

**OUR SYMBOL**



*Symbol of SIDO is based on Shriyantra, symbol of Indian tradition, representing a visual concentration of dynamic interaction through employment of labour, human skills, tools, implements and machines, leading to individual and social contentment. The symbol denotes the emphasis by the Small Industries Development Organization, productivity and employment, especially amongst the weaker sections and in rural & backward areas. This symbol is displayed at all offices of the organization, in all states and union territories.*

***It is a symbol of prosperity, which the small enterprise strives to achieve for the masses.***

## INTRODUCTION & PREAMBLE

*Small Industries Service Institute, Agra was established in September 1956. The geographical jurisdiction of this Institute has spread over 19 districts of Uttar Pradesh. The names of the district are as follows:*

***Agra**, Mathura, Aligarh, Etah, Mainpuri, Firozabad, Mahamaya Nagar, Meerut, Bulandshahar, Bagpat, Saharanpur, Muzaffarnagar, Bareilly, Badaun, Pilibhit, Moradabad, Rampur, Bijnore, Jyotibaphulenagar.*

*SISI, Agra is extending techno managerial and economic Consultancy services for the development of small-scale units and provides comprehensive range of industrial extension services ranging from identification of suitable line of production to marketing of the product. Facilities for Consultancy services are being provided in the fields of Mechanical, Metallurgy, Electrical, Leather & Footwear, Food, Glass & Ceramic and Chemical. While Industrial Management and Economic Investigation services is also available with the institute.*

*The objectives of SISI, Agra, are to provide Technical Consultancy Services to the entrepreneurs in addition to Industrial Management Trainings, Entrepreneurs Development Programmes, Short Term Management Trainings for Small Scale Entrepreneurs, Industrial Motivational Campaigns, Implementation and Monitoring of PMRY Scheme, Skilled Development Programmes, Establishing of Sub Contracting Exchange, Awareness on Energy Conservation, Quality Control & its up gradation and Ancillary Development. The Institute also provides Market Information, Industrial Potential Survey Report, Statistical Information, Identification of Thrust Industries, Export Promotion, Directory of SSI units, Economic Information to set up small-scale units.*

**ASSISTANCE / CONSULTANCY TO PROSPECTIVE ENTREPRENEURS**

*During the reporting year 2006-07, the Small Industries Service Institute, Agra has provided assistance and Consultancy to 9599 prospective new entrepreneurs. The assistance & Consultancy consists of various fields such as selection of product & location, which is more important in establishing a new venture in which 1029 entrepreneurs has been assisted. Selection of machinery & Technology is also one of the inevitable thing to know before going for a new industry under which 609 has been assisted Marketing & Finance is also one of the unavoidable thing wherein the Institute provided information and assistance to 1512 entrepreneurs. About 3372 entrepreneurs have been provided assistance and Consultancy through various trainings/campaigns and about 2196 entrepreneurs were assisted through DICs and 876 entrepreneurs were assisted through other Agencies.*

**ASSISTANCE / CONSULTANCY RENDERED TO EXISTING UNITS**

*Present Scenario in the industrial world requires updating of know how and improvement in quality and product which enable the existing units to compete in the market. Officers of the Institute extended their assistance and Consultancy to about 1409 entrepreneurs in the field of plant and machinery including lay out, use of improved manufacturing technology/design process, improvement in tooling and quality, product development and rendered Consultancy for diversification.*

**MANAGEMENT RELATED ASSISTANCE/ CONSULTANCY RENDERED**

*The Institute assisted 168 existing units in the field of managerial capability improvement and 181 units were assisted through management trainings.*

