

V (D). PROMOTION AND SUPPORT TO CONSULTANCY SERVICES

1. OBJECTIVES

The objectives of the Scheme include:

- * To promote and strengthen consultancy capabilities for both domestic and export markets.
- * Support to Consultancy Development Centre (CDC) and other promotional organisations related to consultancy.
- * Human Resource Development including fellowships to bright and promising engineers as apprentices with eminent consultancy organisations, arrange training etc.
- * Support R&D efforts of consultancy organisations and commercialisation of indigenous technologies.
- * Organise Seminars, Workshops, etc. and document consultancy capabilities.
- * Create awareness among users of consultancy.

2. ACTIVITIES

Some of the programmes/activities carried out during the year till December, 1998, are briefly indicated below:

(a) Documentation of Consultancy Capabilities and Experience

36 reports on consultancy capabilities in specific industrial sectors as well as at state level have been printed so far under the scheme. These reports have been widely disseminated.

In addition to above, the following studies were at various stages of implementation/consideration.

(i) Study on Status of consultancy services in India

Precise information is not readily available on the overall consultancy capability scenario in the country. To fill this gap, this study was taken up with the objective to compile information/data about the credentials and achievements of consultants including their profiles, through Consultancy Development Centre (CDC), New Delhi. The study is in progress. CDC has submitted draft report of the study prepared with the involvement of Tata Consultancy Services and Consulting Engineers Association of India (CEAI), which is being further examined. The study is likely to be completed by March, 1999.

(ii) Study on policies and incentives available to consultants in other countries.

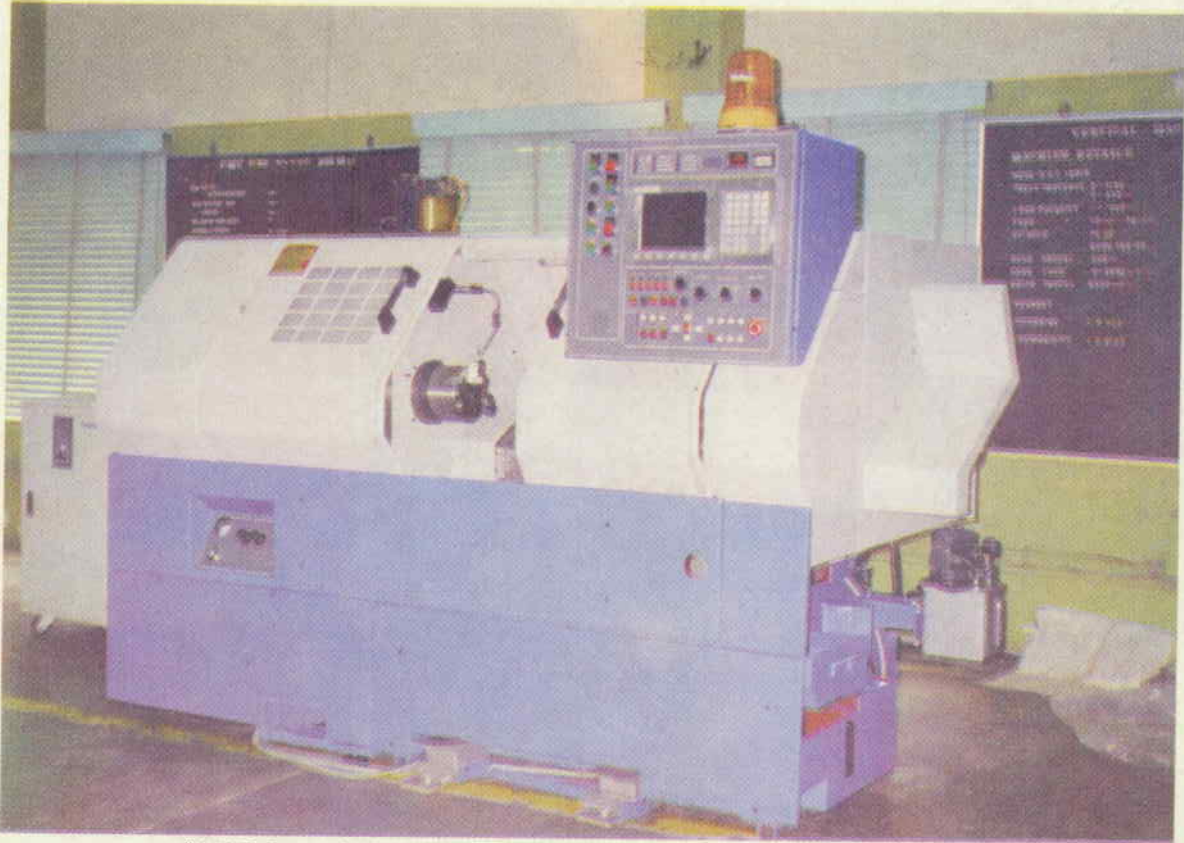
With a view to have insights of various policies and incentives available to consultants in other countries for the promotion and development of consultancy profession, a study was commissioned to Consulting Engineers Association of India (CEAI). CEAI has submitted final draft report, which contains information of 47 developed and developing countries on various aspects related to policies and incentives available to consultants in these countries. The report is being examined and finalised.

