

## II E. CONSULTANCY PROMOTION PROGRAMME

### 1. OBJECTIVES

The objectives of the Scheme include:

- ☞ Promotion and strengthening of consultancy capabilities for both domestic and export markets.
- ☞ Support Consultancy Development Centre (CDC) and other consultancy promotion agencies/ organizations
- ☞ Human Resource Development including fellowships to bright and promising engineers as apprentices with eminent consultancy organizations, arrange training etc.
- ☞ Support R&D efforts of consultancy organizations and commercialization of indigenous technologies.
- ☞ Organize Seminars, Workshops and document consultancy capabilities.
- ☞ Create awareness among users of consultancy.
- ☞ Promote sector specific design, engineering and consultancy services as well as consultancy clinics for SMEs.

### 2. ACTIVITIES

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

#### 2.1 Documentation of Consultancy Capabilities and Experiences

About 38 reports on consultancy capabilities in specific industrial sectors as well as at state level have been printed so far under the scheme

including two specific reports on Status of Consultancy Services in India and Policies and Incentives available to Consultants in other countries. These reports have been widely disseminated. In addition to the above, the following studies were at various stages of implementation.

#### *Study on role of Consultants in R&D and Innovation “Leveraging Knowledge – Consultancy Capabilities and Needs of CSIR”*

This study was commissioned at NISTADS with a view to enhancing the interactions of R&D laboratories in CSIR system with consultants and widely disseminate their technological and consultancy capabilities to industry and to explore nature and extent of involvement of external consultants in R&D and Innovation activities of CSIR labs. The study is completed and the final report titled “Leveraging Knowledge – Consultancy Capabilities and Needs of CSIR” is published. The study examines potential of R&D through consultancy for consultancy development in R&D organizations, and in a nutshell covers – 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. Information on issues related to the involvement of consultants in R&D and Innovations have been collected through a structured questionnaire as well as from field visits. One of the findings of the study is that CSIR labs have developed considerable consultancy capabilities in areas of their core competencies and are able to provide consultancy services in these areas. The report is likely to be disseminated in Indian embassies

abroad and foreign missions in India.

***Study on Consultancy Needs for improving performance/ upgradation of Textile Industry in UP***

With a view to have an insight of consultancy capabilities available in the state of Uttar Pradesh for Textile Industry and to study consultancy needs for improving performance and upgradation of this sector, this study was assigned to UP Industrial Consultants (UPICO), Kanpur. The study is completed and final report is submitted to DSIR and is being examined for further necessary action. The study has suggested a total package in terms of consultancy needs for revival and improving performance of Textile Industry so that it can face the challenges of global competition.

***Study on Consultancy Capabilities for Small Hydro Power Development in India***

With a view to have an assessment of Consultancy Services in terms of capacity and opportunities for Small Hydro Power Development in the country, the study was commissioned at IIT, Roorkee. The study is expected to give an overview of the status of Consultancy Services in Small Hydropower Plants, and study the Needs and Opportunities in Importing and Exporting Consultancy Services, identifying gaps in consultancy etc. The first draft report of the study is submitted to DSIR and has been examined by Project Review Committee

***A National Workshop on Consultancy Capabilities in Textile Industry*** was organized through UPICO at Kanpur to project consultancy capabilities and the needs of Textile sector in India. In this workshop the study report on Consultancy Needs for Improving Performance/ Upgradation of Textile Mills in UP was discussed for its finalization. The workshop was well attended by representatives

from industry, consultants, financial institutions and Govt. Departments.

Some industrial sectors were being identified for conducting consultancy capability studies and also overseas countries were being identified for conducting studies to assess consultancy export potential for Indian consultancy services in these countries.

**2.2 Promotion of Design Engineering and Consultancy Service Centres and Consultancy Clinics**

Though India has developed considerable consultancy capabilities in several areas, consultants need to develop design, engineering and consultancy capabilities in specific industrial sectors, particularly in the context of globalization, and thus become more competitive. These capabilities would also be useful in commercializing and marketing of indigenous technologies. Also, consultants and consultancy services need to be utilized 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 the promotion of Design and Engineering facilities in specific sectors, such as food processing, textiles etc. and Consultancy Clinics to support SMEs particularly those located in clusters. The following centres/clinics have been supported/under consideration:

***Food Processing Technologies and Service Centre (FPTSC) 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 being set up by U.P. Industrial Consultants Ltd., (UPICO), a technical and commercial consultancy organization of U.P. State and Financial organizations, in technical collaboration with CFTRI to help the food processing industries in

the North-Western region of the country. The centre is functional at Kanpur and is rendering services to the existing entrepreneurs or the new ones desiring to set up food related industries, on payment basis. Some revenues have also been generated by UPICO through the services of the Centre. UPICO-CFTRI have carried out in-depth survey related to potential and availability of raw material for Food Processing Industry in the state of Uttar Pradesh. This report is printed and is widely disseminated. The pre-operative phase of the project is completed and support for post-operative phase for 3 years had been approved and funds for first 2 years w.e.f. April 2001 have been released. For the use of clients, the pilot plant facilities are being created at CFTRI, Lucknow and Laboratory Testing Facilities at FPTSC, Kanpur.

