



About HyderabadBDS.com

As part of the project 'Implementing Business Development Services in the Hyderabad Pharmaceutical Cluster' a web portal www.hyderabadbds.com has been launched to provide a Common Platform for Service Providers and Enterprises in Hyderabad Pharma Cluster. The Hyderabad Pharma manufacturers, BDS providers, consultants and suppliers can register to avail services of the web portal. The sections Events in Pharma Sector and Upcoming Events will provide latest information on the activities and events.

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UPCOMING EVENTS PLANNED FOR NEXT QUARTER (JAN-MARCH-2010)

- Organizing balance 15 energy saving audits
- Organizing bankers meet with BDS providers and stake holders to take a decision on proposals for fund approval
- Commencement of cGMP pilot projects
- Commencement of pilot projects for energy
- Organizing Skill Upgradation programme on maintenance of process equipment (4) & quality control and quality assurance(4)
- Organizing Skill Upgradation programme on maintenance personnel for 3 days at 4 locations
- Organizing one day Awareness programme with safety Management consultants at 4 locations of the cluster
- Organizing one day awareness programme with LEAN consultants at 4 locations of the clusters
- Awareness programme on formation of SPVs for CFC and formation of consortia for raw materials procurement etc.
- Sensitization & Interface with BDS Providers (ICT, Safety, Water Management, Lean Management etc.)
- BDS clinic (monthly)
- Identification of candidates and a BDS provider to train 20 candidates in cGMP Compliance for duration of one month and also provide field exposure in cGMP implementation
- Sensitisation programme on Various Govt. Schemes & Programmes
- Organizing one day Awareness programme with ICT consultant at two different locations of the cluster

For more details visit www.hyderabadbds.com

About APITCO

APITCO, incorporated in 1976, is a premier Technical Consultancy Organisation (TCO) promoted jointly by all-India financial institutions (IDBI, IFCL, ICICI), industry development corporations in Andhra Pradesh (APIDC, APSFC) and Commercial Banks (Andhra Bank, Indian Bank, State Bank of India, Syndicate Bank).

APITCO has been actively engaged in the development of fruit processing, foundry, readymade garments, handloom cotton durries and mango jelly clusters in Andhra Pradesh. Currently, APITCO is implementing nine SME cluster development projects in Andhra Pradesh for Mango Jelly Processing; Food Processing; Turmeric Processing; Readymade Garments Manufacturing; Burnt Lime Manufacturing; Graphite Crucible Manufacturing; Imitation Jewellery.

APITCO has been chosen by SIDBI-PMD Division as the Facilitator Agency for the development of BDS markets in the Hyderabad Pharmaceutical cluster.

For Further Details, contact

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About CAPSULE

An association of SME services providers' organisation under one umbrella providing services to User SME organization. The ultimate goal is to enable MSMEs improve business performance and achieve sustainable growth. CAPSULE will do this by providing a basket of varied cost effective services comprising of the latest management methods and technology solutions which will in turn help the MSMEs make the best use of available resources.

How to Reach CAPSULE?

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News Bulletin

Implementing Business Development Services (BDS)
For MSMEs in Hyderabad Pharmaceutical Cluster
Implemented by SIDBI & Facilitated by APITCO Limited



Volume 1 Issue 1
July-Dec 2009



About SIDBI

SIDBI was established on April 2, 1990. The Charter establishing it, The Small Industries Development Bank of India Act, 1989 envisaged SIDBI to be "the principal financial institution for the promotion, financing and development of industry in the small scale sector and to co-ordinate the functions of the institutions engaged in the promotion and financing or developing industry in the small scale sector and for matters connected therewith or incidental there to.

With intent to facilitate increased flow of credit to MSMEs and support other developmental initiatives, SIDBI is implementing a multi-agency / multi-activity flagship project on financing and development of Small and Medium Enterprises in India.

SIDBI has been assigned with the responsibility of implementing the Project, Banking Division, DEA of the Ministry of Finance; Government of India (GoI) is the nodal agency for the same. For implementation of the project, SIDBI has setup a dedicated Project Management Division (PMD) at New Delhi. The World Bank, Department for International Development (DFID), UK, KFW and GTZ, Germany are the major international partners in the project.

Dear Readers,

To disseminate the message, it is our duty to acknowledge the growth of industry with the latest initiatives under the project "Implementation of BDS for MSMEs in Hyderabad Pharma Cluster"; a quarterly newsletter would be made public. As we see in this issue of the Newsletter, there is coverage of different events ranging from Cluster Coordination Meeting to Workshop on GMP-A Quality Tool for MSMEs.