(iii) Study on role of Consultants in R&D and Innovation

With a view to enhance the interactions of R&D laboratories in CSIR system with consultants and widely disseminate their technological consultancy capabilities to industry, a study is under active consideration for NISTADS. The study is expected to explore nature and extent of involvement of external consultants in R&D and Innovation activities of CSIR labs. It will examine potential of R&D through consultancy for consultancy development in R&D organisations. The study in nutshell will cover-specific technical areas, nature of services provided, Intellectual property generated, period of consultancy, Amount involved, Nature of clients, Export of R&D services, R&D collaborations and future prospects, etc. Information on issues related to the involvement of consultants in R&D and Innovations will be collected through a structured questionnaire as well as from field visits. The data will be analysed and report prepared.

(b) Promotion of Design Engineering Service Centres and Consultancy Clinics

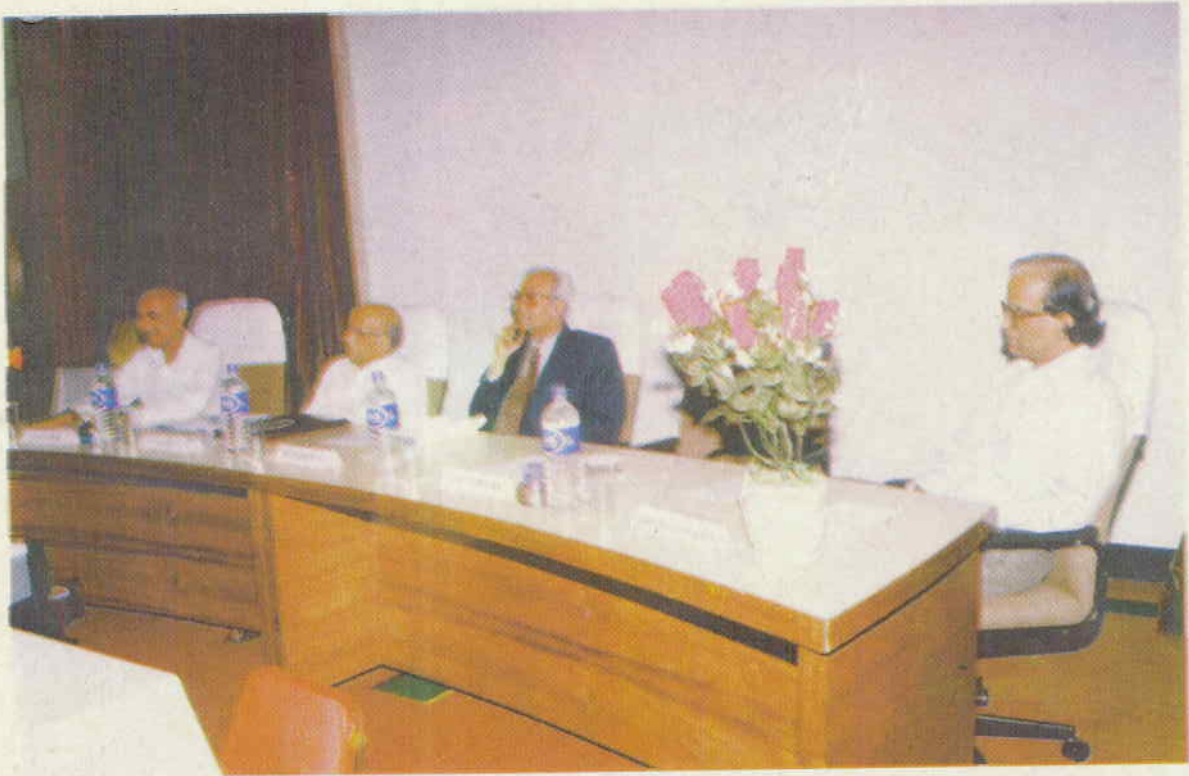
Though India has developed considerable consultancy capabilities in several areas, consultants need to develop design and engineering capabilities in specific industrial sectors towards meeting the challenges of globalization, and thus become more competitive. These centres would also be useful in commercialising and marketing of indigenous technologies. Also, consultants and consultancy services need to be utilised optimally not only by big and medium industries, but by the small-scale industries as well. Keeping these objectives in view DSIR has evolved programmes for