#### ***Consultancy Clinic for Textile Industry at Bhilwara***

With a view to providing doorstep professional services for textile industry in particular and other industries in general, this consultancy clinic was set up by Rajasthan Consultancy Organization Ltd. (RAJCON) at Bhilwara. The clinic started operations and clients had started availing the services of the clinic. However, the progress slowed down due to management problems at RAJCON. DSIR reviewed the project and it was decided to give more time to RAJCON to achieve the clinic. Because of their internal administrative and financial aspects it could not achieve the targets and therefore the clinic is closed.

#### ***Consultancy Clinic for Lime Kiln Industry at Katni***

With a view to providing doorstep professional services for lime kiln industry in particular and other industries in general, this consultancy clinic is set up by Madhya Pradesh Consultancy Organisation Ltd. (MPCON) at Katni. The clinic has started operations. Awareness

campaigns have been started for clients, and clients are availing services of the clinic. The clinic has also started revenue generation by way of its services. The project is completed as per the terms of reference. MPCON is continuing the operation of the clinic.

#### ***Other Proposals***

A few areas and SME clusters were being identified for setting up of Design Engineering and Consultancy Service Centres as well as Consultancy Clinics.

### **2.3 Institutional Programme Support**

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

### **3. REPORTS/PUBLICATIONS/PAPERS**

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

Country paper on “Infrastructure Development and Globalization – Role of Consultants, Indian Scenario” for TCDPAP International Workshop on “Infrastructure Development and Globalization – Role of Consultants for Developing Countries” held in Bali, Indonesia in September, 2003.

- ☞ Draft Report on “Consultancy Capabilities for the Small Hydro Power Development in India”.
- ☞ Final draft report on “Consultancy Needs for Improving Performance/ Upgradation of Textile Industry in UP”.

### **4. ADVISORY SERVICES**

Advisory services were made available to various consultancy related organizations and

Departments in relation to their programmes and activities.

#### 4.1 Committees

- ☞ Governing Council, Executive Committee, Membership Committee, Awards Committee for Excellence in Consultancy, Review and Technical Committees of 6<sup>th</sup> & 7<sup>th</sup> National Consultancy Congress of CDC and CDPA committees of CDC.
- ☞ Ministry of Commerce Committee on WTO negotiations Trade in Services.
- ☞ Governing Council of CEAI.
- ☞ Executive Committee of ESCAP supported Technical Consultancy Development Programme for Asia and Pacific (TCDPAP).

#### 4.2 Seminars/Workshops/Meetings

- ☞ Technical and organizing committees for Sixth and Seventh National Consultancy Congresses to be organized by CDC at New Delhi in January 2003 & 2004.
- ☞ National workshop on Consultancy Capabilities in Textile Industry in India organized by UPICO, at Kanpur in June 2003.
- ☞ EDP Programmes on Fruits & Vegetable organized by Food Processing Technologies and Service Centre (FPTSC), Kanpur, at Agra, Bareilly, Banaras and Bhadoi.
- ☞ TCDPAP International Workshop on “Infrastructure Development and Globalization – Role of Consultants in Developing Countries” held in Bali, Indonesia, in September 2003.

## 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, the Chairman of which is Secretary, DSIR or his nominee. The Governing Body consists of representatives of consultancy organisations, R&D institutions, Government Departments, academic institutions, public sector units etc. CDC had a membership of 407 as on 31-3-2003, representing various types of consultancy organisations and individuals connected with the consultancy. The CDC has concentrated mainly on development of human resources, providing computerized 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.

### 5.2 DSIR Support

In accordance with the recommendations of the Fifth Report of Expenditure Reforms Commission dated 7<sup>th</sup> March, 2001, pending the approval of Cabinet for CDC as an Autonomous Body of DSIR, an amount of Rs.45 Lakhseach was provided as grants-in-aid to CDC during 2002-03 and 2003 - 04 to meet its essential expenses. However, till the Cabinet approval is sought, DSIR is considering to allow CDC to utilize its reserve funds/short term fixed deposits in the current account amounting to about Rs. 88 lakhs for essential commitments. 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.

A committee was constituted by DSIR to review MOA and formulate Bye-laws, Service Rules etc. of CDC, under the chairmanship of Shri S.B. Krishnan, the then Secretary, TDB. The committee had submitted its report to DSIR which was under its consideration. Against this report, CDC has submitted in November 2002 its revised MOA, Rules and Regulations, Bye-laws etc. to DSIR for approval, which are under examination. The process of getting approval of Cabinet for CDC as an Autonomous Body of DSIR is on.

