

Corporate Linkage Programme



EDI-EU PERKS

EDI- EUROPEAN UNION PROJECT FOR ECONOMIC REGENERATION OF KACHCHH & SAURASHTRA



Co-Financed by the European Commission

▶ EDI-EU PERKS

On January 26, 2001 Gujarat experienced a severe earthquake, as a result of which a large number of industrial units as well as individual households were affected. The Kachchh and Saurashtra economy suffered a severe blow, which resulted in a heavy loss of employment as well as individual income generating opportunities. Several initiatives were, therefore, undertaken and proposed towards economic and social regeneration of this earthquake-affected region.

In May 2002 EDI launched a comprehensive project with the support of the European Union for a multi-ferrous intervention in an effort to bring about economic regeneration of the region. The EDI-EU project was thus launched with the primary objective to revive and rehabilitate enterprises. The broad objectives of the project are:

- ◆ creation of sustainable livelihoods through small and micro enterprise development.
- ◆ rehabilitation of industries through Corporate Linkage and Industrial Rehabilitation Programs.
- ◆ capacity building of NGOs through training interventions

▶ CORPORATE LINKAGE PROGRAMME (CLP)

The Corporate Linkage Programme is primarily designed to strengthen the marketing linkages of the earthquake-

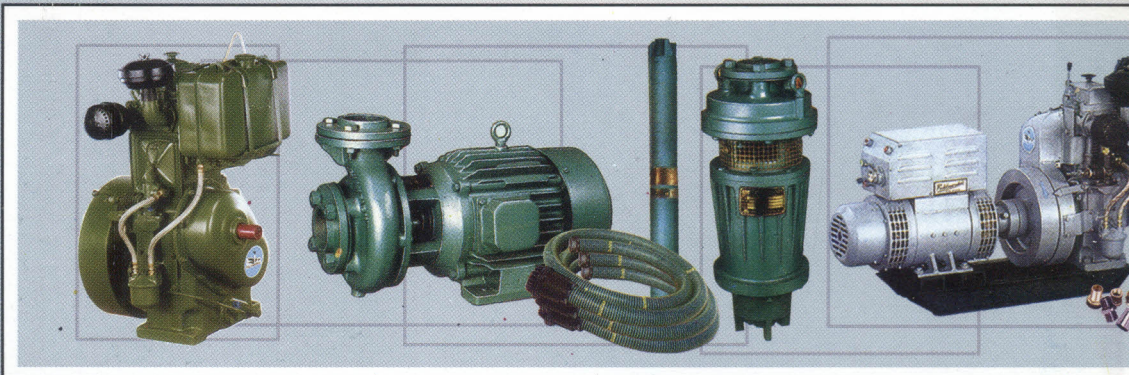
affected units. Interested corporates would contribute towards overall improvement in the performance of SME, through their expertise and techno-managerial inputs.

The programme aims at undertaking the networking and matching of around 50 corporate houses with around 260 small and medium enterprises for sub-contracting, ancillarisation, and technology upgradation. The programme is for a period of two years.

The selection of SME units under this programme is from the districts of Kachchh, Rajkot, Jamnagar and Surendranagar. About 100 SMEs from these districts have already been identified so far and their business profiles have been prepared. The selected units primarily fall into four broad industry categories, namely Engineering, Chemicals, Minerals, Plastics and Packaging and Ceramics.

▶ OBJECTIVES OF THE PROGRAMME

- ◆ To help the earthquake affected SMEs of the region by providing linkages with corporates.
- ◆ To offer marketing, technical and other managerial support to affected enterprises by associating with socially responsible corporates. However, the linkage relationship between the corporates and SMEs would be based on a fair economic partnership and not on the basis of charity.
- ◆ Linkages will be established by



Depiction of products manufac

convincing the corporates to support the SMEs by outsourcing / subcontracting some of their requirements based on economic viability and merit.

- ◆ The ultimate objective is to help the SMEs strengthen their marketing and bring about overall improvement in the performance through expertise and techno-managerial inputs of corporate houses joining this programme.

▶ **ROLE OF CORPORATES**

The Corporates associated with the programme may provide the following support:

- ◆ Provide market linkages by offering to procure some of the outsourcing requirements from the SME based on the consideration of quality and price.
- ◆ Provide help to SMEs to procure latest technology to meet their requirements and international quality standards, besides extending need-based technology related expertise through their personnel.
- ◆ Provide assistance and support in product design improvement, acquiring quality certification and offering ongoing advice to improve the performance of the units.