IV.1 PC Based CNC System under development at ACE Designers Ltd., Bangalore.



IV.2 Conceptual Drawing of Low Cost Gas Turbine under development at Turbotech Precision Engineering Pvt. Ltd., Bangalore



V.A.1 'Distinguished Technologists Lecture Series' of DSIR at Chennai



V.A.2 Minister of Industries, Govt. of Orissa inaugurating a Technology Management Programme at Bhubaneswar on Nov. 10, 1998.

promotion of Design and Engineering facilities in specific sectors, such as food processing, textile etc. and Consultancy Clinics to support SMEs particularly those located in clusters. The following centres/clinics are supported/under consideration.

(i) UPCIO-CFTRI Service Centre for Food Processing Industry at Kanpur

Keeping in view the large concentration of food grain production and food processing industries particularly the SMEs in the state of Uttar Pradesh, this centre is set up by U.P. Industrial Consultants Ltd., (UPICO), a technical and commercial consultancy organisation of U.P. State and Financial organisation, and CFTRI jointly to help the food processing industries in the North-Western region of the country. The centre is functional from an independent office at Kanpur and has submitted report for its first phase, which is being further, examined.

(ii) Consultancy Clinic for Textile Industry at Bhilwara

With a view to provide doorstep professional services for textile industry in particular and other industries in general, this consultancy clinic is set up by Rajasthan Consultancy Organisation Ltd. (RAJCON) at Bhilwara. The clinic has started operations, and clients have started availing the services of the clinic.

A similar proposal from Madhya Pradesh Consultancy Organisation Ltd. (MPCON) is under active consideration for consultancy clinic at Raipur in Madhya Pradesh.

(c) Institutional Programme Support

DSIR has been supporting the capital and recurring needs of Consultancy Development Centre (CDC) establish to promote consultancy and implement programmes towards strengthening our consultancy capabilities.

3. REPORTS/PUBLICATIONS/PAPERS

A number of technical papers/reports relating to technology & consultancy, including the following were prepared and presented in various technical fora.

- (i) Publication on "Consultancy Services in India, A critical study", in association with CDC, Allied Publishers Ltd., 1999.
- (ii) A paper on "Role of consultants in commercialisation of technologies" was prepared and presented in the Interaction Meet on "Commercialisation of Technologies" organised by CDC/TDB at New Delhi.
- (iii) A paper on "R&D in industry and technology exports" was prepared and presented at NISTADS training programme for IAS officers at New Delhi.

(iv) A paper on "Role of Consultants in Technology Management" was prepared and presented in An International Workshop on "Technology Management" organised by APCTT.

(v) A Publication on "Globalisation and Consultancy", Allied Publishers Ltd., New Delhi, 1998.

(vi) Valuation of Intangibles in Project Management, Second National Congress on Consultancy, New Delhi, 15th January, 1999. Also, a publication through Allied Publishers Ltd., New Delhi; was brought out by CDC, with the help of DSIR.

4. ADVISORY SERVICES

Advisory services were made available to various Departments and Organisations in relation to their various programmes and activities. Following are examples of participation.

4.1 Committees

(i) Governing Council, Executive Committee, Membership Committee, Accreditation of Consultants, Committee, Awards Committee for Excellence in consultancy, Task Force for Bylaws and CDPA committees of CDC.

(ii) Consultancy Committee of FIEO

(iii) Programme Committee of WASME

(iv) Boards of Directors of U.P. Industrial Consultants Ltd., Kanpur and Rajasthan Consultancy Organisation Ltd., Jaipur.

(v) Board of Governors of NICMAR, Bombay

(vi) Member of Advisory Board of Centre for International Management, New Delhi, from May 1998.

4.2 Seminars/Workshops/Meetings

(i) Organising Committee of Seminar on "Consultancy in commercial applications of Radioisotopes Technology in process industries" organised by BARC and CDC at New Delhi.

