deploy technology in their workings. This will improve productivity by almost 50%. Big industries can invest in technology for their businesses but that is not the case with SME's.

V Krishnamurthy said use of ICT in the sector is almost nil and SME's can become competitive only through technological induction.

He said that Project Vikas aims to develop knowledge networks through creation of R&D linkages, capacity building with regional training institutes and sharing of best practices.

In the first phase, textile cluster in Tirupur, pharma in Hyderabad and auto in Pune will benefit from the portal, and in the second phase textile in Ludhiana , leather cluster in Agra and Auto in Chennai will be involved.

Krishnamurthy said 25 clusters would be covered under the project in the next four years with inclusion of 5-10 clusters in the next 12 months.

Added: June 19, 2007 (yesterday) **Source:** Agencies

NMCC launches portal to make Indian companies globally competitive

From our ANI Correspondent

New Delhi, June 19: National Manufacturing Competitiveness Council (NMCC) Chairman V. Krishnamurthy launched a national manufacturing portal www.nmcc-vikas.gov.in or www.nmcc-vikas.in here today.

It has been created by NMCC with active support from the Microsoft Corporation Pvt Limited (India) as a part of 'Project Vikas' which is aims at making the Indian SME sector competitive and to help in establishing 'Made in India' as a global brand.

"Through an ICT based intervention model, 'Project Vikas' will empower India's SME sector and give it a competitive edge in the global market," said Krishnamurthy.

It is a major new initiative to enhance the competitiveness of the country's manufacturing sector especially the small and medium enterprises (SMEs) through the use of information technology and enable them to compete more effectively in the global environment

The national manufacturing portal includes, information on different manufacturing sectors or sub-sectors, resources on Indian and international clusters, intellectual property rights (IPR), information to achieve niche competitiveness.

Besides, the portal also includes, 'Know the Micro Small and Medium Enterprises (MSMEs) through MSME data bank', latest articles and publications in the area of competitiveness, market information to improve market access, credit and finance related areas for SMEs including various policies, schemes

It also includes information on empowering SMEs through Information Communication Technology (ICT), IT and VAT handbooks on hardware and software, important forms for taxes, database of different clusters, updated directory information and applications to find companies and clusters, Central and State Government Industrial Acts, policies, schemes, incentives etc. for the manufacturing sector, and related useful links.(ANI)

NMCC bid to empower small, medium units

Our Bureau

Launches portal with Microsoft to make Made in India as global brand

Project goals

Develop knowledge networks through creation of R&D linkages, capacity building, sharing of best practices

Provide knowledge base on different manufacturing sectors, sub-sectors, resources on clusters, IP information



BOOSTING SMES: Dr V. Krishnamurthy (left), Chairman of the National Manufacturing Competitiveness Council, with Mr Ravi Venkatesan, Microsoft India Chairman, at the launch of National Manufacturing Portal under Project Vikas in the Capital on Tuesday - Kamal Narang

New Delhi June 19 The National Manufacturing Competitive Council (NMCC) with an aim to stimulate manufacturing competitiveness of small and medium enterprises (SMEs) across the country has launched a national manufacturing portal.

The portal was jointly developed by NMCC and Microsoft Corporation (India) Pvt Ltd as a part of `Project Vikas', which is aimed at making the Indian SME sector competitive and to help establish `Made in India' as a global brand.

The portal, www.nmcc-vikas.in or www.nmcc-vikas.gov.in, is expected to enhance competitiveness of India's manufacturing sector through the use of information technology.

Addressing a press conference on Tuesday after launching the portal, Dr V. Krishnamurthy, Chairman, NMCC said, "The portal, the first of its kind in the country, is a major initiative to enhance the competitiveness of the manufacturing sector especially the SMEs through information technology. The portal would enable companies to compete more effectively in today's globalised environment and is expected to improve productivity of most enterprises by almost 50 per cent."

Competitive edge

"Through an ICT-based intervention model, Project Vikas will help empower the SME sector and give it a competitive edge in the global market. The project also aims to develop knowledge networks through the creation of research and development linkages, capacity building with regional training institutes, sharing of best practices and enable linkage with the SME cluster eco-system," Dr Krishnamurthy said, while highlighting the importance of the portal.

