

FOR DELEGATES

Date: 21<sup>st</sup> January 2017

Programme Code: M C: 2016 -17

To: All Heads of Firms

Annual Manufacturing Conclave  
on  
**THE POWER OF INNOVATION IN MANUFACTURING**  
**- DRIVING INDIA'S GROWTH IN THE 21ST CENTURY**  
**17<sup>TH</sup> – 18<sup>TH</sup> February 2017 at Williamson Magor Hall**  
**The Bengal Chamber of Commerce and Industry (BCC&I)**  
**(6, Netaji Subhas Road, Kolkata – 700001)**

**Introduction:**

The Bengal Chamber of Commerce and Industry (BCC&I) partnering Bharatiya Vidya Bhavan Institute of Management Science (BIMS) is organizing **Annual Manufacturing Conclave** titled **"THE POWER OF INNOVATION IN MANUFACTURING - DRIVING INDIA'S GROWTH IN THE 21ST CENTURY"** with the help of representatives from the State and Central governments, Industry (*comprising of participants from across industry verticals with special focus on Manufacturing*) and others on the **17<sup>th</sup> & 18<sup>th</sup> of February 2017 at The Bengal Chamber of Commerce and Industry (BCC&I), Kolkata.**

We would like to inform you that BCC&I is organizing this conclave **along with its Annual MSME Excellence Award programme which the Chamber is organizing for the last eight years and this is the ninth year.** On **Day 1 we shall be organizing the Annual Manufacturing Conclave** which would comprise of **Engineering/Manufacturing Case Study Presentations** and on **Day 2 we would have the Annual MSME Excellence Award Programme 2016.**

"Innovation and R&D are the key drivers for the growth of manufacturing Sector and will give boost to Make in India programme," said H P Purushotham, Chairman & Managing Director, NRDC, Government of India, at a recent conference. He said necessary measures are needed for closing gaps in the innovation chain by way of adding values. He also said that there is a need for encouraging innovative eco system for Make In India. He opined that we should leverage advantage India grasping & aligning opportunities lies within. Developing business models focused on achieving business success can be possible through innovation said by Dr Purushotham. For example, of late, numerous auto component manufacturers have moved up from built-to-design towards designing own products. This has been possible because of the investments which have been put into the R&D by the companies. It was also observed that manufacturing growth in turn is primarily the result of innovation. Creativity & Innovation are integral part of any business process to produce new ideas with an objective to deliver value. A galore of innovative strategies need pace to emulsify the manufacturing growth. In India the total spending in R&D is around 1%, Government's spending is 2 to 3 times more than that of Industry's. Sandeep Sinha, COO, Cummins India has stated in a report that the concept of Innovation in Manufacturing industry is through People, Manufacturing Process, Safe Environment & Engineering. He opined there is combined effort of team required to spur innovation. Innovation is the gateway to produce genuine re-manufactured products through validated process & right tools and techniques.

Taking a cue from the felt need, The Bengal Chamber of Commerce & Industry (BCC&I) being a key player and helmsman in all of the Industry's developmental initiatives, has decided to focus on this extremely important and yet often ignored aspect of development and growth in the Manufacturing Sector. The present **Conclave** will bring forth, especially on the **First Day**, the best in class state-of-the-art manufacturing innovation practices, which forms the very ground on which the future of this sector stands.

**Scope:**

For participants and delegates alike, this platform shall offer a hitherto unseen opportunity for knowledge and experience sharing, and the key takeaways would be a compendia of research and live business cases which would

stand to enrich and empower the existing manufacturing ecology vis-à-vis offer future key action areas which could change strategic visioning and offer sustainability and securitization to the manufacturers today.

### **Target Participants:**

The target participants, as we envisage, encompass both Key Decision Makers from the Manufacturing Industry vis-à-vis personnel in the following function:

1. Business Promoters, with their key team
2. Production Heads, with their key team
3. Process Heads, with their key team
4. Engineering Heads, with their key team
5. Operations Heads, with their key team
6. Supply Chain Heads, with their key team
7. Officers & Key Personnel who are directly related to the manufacturing process

The rationale behind the cross section is that these are the personnel who would be directly involved in every aspect of Manufacturing, from day-to-day operations, to production, to scheduling, to market dynamics, to – the very most important – promoters of new business lines. So, the engineers, the promoters, the productivity experts, the logistics officers – all who are related to, and can contribute to the field of manufacturing, would be welcome, and would, in turn, the learning and key receivables in the way of inputs of immense value addition to their specific levels and processes. Of course, for Consultants, Practitioners, Trainee Engineers and even serious students of Engineering, attendance at the Conclave shall offer immense value.