(ii) Technical and organising committees meetings for Second National Consultancy Congress organised by CDC at New Delhi in January 1999.

(iii) Advisory Committee Meeting of TOKTEN, UNISTAR and TCDC Workshop on Management of Innovations from Concept to Commissioning.

- (iv) International meet on "Consultancy for Commercialisation of Technologies" held at New Delhi
- (v) WASME seminar on "India - China Technological and Economic Cooperation" held at New Delhi.
- (vi) Various Committees of IIFT, New Delhi.
- (vii) Seminar on CE - Marketing for Europe and Certification requirement for exports organised by ITPO at New Delhi.
- (viii) Seminar on "Development of Domestic consulting services" organised by CDC and ADB at New Delhi.
- (ix) Seminar on "emerging issues in World Trade Organisation" organised by IIFT at New Delhi.
- (x) International Congress on "Environmental Technologies" organised by India Chapter of ICTP, Italy at Birla Science Centre, Hyderabad.

5. CONSULTANCY DEVELOPMENT CENTRE (CDC)

5.1 Background

CDC came into being as a registered society in January 1986, and is functioning from its office at India Habitat Centre Complex since May 1994. The centre is managed and guided by a governing Body consisting of representatives of consultancy organisations, R&D institutions, Government Departments, academic institutions, public sector units etc. CDC had a membership of 193 as on 31-3-1998, representing various types of consultancy organisations and individuals connected with the consultancy. The CDC has concentrated mainly on development of human resources, providing computerised data/information services, and strengthening of technological and managerial consultancy capabilities through a scheme known as "Consultancy Development, Promotion and Assistance (CDPA)" Scheme. CDC is providing consultancy/training in ISO-9000 and 14000 Quality Management Systems, and has been awarded certificate for ISO-9002 by a Norwegian Company.

5.2 DSIR Support

An amount of Rs.42 Lakhs was provided as grant during 1997-98, and a release of Rs.42 Lakhs is made till 15-1-99 during 1998-99. The capital assets at CDC include computer systems with peripherals and accessories as well as some software. This facility is used for collection, analysis and dissemination of data, for training of engineering graduates and for small consultants. It is estimated that these investments have resulted in useful activities for nurturing consultants and users of consultancy for better returns on investments and enhanced earnings of foreign exchange directly and indirectly, besides several other qualitative

advantages bringing long term benefits to the country. The centre is equipped with Library facilities for consultants.

5.3 Technical Consultancy Development Programme for Asia and Pacific (TCDPAP)

In order to enhance technological and managerial capabilities as well as the export capabilities of consultants, interactions with international organisations - such as World Bank, Asian Development Bank, African Development Bank, International Trade Centre (ITC), UNIDO, ESCAP, APCTT, have been developed and programmes have been arranged for consultants at national and international levels which have proved to be useful to promote consultancy business. CDC has been identified to be a nodal agency for Technical Consultancy Development Programme for Asia and the Pacific (TCDPAP) by ESCAP. CDC was again nominated to function as secretariat for TCDPAP upto 2000 AD during its Second Meeting of Advisory/Promotional Committee. The first General Council meeting of TCDPAP held in October 1997 in Dhaka recommended that TCDPAP should be developed as an independent UN identity.

5.4 Activities

Some of the salient features of the activities carried out by CDC during 1998 are as under:

5.4.1 ISO Certification for CDC

The ISO-9002 certificate awarded to CDC during 1997 by M/s Det Norske Veritas (DNV) for development and promotion of consultancy profession was recommended for renewal for a period of one year after surveillance audit by DNV.

5.4.2 MOU for ISO-14000 Certification

CDC entered into a Memorandum of Understanding with Anglo American Environment Quality and Safety Certification services Ltd. (AAEQS) for Conducting Advanced Lead Auditors Course and Internal Auditors Course in ISO-14000 for CDC becoming a Certifying Agency in the area. Also, another MOU was signed between CDA and NQA Quality System Ltd. (NQAQSR) for ISO-9000 Consultancy.

5.4.3 Training

- * During the year, CDC organised 8 short term specially structured training programmes on ISO-9000 Quality Management Systems and ISO-14000 Environmental Management System for consultants, construction and health care service R&D etc. to train various organisations in design, development and implementation of ISO-9000 and ISO14000 systems.
- * The 4th batch of MS Consultancy Management Programme in collaboration with BITS, Pilani commenced in August, 1998 with 17 students.