### **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 organizations – 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 nominated to function as secretariat for TCDPAP upto 2004 AD by Advisory/Promotional Committee. The Fourth Executive Committee meeting was held in September 2003 in Bali, Indonesia, wherein it was decided to review the MOA of TCDPAP and work for its institutionalization in the form of an independent entity.

### **5.4 Activities of CDC**

Some of the salient features of the activities carried out by CDC during 2002-03 are as under:

#### ***Training/Skill Upgradation Programme***

- ☞ During the year, CDC organized 3 short term specially structured training programmes on ISO-90001:2000 Quality Management Systems for professionals from Military Engineering Services and others.
- ☞ One programme on Marketing of Technologies was organized for professionals of various organizations and consultants.
- ☞ The 6<sup>th</sup> batch of MS Programme which commenced in August 2002 was continued with 35 students, in collaboration with BITS, Pilani.

#### ***Consultancy and Facilitation in ISO-9000 QMS***

During the year, CDC carried out ISO-9000 Facilitation Project of UP State Bridge Corporation (UPSBC) and Project of All India Management Association (AIMA) was in progress.

#### ***Study/Assignments***

- ☞ A study commissioned by DSIR on Disputes in Technology Transfer Agreements – Case Studies was completed and the final report

of the study was submitted to DSIR.

- ☞ The Centre also obtained the following study assignments during 2002-03. These studies are to be carried out during 2003-04: Technology Management Practices in Companies relating to Technology Transfer (DSIR).
- ☞ Technology Assessment for improving the Quality of Wool for Carpet Manufacture (Development Commissioner, Handicrafts).
- ☞ Traditional Knowledge in the Production of Wooden Handicrafts in the Southern States (Development Commissioner, Handicrafts).
- ☞ Technology Assessment on Wooden Handicrafts in 4 southern States (Development Commissioner, Handicrafts).

#### ***Database and Information Services***

The database of Consultants and Consultancy Organisations was further augmented during the year, and their profiles were updated on a regular basis. The CDC website <http://www.cdc.org.in> was redesigned for giving details about CDC and its various activities.

#### ***Developmental Services***

- ☞ **Contact/Interaction Programmes:** Six interaction meets each on Consortia approach in Bidding for Projects, Role of Industry and Academia in Technology Development, Emerging Technology Development, Emerging Technologies Systems & Resources for the Construction Industry, Pollution Control in Urban Areas – Emerging Technologies, Emerging Application in Bio-technology and Urban Waste Management – Options for Future were organized
- ☞ During the year, CDC had close interactions with the Technical Consultancy

Organisations (TCOs).

- ☞ The centre continued with the scheme for R&D experts as Associates, to utilize their expertise in various developmental activities useful to consultants.
- ☞ The centre continued the scheme for business developments for consultants through a fortnightly bulletin on Consultancy Business Opportunities – A fast Announcement Service, which gives information on project opportunities likely to emerge in India and in global markets for consultants and professionals.
- ☞ The Centre continued to provide referral services to clients on nominal cost.

#### ***National Consultancy Congress***

The Sixth National Consultancy Congress was held on 15-16 January, 2003 at New Delhi, with its theme as “Global Partnering and Consultancy”. The Congress was attended by about 350 Indian and foreign consultants, exporters, policy makers, industry representatives, R&D personnel, and others relevant to consultancy. National Awards for excellence in consultancy were given away to two consultants, and certificate of merits to three consultants. Preparations were made for 7<sup>th</sup> Congress scheduled to be held on 15-16 January, 2004 at New Delhi with its theme “Competitive Capability Through emerging Technologies – Role of Consultants”.

#### ***Scheme for Skill Upgradation of Consultants***

Two consultants were provided financial assistance for attending International Workshop in Overseas countries and one consultant was supported for attending professional course in India under the skill upgradation scheme.

#### ***International Cooperation***

The Fourth meeting of TCDPAP Executive

Committee was held in September 2003 in Bali, Indonesia followed by an International Workshop on “Infrastructure Development and Globalization – Role of Consultants in Developing Countries. DSIR was represented as a Focal Point from India.

***Publications/Brochures of CDC***

- ☞ Two issues of Newsletter “TCDPAP Focus”
- ☞ Three issues of Quarterly Newsletter “Consultancy Vision”

☞ 24 issues of Consultancy Business Opportunities – A Fast Announcement Service.

☞ Directory of Consultancy Services - 2002

**5.5 REVENUE**

CDC has earned a revenue of about Rs.105.14 lakhs during the year 2002-03 as against Rs. 74.32 lakhs during 2001-02 from assignments, services rendered to various agencies, membership, etc.