The portal also provides knowledge base on different manufacturing sectors and sub-sectors, resources on Indian and international clusters, intellectual property rights (IPR) information to achieve niche competitiveness.

"Market information to improve market access, credit and finance related areas for SMEs including various policies, schemes, Central and State Government Industrial Acts, policies, schemes, incentives etc for the manufacturing sector; and other related useful links, will also be available on the portal," he said.

Clusters

In the first phase, textile cluster in Tirupur, pharma in Hyderabad and auto in Pune were identified for the initiative, while the second phase would cover leather cluster in Agra, auto in Chennai and textile in Ludhiana.

NMCC aims to extend the initiative to 5-10 clusters in the next 12 months and around 25 clusters under the project in the next four-five years. "There are a total of 380 clusters in the country and we would want to cover all of them in a phased manner over a period of time and the platform would be able to support 14 Indian languages to ensure deeper penetration of the project in the country," Mr Ravi Venkatesan, Chairman, Microsoft Corporation (India) Pvt Ltd, said.

With the manufacturing sector contributing around 65 per cent of the country's total exports and constituting 12-14 per cent to the GDP, Mr Krishnamurthy said the sector has tremendous potential to create jobs and lead to further growth in the economy.

"If the current growth rate of 12-14 per cent in the sector is maintained over the next 10 years, we would be able to corner 25 per cent share of the GDP, as against our target of 32-33 per cent," he added.

Posted: Wed, Jun 20 2007. 12:16 AM IST

Govt launches two portals to help SMEs, hopes for 50% rise in sales

The websites are first national manufacturing portals, launched as a public-private partnership between the National Manufacturing Competitiveness Council and Microsoft Corp

By Natasha Saini and Sangeeta Singh

The government has launched two portals to help small and medium enterprises (SMEs) access new markets.

The websites, www.nmcc-vikas.gov.in and www.nmcc-vikas.in, are India's first national manufacturing portals, launched as a public-private partnership between the National Manufacturing Competitiveness Council and Microsoft Corp.

The websites aim to enable easier and faster interaction between manufacturing companies and their suppliers, customers, financiers and the government. The council believes it is possible to increase sales of SMEs by up to 50% as an immediate outcome of the project.

The council says that even well-known and successful small-industry clusters such as the textile units in Tirupur, in Tamil Nadu, will benefit from the effort. Tirupur has nearly 2,000 exporters and 10,000 vendors. The council is targeting 25 industrial clusters over the next five years.

Council chairman V. Krishnamurthy said that over the last one year, Tirupur textile cluster was a showcase of the business benefits from e-readiness. Tirupur has set up a vendor management module, that allows its exporters to integrate with their suppliers.

The council says 400 modern SME clusters and some 2,000 clusters of rural or artisan-based enterprises account for 75% of workforce and 60% of manufactured exports in India. However, less than a 10th have access to formal credit.

"Enhancing global competitiveness in manufacturing is crucial for inclusive growth," said Krishnamurthy. "Information technology use is almost negligible" among them.

"We have learnt the importance of partnerships, including those in local clusters. It is imperative that manufacturing should draw out a winning strategy for a global

footprint. Technology can be a crucial enabler for bringing about this leap," said Ravi Venkatesan, chairman, Microsoft (India) Ltd.

According to Alok Shende, vice-president, information and communication technologies practice, Frost and Sullivan India, part of a global growth consulting firm, Project Vikas will have beneficial effects. "It is a good deal to reduce costs and bring transparency into the system. However, it does not lead to enough compelling drivers that will increase output by 50%."

feedback@livemint.com

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Deccan Herald » Business » Detailed Story

Microsoft, NMCC join hands

Plan portal for SMEs

New Delhi, DHNS:

With the objective of aiding the small and medium enterprises in the manufacturing sector, the National Manufacturing Competitiveness Council (NMCC) has joined hands with Microsoft to come up with a multi-function portal that will not only help the SME companies in their business development but also to become competitive in the global market.

The portal (www.nmcc-vikas.gov.in or www.nmcc-vikas.in) will enable the Indian SMEs to reach out to the global market. Since majority of them are still in the nascent stage of adopting the information and communication technology, the portal will help them develop the skills, finding out the resources and establish the links vital for business, said NMCC Chairman Dr V Krishnamurthy here on Tuesday.