5.4.4 Consultancy in ISO-9000 QMS

During the year, CDC continued to provide consultancy in ISO-9000 Quality Management System to 8 organisations such as Gammon India Ltd., Central Road Research Institute, Intercontinental consultants and Technocrats Pvt. Ltd., Uttar Pradesh Industrial Consultants Ltd., National Institute of Training for Highway Engineers, National Building Construction Corporation Ltd., U.P. State Bridge Corporation Ltd. (from January 1999), International Print-O-Pac Ltd. (from January 1999) for getting them ISO-9000 Certification and bring improvements in their functional areas, totaling to a professional fee of Rs.26.82 Lakhs so far, out of which Rs. 5.3 Lakhs are received by CDC by December 1998.

5.4.5 Study Assignments

The centre completed a report on Consultancy Services in India, A critical study. Another study on status of consultancy services in India, on behalf of DSIR, was in progress.

5.4.6 Database and Information Services

The database of Consultants and Consultancy Organisations was augmented during the year. About 1400 profiles of Consultants/Consultancy Organisations were added.

5.4.7 Developmental Services

Contact/Interaction Programmes

- * During the year, CDC organised 8 contact/interaction programmes on various issues and themes related to consultancy profession such as Energy from waste as an Industry in India, Bio-mass Power Project in Gasifying, Consultancy Opportunities in Commercialising Technology, Development of Domestic Consulting Services, Consultancy in Commercial Applications of Radioisotope Technology in Process Industry, Intellectual Property Rights and its implications for industry, R&D and Consultants, Information Technology for Consultants, Business Opportunities in Agricultural Consultancy.
- * During the year, CDC had close interactions with the Technical Consultancy Organisations (TCOs) and organised interaction meets in collaboration with them. They were also associated for augmentation of database pertaining to regional consultants.
- * The centre continued with the scheme for R&D experts as Associates, to utilise their expertise in various developmental activities useful to consultants.
- * The centre initiated a scheme for business developments for consultants through a fortnightly

bulletin on business opportunities, which gives information on project opportunities likely to emerge in India and in global markets for consultants and professionals.

5.4.8 International Cooperation

- * The First Executive Committee meeting of TCDPAP was held in June, 1998 in Nepal, which was followed by a three days international workshop on Consultancy in next millennium. Delegates from 8 member countries participated in both the events. 200 delegates including 26 foreign participants attended the workshop. A total of 24 papers were presented during the workshop.
- * The proceedings of the First General Council of the TCDPAP and the workshop on consultancy in infrastructure development held in Dhaka in October 1997 were brought out.
- * The Government of India (Department of Science and Technology) had proposed that CDC could serve as the focal point for promoting Intra - Regional Consultancy contracts and utilization of local consultancy resources, among Science and Technology Policy Asian Network (STEPAN) Member Countries. This proposal was made in the STEPAN workshop on Development of Science & Technology Management held at Seoul, Republic of Korea, September 24-26, 1997.

5.4.9 Publications/Brochures of CDC

Brochure on Consultancy Business Development

The brochure gives details of the facilities available at CDC for Business Development of consultancy services. It has been widely disseminated.

Brochure on MS Post Graduate Consultancy Management Training Programme

The brochure gives objectives, scope, implementation modalities and guidelines for the programme. The same has been widely disseminated to Consultants, academia and others.

Brochures on "Technical Consultancy Development Programme for Asia and Pacific (TCDPAP)"

The brochure gives information about the initiation and establishment of TCDPAP. It further highlights how consultants can avail facilities under this programme.

CDC Newsletter - Consultancy Vision

4 issues of this Newsletter were brought out.

TCDPAP Focus - 2 issues were brought out

National Directory of Consultants

This Directory contains profiles of 150 member consultants of CDC and a listing of another 800 consultants/consultancy organisation.

Second National Consultancy Congress

The above Congress was held on 15-16 January, 1999 at New Delhi, with its theme as "Financing and Management of Projects". The Congress was attended by over 200 Indian and foreign consultants, exporters, policy makers, industry

representatives, R&D personnel, and others relevant to consultancy. Five National Awards including three merit certificates for excellence in consultancy were given away in this Congress.

5.5 Revenue

CDC has made serious efforts to generate revenues on its own towards becoming self supporting in the long run. CDC has earned record revenue of about Rs.58 lakhs during the year 1997-98 from services rendered to various agencies, membership fee, sale of directories etc.