The appraisal of the project will keep supporting links between various Business Development Services (BDS) Providers, Consultants and Firms in the Cluster arena. In addition, it aspires to increase awareness on diverse challenges faced by MSMEs and encourages creative talents and competitiveness. The project would be the right platform to strengthen the training and institutional framework in the cluster.

In this occasion, I would like to express my gratitude and thankfulness to the industry for being with us, during the diagnostic study, preparation of action plan and the implementation of activities. I wish we would look forward to building up this vibrant cluster and achieving sustainable growth in the cluster.

With Best Wishes,
S.Gopala Rao
Cluster Development Manager,
Hyderabad

PROJECT OVERVIEW

Implementing BDS for MSMEs is a project in Hyderabad Pharmaceutical Cluster taken as an initiative under the umbrella project MSME Financing and Development Project, a joint venture of World Bank, DFID, KFW, GTZ and SIDBI.

OBJECTIVES

- To improve the competitiveness of the MSMEs.
- To improve the MSMEs access to market oriented financial and business development services.
- Foster MSME growth and employment creation.

PROJECT PARTNERS

The World Bank, Department for International Development (DFID), UK, KFW and GTZ, Germany are the major international collaborates in the project. Banking Division, Department of Economic Affairs (DEA), Ministry of Finance; Government of India is the nodal agency for the same. SIDBI has been assigned with the responsibility of implementing the project. APITCO has emerged as the preferred bidder for Pharmaceutical sub-sector after evaluation of its competencies by SIDBI-PMD in technical and commercial areas.

FIRST CLUSTER COORDINATION COMMITTEE MEETING

The Cluster Coordination Committee (ccc) Meeting was held on July 28, 2009 at APITCO LTD, Hyderabad. Capt. D.Pulla Reddy, Business Head & Project Manager gave a presentation on strengthening Business Development Services (BDS) in pharma cluster, Hyderabad and explained objectives of the project, role of CCC, stages of project implementation, cluster snapshot and suggestive interventions. Dr. R. Poorna, President NDMA threw some lights on Waste Management, where as Sri K. V. Ranga Rao, Executive Director, BDMA appreciated the training initiative and also suggested to extend the similar activity in ICT & safety areas. Sri A. Chandra Mouli, AGM, SIDBI and Sri G. Vijay Kumar, Consultant Adviser, Pharmexcil stressed on the requirement of some awareness programmes. Sri P. N. Sharma, Scientist from IICT spoke to arrange more seminars and workshops on environmental issues. Finally, Sri A. Chandra Mouli, Assistant General Manager, SIDBI said, activities taken up in the cluster have started yielding the results and He assured the members that SIDBI is always ready to support the industry.



EVENT SNAPSHOT



As part of the project, a Cluster Coordination Committee (CCC) was constituted with the following members

Members,

- N. K. Narula, General Manager, SIDBI.
- M. Chandra Sekhar Reddy, Senior Technical Expert, GTZ
- C. Rami Reddy, General Manager, District Industries Centre, Rangareddy District
- K. V. Ranga Rao, Executive Director, Bulk Drugs Manufacturers Association [BDMA(I)]
- J. Sanjeeva Reddy, President, Nalgonda Drugs Manufacturers Association (NDMA)
- P. S. R. K. Durga Prasad, President, Pashamylaram Area Service Society (PASS)
- Dr. Appaji, Executive Director, Pharmexcil, Hyderabad.
- V. S. Chakravarthy, Representative from Organization of Pharmaceutical Manufacturers (OPM)
- P. N. Sharma, Scientist, Representative from Indian Institute of Chemical Technology (IICT)
- D. Chandrashekhar, Director, MSME Development Institute, Hyderabad.
- S. Vijay Venkatesh, President, CAPSULE from Organised Private BDS Providers
- Dr. Kamal Ahmed, Project Director, National Institute of Pharmaceutical Education & Research (NIPER), Hyderabad, from Public BDS Providers

Launch Workshop

The Launch workshop on Implementing BDS in MSMEs in Pharma Cluster, Hyderabad held on 18th September, 2009 at Taj Tristar, Secunderabad was the first workshop of its kind in the series of such workshops to be facilitated by APITCO. APITCO was able to implement it successfully, meeting most of the desired objectives. This Launch Workshop became the platform where dissemination of information such as the major findings in DSR and the proposed activities in the action plan, to the stakeholders of the Pharma Cluster, Hyderabad took place. It made the presence of the project feel in the cluster and also spread awareness regarding the role of SIDBI in the development of MSMEs, the various SIDBI schemes for MSMEs and the emerging trends in the Pharmaceutical Sector to the



stakeholders. More than seventy participants actively participated and showed their enthusiasm for future action plan.