The portal will act as a single point entry for the manufacturing sector units to interact with each other, their customers and suppliers, financial institutions, training institutions and government agencies. It will also provide access to learning content through e-learning modules.

Productivity

“Currently the manufacturing sector contributes only 17 per cent of the GDP. But if the sector has to attain 12-14 per cent annual growth, as envisaged in the upcoming national manufacturing policy, the productivity has to increase,” said Dr Krishnamurthy.

Observing that only 10 per cent of the SMEs in the manufacturing sector has access to the institutional finance, he said improving the financial condition of the SMEs was one of the six priority areas for the NMCC. The council was established in 2004 as an autonomous body to find out areas where the Indian units can become globally competitive.

NMCC launches portal for SME sector

BS Reporter / New Delhi June 19, 2007

With an aim to stimulate manufacturing competitiveness of small and medium enterprises across clusters in the country, a national manufacturing portal, the first of its kind in the country, was inaugurated by V Krishnamurthy, chairman, National Manufacturing Competitive Council (NMCC) today.

The portal www.nmcc-vikas.in is expected to enhance competitiveness of India's manufacturing sector through the use of information technology.

The portal has been created by NMCC with active support of Microsoft Corporation (India).

Machinist.com,

NMCC launches portal to help India's SMEs become globally competitive

Written by Arjun

Tuesday, 19 June 2007

New Delhi : A National Manufacturing Portal was launched at a function in New Delhi this morning, 19th June, 2007 by Dr. V. Krishnamurthy, Chairman, National Manufacturing Competitiveness Council (NMCC).

This new initiative is intended to enhance the competitiveness of India's manufacturing sector especially the small and medium enterprises (SMEs) through the use of information technology and enable them to compete more effectively in today's globalised environment. The portal is the first of its kind in the country

The Portal (www.nmcc-vikas.gov.in or www.nmcc-vikas.in) has been created by NMCC with active support from the Microsoft Corporation (India) Pvt Limited as a part of the " Project Vikas" which is aimed at making the Indian SME sector competitive and to help establish "Made in India" as a global brand.

Highlights of the National Manufacturing Portal include: Knowledge base on different manufacturing sectors/sub-sectors; Resources on Indian and international clusters; intellectual property rights (IPR) information to achieve niche competitiveness; Know the Micro Small and Medium Enterprises (MSMEs) through MSME Data Bank; Latest articles and publications in the area of competitiveness; Market information to improve market access; Credit and finance related areas for SMEs including various policies, schemes etc; Empowering SMEs through ICT – such as how to analyse ICT needs at firm and cluster levels-A to Z. IT and VAT handbooks on hardware and software, important forms for taxes etc; Database of different clusters, updated directory information and applications to find companies and clusters on India map; Central and state government Industrial Acts, policies, schemes, incentives etc for the manufacturing sector; and related useful links.

Highlighting the importance of the Portal, Dr. Krishnamurthy said "Through an ICT based intervention model, Project Vikas will empower India's SME sector and give it a competitive edge in the global market. NMCC is delighted to partner with Microsoft in this Public Private Partnership endeavour to improve the overall competitiveness of Indian manufacturing through skill enhancement. Project Vikas aims to develop knowledge networks through the creation of R & D linkages, capacity building with regional training institutes, sharing of best practices and enable linkage with the SME cluster eco-system. We at NMCC are convinced that with suitable inputs of information technology, the competitiveness of Indian SMEs will significantly improve".

Elaborating on Project Vikas and partnership with NMCC as a model of Public-Private Partnership, Mr. Ravi Venkatesan, Chairman/Microsoft Corporation (India) Pvt Ltd said: "In today's extremely

competitive global environment, it is imperative that the Indian manufacturing sector gears up and draws out a winning strategy for making a global footprint while achieving domestic successes. ICT can be a critical enabler for bringing about this leap into the next phase of growth. Driven by this sentiment, we have worked with the NMCC to deliver on our Project Vikas programme, which entails a holistic and scalable five year action plan to enhance the competitiveness of India's SME sector by leveraging ICT". Project Vikas fits in perfectly with the Microsoft Unlimited Potential – its global commitment to close the digital divide by creating new products and programmes that would help bring social and economic opportunity to an estimated 5 billion people across the globe who are currently not realising the benefits of technology, he added.

