



United Nations Industrial Development Organization Cluster Development Program

November 10, 2008

Dear Members

Sub: Workshop on “Responsible MSME Clusters”
19th November, 2008, New Delhi

Large corporate enterprises have been following some universally established principles of social responsibility and projecting it as their CSR. However, the large number of Micro, Small and Medium Enterprises (MSMEs) in developing countries have not projected their positive role well enough. This however, does not mean that all MSMEs are socially and environmentally responsible. Building on its role as the specialised UN Agency with a mandate on MSMEs and its more than decade-long experience in the field of SME cluster Development, UNIDO teamed up with the Swiss Agency for Development and Cooperation (SDC) on a Thematic Cooperation project (2005-08) that encompassed both action-oriented research and field-level technical assistance in select Indian clusters and abroad. The project aimed at identifying and disseminating good practices to operational suggestions on how to enhance MSME participation in the national CSR movement based on the indigenous principles rooted in our ethos and culture. The project in its tenure of 2005-08 has successfully fostered socially responsible behaviour, namely Jalandhar sports goods cluster, Tiruchirapalli heavy engineering fabrication cluster and Rourkela sponge iron and induction furnace cluster.

UNIDO is organizing a **Workshop on “Responsible MSME Clusters”** on the learning’s of the CSR Project on November 19, 2008 at Hotel Qutab, New Delhi. A small background note and Tentative Agenda of the Workshop is attached for your kind perusal. At least 70 persons from MSME industry, large/corporate buyers working with MSMEs, developmental agencies and experts and SME association will participate in the Workshop.

We invite you to participate in this workshop and contribution to the success of the workshop by giving valuable suggestions and feedback.

Thanking you and with best regards,

(Namit Mutreja)

UNIDO House, UNIDO Road, Off Shaheed Jeet Singh Marg,
6, Special Institutional Area, New Delhi -67, INDIA.
PH: +91-11-26602885, Fax: +91-11-51688589/90



Workshop on “Responsible MSME Clusters” **(UNIDO & SDC CSR Project)**

Objective of the Workshop

- The principles of CSR (Corporate Social Responsibility), though far from being universally established, are making an inroad into how the private sector operates. However, the large number of Micro, small and medium enterprises (MSMEs) in developing countries have so far either played a marginal role in the CSR movement or have not projected their role properly.
- Building on its role as the specialised UN Agency with a mandate on MSMEs and its decade-long experience in the field of MSME cluster Development, UNIDO teamed up with the Swiss Agency for Development and Cooperation (SDC) on a Thematic Cooperation that encompasses both action-oriented research and field-level technical assistance. The project aimed at identifying and disseminating good practise to operational suggestions on how to enhance MSME participation in the CSR movement. (More information on the project can be seen the website www.weplayfair.com).

To provide a platform for a multi-stakeholder dialogue to the various organisation working in the MSMEs for discussing the learning’s of the project and to disseminate the same, UNIDO in partnership with SDC is organising a workshop on “Responsible MSME Cluster”. The workshop would provide space for convergence and sustainability.

Stakeholders

Primary Stakeholders:

- **Government of India** – The Government of India represented by the various Ministries such as Ministry of MSME, Ministry of Labour, and Ministry of Social Justice etc. will be able to identify and correlate the activities related to the CSR/ ESR(Enterprise Social Responsibility) issues in clusters that need to be supported for inclusive growth by modification of existing schemes or creation of new schemes.
- **Private Sector** – The Corporate / Large buyers in the private sector can draw upon the experiences, tools and techniques and new means/ methodologies to engage with the MSME clusters in their supply chain based on ESR/CSR considerations.

- Development Agencies, Technical/ Implementing agencies and CSR/ ESR Experts Will be able to understand the CSR/ ESR tools and techniques of working for the development of MSMEs clusters for inclusive growth.
- MSME Industry Associations – The various industry associations of the MSMEs will become familiar with the methodology to move from Silent to Visible and effective CSR/ESR and prepare an ESR Road map for their members.