### **Session Deliverables:**

As may be observed and appreciated from the Programme Schedule, duly attached with the present communiqué for the kind perusal of the prospective participant or those who may choose to nominate their employees to the programme, the Conclave brings together a group of Industry vis-à-vis research organisations, thus creating a industry/academia interface at the highest level, with direct access to the most recent live cases and methodologies aimed at Manufacturing Innovation, which would be offered through Technical Sessions offering a Toolkit Approach for the prospective delegates, so as to enable them to replicate the systems and processes at their own industry/workplace.

Besides, the delegates present in the session, comprising of mainly Manufacturers shall get the opportunity to learn from the existing Best Practices in Manufacturing followed by their peers/contenders. In addition, the programme helps in networking with the participating organizations, speakers, judges, delegates (*comprising of industry participants from the Manufacturing Sector across all verticals*) for business promotion in respective fields.

**Day II of the Conclave** focuses on the MSME Award. Micro, Small and Medium Enterprises (MSMEs) sector has emerged as a highly vibrant and dynamic sector of the Global economy, especially in the Indian economy over the last five decades. The MSME sector is a nursery of entrepreneurs often driven by individual's creativity and innovation.

MSMEs play a pivotal role in providing large employment opportunities at comparatively lower capital Investment than large industries and also help in industrialization of rural /underdeveloped areas. They are complementary to large industries mostly working as ancillary units and contribute enormously to the socio-economic development of the country. The sector consisting of 36 million units approximately providing employment to about 80 million persons. The sector makes more than 8,000 products and contributes about 8% to Gross Domestic Product (GDP) besides 45% to the total industrial output and 40% to the exports of India. The labour to Capital ratio in MSMEs and the overall growth are much higher compared to larger industries and geographically the distribution of MSMEs is more across the country. They have the potential to spearhead industrial growth across the country and could be a major partner in the process of inclusive growth. MSMEs are the fountain heads of several innovations in manufacturing and service sectors and they are the major link in the supply chain to corporates and the PSUs.

MSMEs have a positive business outlook, strong technological base, competitive spirit and a willingness to restructure themselves and with all these criteria they could withstand the present challenges and come out successfully and contribute a significant portion towards the GDP of India. They are always ready to accept and acquire new technologies, new business ideas and automation in industrial and allied sectors.

The MSME sector in India is highly heterogeneous in nature in terms of the size of the enterprises, variety of goods produced and services rendered and the levels of technology employed. Though one end of the MSME spectrum contains highly innovative and high growth enterprises, more than 94% of the MSMEs are still unregistered and they are in the informal/unorganized sector.

Furthermore, the MSME sector is the second largest employer after agriculture. They are like a "Cradle" for the Government of India's "Make in India" vision focusing mainly on Manufacturing and Services. The large players

amongst the MSME space are also in a unique position to become global players attracting partners with technology and funds.

In recent years, the MSME sector has consistently registered higher growth rate compared to the overall industrial sector. The major advantage of this sector is its employment potential at low capital cost. In recent years, the MSME sector has employed an estimated 6 crore persons spread over 3.6 crore enterprises and the labour intensity in the MSME sector is estimated to be almost 4 times higher than the larger enterprises.

### **Objective:**

The objective of the Chamber in organizing this prestigious Award Programme is to showcase the excellent practices prevailing in the manufacturing and service sectors for the MSMEs and along with create a forum for sharing of knowledge, experiences and know-how in areas like engineering, manufacturing, technology, services and related aspects.

**The Applications will be scrutinized and evaluated by the Chamber's panel of judges along with the case study presentations and best case study would be recognized and awarded. Besides, the programme would provide the delegates from the MSME sector exposure to these 'Best Practices' followed by their colleagues in the industry, which would enable them in furthering development and growth and achieve excellence.**

### **Scope:**

The advantage of having the award programme on a yearly basis is to create a platform for the Chamber to go for a review in terms of the "Manufacturing and Service Practices to Achieve Excellence" followed by the Micro, Small and Medium Organizations in their respective areas of business and to acknowledge or recognize the "Best Manufacturing and Service Practices" by giving awards and certificates. Besides, this event creates an opportunity for the Chamber to certify the non awardees in order to keep their motivation level intact and to nurture them to be an award winner next time. All these are done in the presence of representatives from a cross section of industries present in the forum.