In his special address, Mr. V. Govindarajan, Member Secretary/NMCC, stated that the National Strategy for Manufacturing drawn by the NMCC has been accepted by the Government for implementation and that enabling SMEs to achieve competitiveness through ICT was one of the key elements of this strategy. He further indicated that the NMCC has been engaging with all the Ministries as well as with state governments concerned in firming up the programme of action and implementing the strategy. The industry associations are also involved in the implementation of their side of the programme. Specific issues requiring immediate action have been taken up through the institutional mechanism of the High Level Committee on Manufacturing set up under the Chairmanship of the Hon'ble Prime Minister through the Empowered Sub-Committee of the HLCCM for resolution of the policy issues etc.

Ministry of Commerce & Industry , INDIA

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The manufacturing sector, especially the SMEs, can be more competitive only through technological induction and use of ICT in the sector has been almost negligible, he said.

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In the first phase, textile cluster in Tirupur, pharma in Hyderabad and auto in Pune were identified for the initiative, while the second phase would cover leather cluster in Agra, auto in Chennai and textile in Ludhiana.

Aiming to extend the initiative to 5-10 clusters in the next 12 months, Krishnamurthy said 25 clusters would be covered under the project in the next four years.

India : NMCC creates unique Manufacturing Portal

June 20, 2007



A National Manufacturing Portal the first of its kind in the country was launched at a function in New Delhi this morning 19th June, 2007 by Dr. V. Krishnamurthy, Chairman, National Manufacturing Competitiveness Council (NMCC) as a major new initiative which will enhance the competitiveness of India's manufacturing sector especially the small and medium enterprises (SMEs) through the use of information technology and enable them to compete more effectively in globalised environment.

The Portal has been created by NMCC with active support from the Microsoft Corporation (India) Pvt Limited as a part of the " Project Vikas" which is aimed at making the Indian SME sector competitive and to help establish "Made in India" as a global brand.

Highlighting the importance of the Portal, Dr. Krishnamurthy said: "Through an ICT based intervention model, Project Vikas will empower India's SME sector and give it a competitive edge in the global market. NMCC is delighted to partner with Microsoft in this Public Private Partnership endeavour to improve the overall competitiveness of Indian manufacturing through skill enhancement."

"Project Vikas aims to develop knowledge networks through the creation of R & D linkages, capacity building with regional training institutes, sharing of best practices and enable linkage with the SME cluster eco-system. We at NMCC are convinced that with suitable inputs of information technology, the competitiveness of Indian SMEs will significantly improve".

Elaborating on Project Vikas and partnership with NMCC as a model of Public-Private Partnership, Mr. Ravi Venkatesan, Chairman/Microsoft Corporation (India) Pvt Ltd said: "In extremely competitive global environment, it is imperative that the Indian manufacturing sector gears up and draws out a winning strategy for making a global footprint while achieving domestic successes."

"ICT can be a critical enabler for bringing about this leap into the next phase of growth. Driven by this sentiment, we have worked with the NMCC to deliver on our Project Vikas programme, which entails a holistic and scalable five year action plan to enhance the competitiveness of India's SME sector by leveraging ICT".

Portal to enhance performance of SMEs launched

Economy Bureau

New Delhi, Jun 19 A National Manufacturing Portal—the first of its kind in the country—was launched here on Tuesday to enhance the competitiveness of the manufacturing sector especially the small and medium enterprises (SMEs) through the use of IT and enable them to compete more effectively in the international market.

The portal (www.nmcc-vikas.gov.in or www.nmcc-vikas.in) has been created by National Manufacturing Competitiveness Council (NMCC) with support from Microsoft, India as a part of the "Project Vikas".

V. Krishnamurthy, chairman, NMCC said, "Project Vikas aims to develop knowledge networks through the creation of R&D linkages, capacity building with regional training institutes, sharing of best practices and enable linkage with the SME cluster eco-system".