Secondary Stakeholders:

- Banks/ Financial Institutes – The Banks and Financial Institutes will be able to assess the ESR issues emanating from the MSME clusters and define their focus to ensure compliance for inclusive growth.
- B-Schools- The Business Schools will know about the additions and changes in the curriculum that needs to be made for preparing the future manager for working in the MSME sector.
- Media- The Media will know about the efforts made by the industry and the other stakeholders in ensuring that the ESR/CSR issues are addressed.





Tentative Agenda

Workshop on “Responsible MSME Clusters” (UNIDO & SDC CSR Project)

19th November, 2008 - Conference Hall, Qutab Hotel, New Delhi

Session 1: Inaugural Session: Responsible Business and MSME Clusters

1000hrs to 1115 hrs

1. Chair Person Mr. Philip Scholtes, Regional Director, UNIDO, New Delhi
2. “Growing relevance of CSR/ESR and SDC” by Mr. Francois E. Binder, Counsellor and Country Director, Swiss Agency for Development and Cooperation (SDC) India
- 3. “Global CSR/ ESR and Inclusive Growth” by Dr. Khalid Nadvi, Professor, Manchester School of Business, U.K.
4. Inaugural Address on “Relevance of CSR/ESR to MSMEs” by Mr. Jawahar Sircar, Special Secretary, DC Ministry of MSME

1115 hrs to 1130 hrs :Tea/Coffee Break

Session 2: Fostering Responsible Behaviour through Partnerships

1130 hrs to 1300 hrs

1. Chair Person: Dr. Michele Clara , UNIDO, Vienna
2. “Responsible MSMEs in Clusters” by Mr. Namit Mutreja, UNIDO CDP, India
3. Viewpoint of Large Corporates by Mr. Pinaki Roy, Assistant Director, Global Compact Society, India-
4. Viewpoint of Micro Small and Medium Enterprise by Mr.Anil Bhardwarj, Federation of Indian Small & Medium Enterprises (FISME)
5. Issues related to Technology by Mr. H.K. Mittal , Advisor and Head, National Science & Technology Entrepreneurship Development Board, Dept. of Science & Technology
6. Viewpoint of Financial Sector by Mr. Subrata Barman IFC Advisory Services, South Asia

Question and Answer

13.00 to 14.00 hrs: Lunch

Session 3: Multi-stakeholder Engagement through Public Private Community Partnership

1400hrs to 1515 hrs

Video Screening: (15 minutes Film of the Project)

1. Chair Person : Dr. Khalid Nadvi, Professor, Manchester School of Business
2. Mr. Satish Wasan, President, Sports Goods Foundation of India, Jalandhar.
3. Mr.Raghunath Singh Rana, Chairman, SGMEA (The Sports Goods Manufactures & Export Association), Jalandhar.
4. Ms. Seemantinee Khot, Head CSR, Suzlon Foundation, Pune
5. Mr. C. Mani, AGM, BHEL, Trichy
6. Mr. K.G. Muralidharan, President, BHEL SIA, Trichy
7. Mr. Hardeep Singh, President , LBIDPS, Orissa

15.15 to 15.30 hrs:Tea/Coffee Break

Session 4: Methodology for Fostering Responsible Behaviour in Clusters

3.30 PM to 4.45 PM

1. Chair Person : Prof. Y.K. Alagh, Ex- Rajya Sabha Member, Chairman IRMA and Foundation for MSME Clusters and Chancellor Nagaland University
2. Good practices , Appreciative approach, learnings, Transfer of knowledge- Methodology, training tool kit and website by Dr.Michele Clara, UNIDO , Vienna
3. Mr. Mukesh Gulati, Executive Director, Foundation for MSME Clusters
4. Mr. Manfred Haebig, Sector Coordinator Sustainable Economic Development, GTZ
5. Mr. Manoj Kr. Arora ,Director, Ministry of Corporate Affairs
6. Mr. Suresh Kennit, Program Officer, SDC
7. Mr. Khurram Naayaab, Program Manager, PIC
8. Mr. M. Shadab ,Assistant Director , FICCI
9. Mr. Karan Butalia,Assistant ,Vice President & Branch Head, Axis Bank

Question and Answer