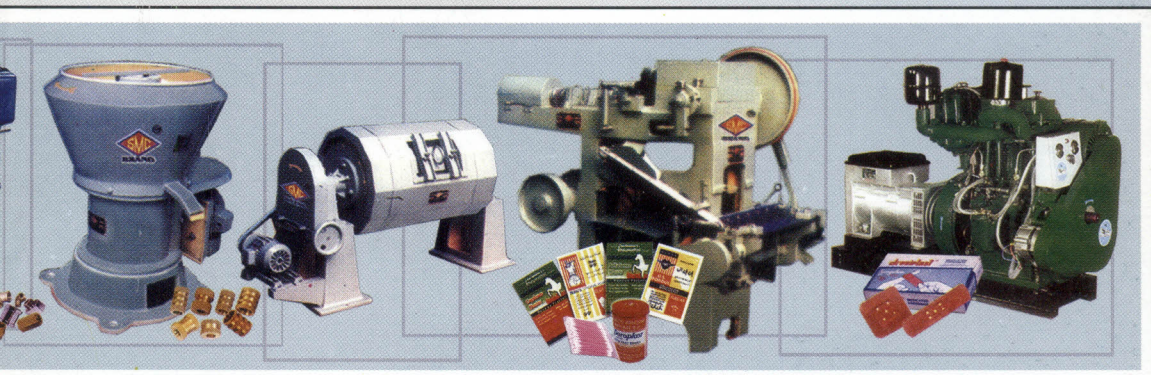
▶ **ROLE OF EDI**

EDI will undertake the following activities for implementation of CLP:

- ◆ Identify affected and needy SMEs.

- ◆ Assess the capability of the units in terms of resources, technology & competencies.
- ◆ Screen identified SMEs for selection in the Programme.
- ◆ Prepare a brief profile of the unit.
- ◆ Assess the requirement and needs of the SMEs.
- ◆ Identify corporate houses and establish a dialogue with them.
- ◆ Organize joint meetings to finalize the linkage process.
- ◆ Provide continuous coordination and follow up support both to SMEs and Corporates to ensure smooth establishment and operation of the linkages.
- ◆ Provide all logistic, promotional and co-ordination support including necessary budgetary support for implementation of the programme.
- ◆ Organize buyer-seller meets, visits of the SMEs / Corporates as and when required.

For implementation of this project EDI has set up a Secretariat at Ahmedabad and Project Offices at Bhuj and Rajkot. Interested corporates may contact the Project Director at Secretariat in the Ahmedabad Office for further information.



ered by some selected SMEs

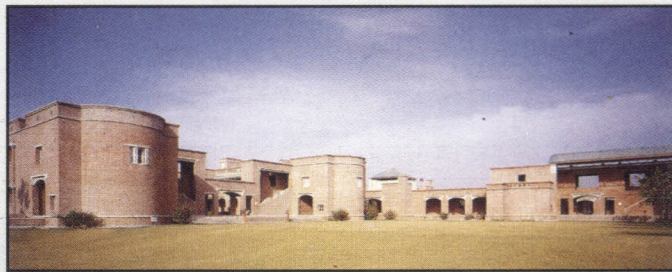
▶ ABOUT EDI

Entrepreneurship Development Institute of India (EDI), an autonomous and not-for-profit Institute, set up in 1983, is sponsored by apex financial institutions the Industrial Development Bank of India (IDBI), IFCI Ltd., ICICI Ltd., State Bank of India (SBI) and the Government of Gujarat.

EDI's pioneering activities in entrepreneurship development training have established that people from all walks of life can become business owners. Through well-conceived training interventions and capacity building activities, over last 20 years, EDI has equipped thousands of people with entrepreneurial skills. To pursue its mission further, EDI has helped set up twelve state-level exclusive entrepreneurship development centres and institutes.

These successes and commitments have culminated in the recognition of its achievements by the Government of India and the State Governments.

One of the priority areas for EDI is to identify, motivate, train and create micro and rural entrepreneurs through self-employment and small business development programmes. EDI, with valuable support of the Ford Foundation, undertook a pioneering three-year three-state experiment to develop a replicable model for Rural Entrepreneurship Development, during 1986-90. It is being implemented by about 350 Voluntary Organisations throughout the country. The Institute has completed 13 years of fruitful partnership with NGOs in implementing Micro Enterprise Development Programmes (MEDPs) and other related programmes, particularly in rural areas. The Institute has conducted 610 MEDPs during the decade, training 15,243 rural youths.



For details, contact :

The Project Director
EDI-EU Project for Economic Regeneration of Kachchh & Saurashtra
Entrepreneurship Development Institute of India (EDI)
P.O. Bhat 382 428, Dist. Gandhinagar, Gujarat
Tel.: (079) 3969163, 3969161, 3969162, Fax (079) 3969164
Emails: edieuperks@ediindia.org and ediindiaad1@sancharnet.in
Website: www.ediindia.org

Project Office at Bhuj
EDI-EU Project Secretariat
G.F.4., Orient Colony, Opp. V.D. High School, Bhuj-370 001
Phone : 02832-221266

Project Office at Rajkot
EDI-EU Project Secretariat,
8, Saurashtra Kala Kendra Society 8/9 Corner, Opp. Nirmala School, Rajkot-360 001
Phone : 0281-2585037