The portal includes knowledge base on different manufacturing sectors/sub-sectors; resources on Indian and international clusters; intellectual property rights (IPR), market information to improve market access; credit and finance related areas for SMEs including various policies, schemes etc.



Manufacturing growth must be sustained: NMCC chief

Statesman News Service

NEW DELHI, June 19: India must at least sustain the current growth rate in the manufacturing sector if its contribution to the country's GDP has to see an increase, Mr V Krishnamurthy, chairman, National Manufacturing Competitive Council (NMCC), today said. "While manufacturing sector contribute 30 per cent to GDP in most countries, in India this is only 17 per cent. In a country endowed with natural resources, the contribution should have been much more," Mr Krishnamurthy said inaugurating a national manufacturing portal. "It is this imbalance we are trying to correct, particularly at a time we are enhancing manufacturing growth from seven per cent to 13 per cent."

Stating that the large and medium manufacturers were doing well, the NMCC chairman said it was the small and micro enterprises, which contributed significantly to the sector as well as exports (35-40 per cent), that needed assistance. It was to this end that the national manufacturing portal was set up, he added. The portal www.nmcc-vikas.in, created by NMCC with active support of Microsoft Corporation (India), is expected to enhance competitiveness of India's manufacturing sector through the use of information technology.

Highlighting the importance of the portal, Mr Krishnamurthy said "Through an ICT based intervention model, Project Vikas will empower India's SME sector and give it a competitive edge in the global market. NMCC is delighted to partner with Microsoft in this public private partnership (PPP) to improve the overall competitiveness of Indian manufacturing through skill enhancement."

Microsoft aids govt portal in bid to woo SME market

Microsoft may be big, but its money often comes from the small. The world's largest independent software company has helped the National Manufacturing Competitiveness Council (NMCC) make small and medium enterprises (SMEs) in India - such as textile and leather exporters - better equipped to tackle global challenges by building an Internet portal. The portal in turn will help Microsoft sell back-end software and tools.

"A lot of the noise we make is aimed at the underserved segment," Microsoft India's chairman Ravi Venkatesan told *Hindustan Times* on Tuesday after NMCC's chairman V Krishnamurthy launched the portal (www.nmcc-vikas.gov.in).

Apart from providing content and trade facilitation services and building a business community platform, the portal would provide a foothold for Microsoft to sell software through partners who build data centres and end-user applications, and services that target largely unorganised firms in the SME sector.

Software applications linked to the portal can help exporters track shipments, calculate rates of return or link exporters with suppliers.

Project Vikas, as the NMCC initiative is called, would help textile exporters in Tirupur, pharmaceutical units in Ahmedabad and automotive component firms in Pune. Agra's leather exporters and Ludhiana's textile exporters are expected to be served soon. India is said to have some 380 SME clusters.

Underlying the initiative is Microsoft's global strategy called "software and service." While companies such as Salesforce.com rent out applications based on actual usage in what is called software as a service (SAAS), Microsoft helps its partners do the renting while promoting services that indirectly drive demand for its own platforms and tools.

"We are going to expand to 25 clusters over a five year period," Venkatesan said. "Each cluster will have a unique pain point, and we employ a consultative approach...It is about the business problem you have and what is the simplest and most cost-effective way to solve them."

In Tirupur for instance, there are 2,500 knitters who do piecemeal sub-contracting work for exports and many of them have never sat at a computer. By linking their mobile phones to receive instructions linked through the portal, Microsoft's partners help exporters cut short delivery time and save on costs.

Sanjay Gupta, a Tirupur exporter who has helped build the portal, said delivery time can be cut from the current 90 to 120 days for an order to be executed for products like T-shirts, which involve management of as many as 10 processes.

Applications built around Microsoft's core platforms perform on a smaller scale what in big companies is called enterprise resource planning (ERP). Software helps boost efficiency and cut costs by dashing off bulk messages and quickly matching production capacities with needs.

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Focus on small and medium units needed: official

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New Delhi, Delhi, India, 2007-06-19 18:45:01 (IndiaPRwire.com)

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'There is no doubt that the manufacturing sector is experiencing phenomenal growth, there is a certain degree of resurgence but in order to have an all-inclusive growth and to sustain it for a long-term it is imperative to focus on the development of millions of India's SMEs,' V. Krishnamurthy, chairman, National Manufacturing Competitiveness Council (NMCC), told reporters here.