Apart from the above, this programme helps to create an august gathering of the MSMEs and the large businesses houses from across the country and encourage them in networking with each other for sharing of information, knowledge, etc for business promotion and growth.

Last but not the least, these kind of programmes helps in motivation and confidence building of the MSMEs and as a result, it would help them to achieve Excellence.

### **Target Participants:**

Since the award programme is designed with the objective of rewarding and recognizing the MSMEs from across the country in terms of "**Best Manufacturing and Service Practices**" followed by them in their respective organizations, the **target participants** would be **primarily** the "**Micro, Small and Medium Scale Units (MSME units)**" from different parts of the country.

Besides, the Chamber would **invite** the **large industries** to **encourage participation of MSMEs as they are ancillaries or vendors to these large entities**. The participation of bigger organizations would motivate the Small Scale Industries and help them to develop themselves from their present state of being and bring growth to their organizations. This would become beneficial for the heavy industries in scaling up their area of activities in the long run.

### **Session Deliverables:**

The MSME award programme organized by the Chamber every year, gives an opportunity to the micro small and medium scale industries to share their best Manufacturing and Service Practices out of which, the Best Practices are acknowledged and awarded with a "**Bengal Chamber Trophy**" and a "**Certificate of Appreciation**". Besides, a "**Certificate of Participation**" is provided to the organizations which are non awardees.

Besides, the delegates present in the session, comprising of mainly MSMEs get the opportunity to learn from the Excellent Practices in Manufacturing and Services followed by their peers/contenders. Apart, the programme helps in networking with the participating organizations, speakers, panelists/judges, delegates (*comprising of large corporate houses, MSMEs, etc*) for business promotion in respective fields.

### **How to Register for the Conclave?**

**You are requested to attend the Conclave and to take best advantage of all the Sessions attend both the days. The delegate fees for attending the Conclave is Rs 4000/- (all inclusive) per delegate per organization.**

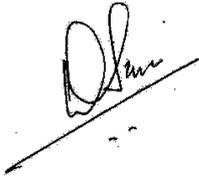
Request you to kindly send in your nominations by filling the enclosed "**Ready Reply Form**" or over email at **ramit@bengalchamber.com** latest by **Friday, 10<sup>th</sup> February 2017**. We are also enclosing the **latest programme schedule** for your kind perusal and participation at the programme.

**Kindly note that the registration for the Conclave starts at 9.30 a.m. on Friday, 17<sup>th</sup> February 2017 at BCC&I. You are requested to kindly come for the registration at 9.30 a.m. and the programme starts at 10.00a.m.**

For any further clarification(s), you are requested to kindly contact **Mr Ramit Sircar**, Assistant Director, BCC&I (Contact nos: **+91-9830468951 / +91-33-22130395/+91-33-22303711/3733**; Email Id: **ramit@bengalchamber.com**) and **Mr Arnab Roy** (Contact no **+91-9038620293**; Email Id: **arnab.roy@bengalchamber.com**) would be in touch with your good office..

Your kind participation to enrich the knowledge exchange in this Conclave is eagerly solicited.

Yours faithfully,



**Deb Kumar Basu**  
Chairperson  
Manufacturing & MSME Committee  
The Bengal Chamber

**Encls:** As stated above

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Ready Reply Form

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*Our Organization would be represented by:*

Name	Designation	Organization	Contact No(s)	Email

Participation Fee: Rs 4000/- (all inclusive) per delegate per organization.

I am enclosing a cheque / demand draft dated \_\_\_\_\_ for Rs. \_\_\_\_\_ drawn on \_\_\_\_\_ in favour of "THE BENGAL CHAMBER OF COMMERCE AND INDUSTRY", PAYABLE IN KOLKATA.

Name & Contact Details of Delegating Authority:

NAME	
DESIGNATION	
ORGANISATION	
ADDRESS (OFFICE)	
TELEPHONE / CELL	
E-MAIL	

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