Workshop on GMP-A Quality Tool for Pharma MSMEs

On a lighter note, we also note with interest the promising three workshops are organized on GMP-A Quality Tool for MSMEs in between the month of October to December 2009 and acknowledge the efforts with successful exchanges of views. First one was conducted on 3rd October 2009 at Uppal Industrial Association building, Hyderabad, for Nalgonda, Uppal and Naccharam areas of the pharma cluster. Second one was held on 16th November 2009 at Pashamylaram Industrial Service Society (PASS) Area Pashamylaram, Medak District, for Pashamylaram area of the pharma Cluster. And the third one was arranged on 8th December, 2009 at MSMEs Development Institute, Narsapur 'X' Road, Balanagar, Hyderabad, for the member MSMEs of OPM & HPI-Associations of the pharma cluster.



The central focus of these workshops: To facilitate dissemination of information and to create awareness among the stakeholders regarding the good manufacturing practices (GMP) and empower cluster firms to comply and practice current good manufacturing practices. Then facilitate dissemination action plan till March 2010 and to clear all apprehensions of cluster firms. To identify prospective cluster firms, who are interested to avail the interventions under the scheme.

The workshop facilitated in the dissemination of information regarding activities planned till March 2010 in general and in GMP. In particular, its advantages to the stakeholders were present. Few of the participants voluntarily came forward to take part in the walk through audit for quality compliance.

The Workshop on Energy Efficiency Measures

The Workshop on Energy Efficiency Measures for the member MSMEs of Nalgonda Drugs Manufacturers Association (NDMA) was conducted on 18th December, 2009 at Choutuppal in Hyderabad Pharmaceutical Cluster. The central objectives were to facilitate dissemination of information, to create awareness among the stakeholders regarding the Energy Efficiency Measures (EEM), to empower cluster firms to practice energy saving measures and to address the Pharma firms regarding the importance of the energy efficiency measures and energy saving measures. The major things were to facilitate dissemination action plan till March 2010 and to clear all apprehensions of cluster firms. Then, to identify prospective cluster firms, who are interested to avail the interventions under the scheme.

Interaction Meet with Bankers & Financial Institutions

The Interaction Meet with Bankers & Financial Institutions (FIs) for MSMEs was organized on 29th December, 2009 in Pashamylaram area of the Pharma Cluster, Hyderabad. The main objective of that programme was to improve linkage of the cluster firms with bankers & Financial Institutions.



So that bankers meet will sensitize the industry financial needs for facility up gradation. Firms will be benefited by the implementation of Current Good Manufacturing Practices (cGMP) norms in their firms with support from Bankers, Financial Institutions and pharma MSMEs take a decision on proposals for

fund approval.

The final outcome was, interaction meet facilitated in the dissemination of information regarding financial needs of pharma SMEs in general. And most of the participants have tied up with their present Bankers, SBI has taken over 3 SMEs & extended financial support to 4 SMEs. 12 SMEs have come forward to take financial assistance from SIDBI, Hyderabad to upgrade their GMP systems.

The issues identified during the diagnostic study are:

BDS Areas	Key issues
Quality	Poor adoption of GMP practices by majority of the firms
Finance	Poor credit facility to tide over any urgent short term financial requirements
Energy Management	Poor adoption of energy saving measures
Manpower	Limited availability of skilled people
Pollution & Waste Management	Problem in disposal of hazardous waste and effluents
Technology	Non availability of literature and facing problem in literature search
Safety	Non compliance to safety standards in handling of hazardous waste
Marketing	Limited access to export market
Information Communication Technology (ICT)	Lack of awareness on advanced usage of software Low computer literacy levels

Awareness Programme on formation of SPVs for CFC

With the initiation and support of Mr. P.S.R.K. Durga Prasad, President of Pashamylaram Industrial Service Society Area (PASS) Association and Mr. K.V. Ranga Rao, Executive Director, Bulk Drugs Manufacturers Association [BDMA (I)] APITCO was organized an Awareness Programme on formation of SPVs for CFC on 7th November 2009 at Conference Hall, BDMA(I), Sanathnagar, Hyderabad. Mr. S.Gopala Rao, Hyderabad Pharma Cluster Development Manager welcomed the participants (32 SMEs and 10 officials). Dr. Hima Bindu, Assistant professor from JNTU participated with her Swedish team members. Mr. Jonas Rottorp, Department Manager from IVL Swedish Environmental Research Institute Ltd (Sweden) gave presentation on water channels for reducing the volume of effluence and multiple effective evaporators. Mr. A.S.K. Sharma enlightened the participants on the procedures involved from concept to inception in the process

of establishment of CFC. Mr. I.D. Prasad, Advisor (CD), APITCO explained different schemes of Ministry of MSME, Government of India. He also clarified all the queries raised by the participants.



Photo Gallery