'The manufacturing sector, which has recorded a growth of 12.3 percent in 2006-07, has the potential to contribute 35 percent in India's GDP (gross domestic product),' he said at the launch of a portal for India's SME sector in collaboration with Microsoft Corporation India.

Krishnamurthy added that the sector had the potential to create 8-10 million jobs annually.

'The manufacturing sector in India is poised for growth like never before, but only the big and medium firms have enjoyed the growth,' said Ravi Venkatesan, chairman, Microsoft India.

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- Indo Asian News Service

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From correspondents in Delhi, India, 19 Jun 2007 - (www.indiaenews.com)

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(Staff Writer, © IANS)

Indian Muslims

Indian Muslim

News and Information

Focus on small and medium units needed: official

Posted June 19th, 2007 by Tarique

By IANS

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Tuesday, June 19, 2007

Ministry of Commerce & Industry

NATIONAL MANUFACTURING PORTAL – V. KRISHNAMURTHY LAUNCHES MAJOR INITIATIVE TO MAKE INDIA’S SMES GLOBALLY COMPETITIVE THROUGH IT**14:31 IST**

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“Through an ICT based intervention model, Project Vikas will empower India’s SME sector and give it a competitive edge in the global market. NMCC is delighted to partner with Microsoft in this Public Private Partnership endeavour to improve the overall competitiveness of Indian manufacturing through skill enhancement. Project Vikas aims to develop knowledge networks through the creation of R & D linkages, capacity building with regional training institutes, sharing of best practices and enable linkage with the SME cluster eco-system. We at NMCC are convinced that with suitable inputs of information technology, the competitiveness of Indian SMEs will significantly improve”.

Elaborating on Project Vikas and partnership with NMCC as a model of Public-Private Partnership, Mr. Ravi Venkatesan, Chairman/Microsoft Corporation (India) Pvt Ltd said: “In today’s extremely competitive global environment, it is imperative that the Indian manufacturing sector gears up and draws out a winning strategy for

making a global footprint while achieving domestic successes. ICT can be a critical enabler for bringing about this leap into the next phase of growth. Driven by this sentiment, we have worked with the NMCC to deliver on our Project Vikas programme, which entails a holistic and scalable five year action plan to enhance the competitiveness of India's SME sector by leveraging ICT". Project Vikas fits in perfectly with the Microsoft Unlimited Potential – its global commitment to close the digital divide by creating new products and programmes that would help bring social and economic opportunity to an estimated 5 billion people across the globe who are currently not realising the benefits of technology, he added.

Highlights of the National Manufacturing Portal include: *Knowledge base on different manufacturing sectors/sub-sectors; Resources on Indian and international clusters; intellectual property rights (IPR) information to achieve niche competitiveness; Know the Micro Small and Medium Enterprises (MSMEs) through MSME Data Bank; Latest articles and publications in the area of competitiveness; Market information to improve market access; Credit and finance related areas for SMEs including various policies, schemes etc; Empowering SMEs through ICT – such as how to analyse ICT needs at firm and cluster levels-A to Z. IT and VAT handbooks on hardware and software, important forms for taxes etc; Database of different clusters, updated directory information and applications to find companies and clusters on India map; Central and state government Industrial Acts, policies, schemes, incentives etc for the manufacturing sector; and related useful links.*

In his special address, Mr. V. Govindarajan, Member Secretary/NMCC, stated that the National Strategy for Manufacturing drawn by the NMCC has been accepted by the Government for implementation and that enabling SMEs to achieve competitiveness through ICT was one of the key elements of this strategy. He further indicated that the NMCC has been engaging with all the Ministries as well as with state governments concerned in firming up the programme of action and implementing the strategy. The industry associations are also involved in the implementation of their side of the programme. Specific issues requiring immediate action have been taken up through the institutional mechanism of the High Level Committee on Manufacturing set up under the Chairmanship of the Hon'ble Prime Minister through the Empowered Sub-Committee of the HLCM for resolution of the policy issues etc.

SB/NR/MRS