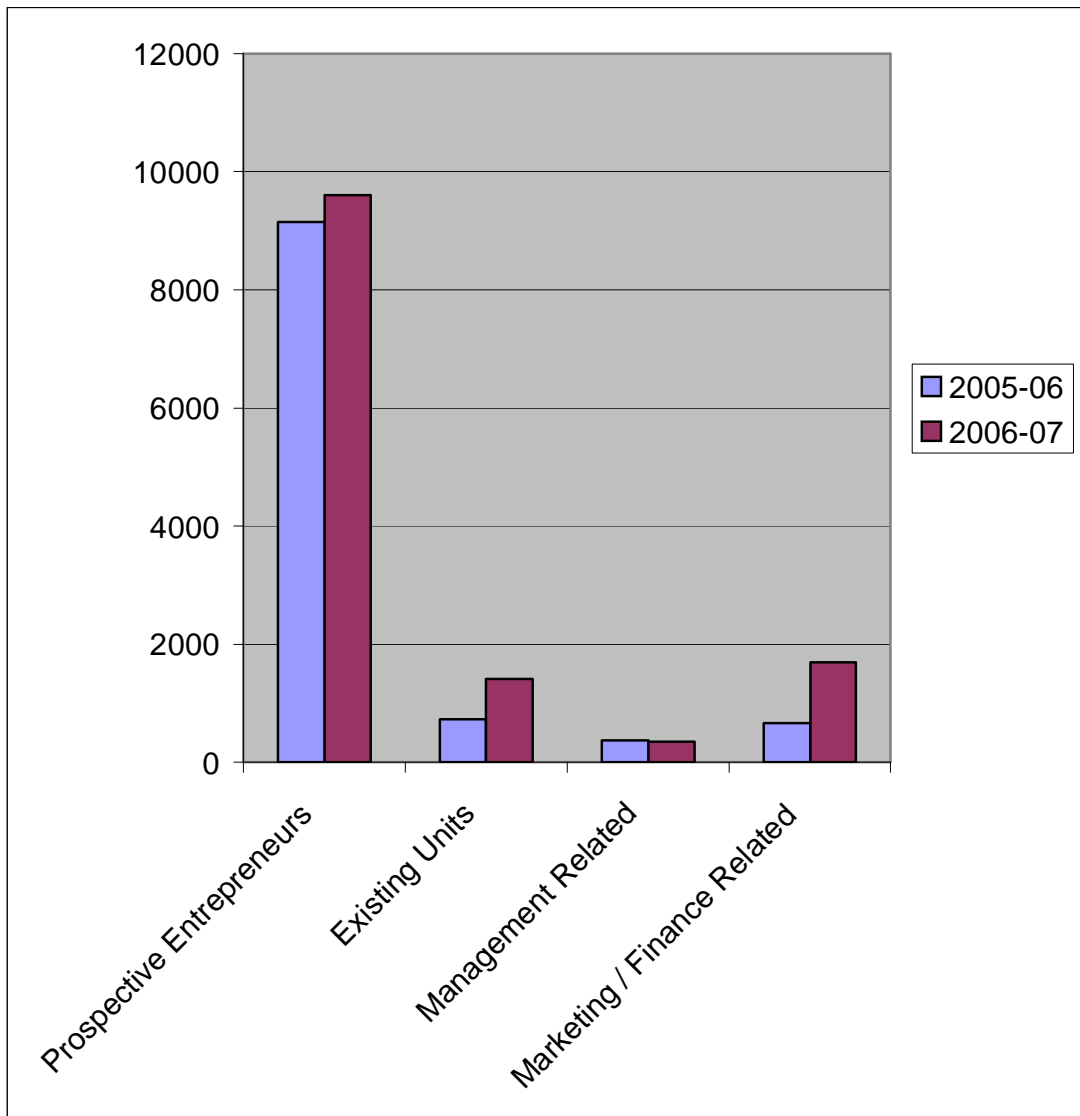
**MARKETING/ FINANCE RELATED CONSULTANCY/ ASSISTANCE**

*The Institute provided marketing/finance-related assistance to about 1697 entrepreneurs. The Consultancy/assistance includes improvement in marketing, availability of finance and NSIC Registrations. This type of assistance will help the entrepreneurs to improve their position availing various financial assistance provided by the different Organizations.*

**ASSISTANCE / CONSULTANCY AT A GLANCE**

*In a nut-shell this Institute provided Consultancy Services to 9599 prospective entrepreneurs, Assistance/Consultancy rendered to 1409 units, Management related Assistance/Consultancy rendered to 349 units, Marketing/Finance related Consultancy given to 1697 existing units. On the whole 13054 units/entrepreneurs were benefited in the field of Mechanical, Metallurgy, Chemical, Food, Glass & Ceramic, Leather & Footwear, Electrical, Service industry, Industrial Management, Economic and Statistical discipline.*

| S.No. | Type of Assistance          | 2005-06      | 2006-07      |
|-------|-----------------------------|--------------|--------------|
| 1     | Prospective Entrepreneurs   | 9149         | 9599         |
| 2     | Existing Units              | 731          | 1409         |
| 3     | Management Related          | 363          | 349          |
| 4     | Marketing / Finance Related | 661          | 1697         |
|       | <b>Total</b>                | <b>10904</b> | <b>13054</b> |



## **PROJECT PROFILES**

*Technical officers of this Institute have prepared 27 Project Profiles as per action plan targets. This is an art of identification of new products, which can be introduced and promoted in the Small Scale Sector. These project profiles comprise almost all the information regarding a particular product such as availability of raw materials, cost of production, marketing facilities, which are more useful to the new entrepreneurs.*

*During the year 2006-07, the Institute has prepared 27 project profiles, which comprises 9 new products and 18 profiles were updated. The names of the project profiles prepared during the year are as follows:*

- 1. Shower proof garment leather (Updated)*
- 2. Leather garment (Updated)*
- 3. Ethnic shoes (New)*
- 4. PVC footwear (Updated)*
- 5. Leather board (Updated)*
- 6. Industrial hand gloves (Updated)*
- 7. Upholstery Leather (Updated)*
- 8. Din leather from buffalo hide (New)*
- 9. Laptop & file carry bag (New)*
- 10. Oil pull up leather (Updated)*
- 11. N.C. Lacquers & thinners (Updated)*
- 12. Red oxide pigment (New)*
- 13. ABS Molded items (New)*
- 14. Poly propylene film (Updated)*
- 15. PVC Pipe fittings (Updated)*
- 16. Plastic comb (Updated)*

17. *HDPE Monofilament (Updated)*
18. *Decoration of glassware (New)*
19. *RCC Spun pipe (Updated)*
20. *Marvel tiles (New)*
21. *Handle bar top & handle bar bottom for scooter (New)*
22. *Automatic bread plant (Updated)*
23. *Ice cream cones (Updated)*
24. *Canning of fruits & vegetable products (Updated)*
25. *Wood working circular saws (Updated)*
26. *Wrenches (Updated)*
27. *Diesel Engine Flywheel (New)*

### **DIRECTORIES & REPORTS PREPARED**

1. *Status Report on “Agra Foundry Industry”*
2. *An Industrial Potentiality Survey Report of Mahamayanagar district*
3. *An Industrial Potentiality Survey Report of Badaun district*
4. *An Industrial Potentiality Survey Report of Rampur district*
5. *An Industrial Potentiality Survey Report of Bijnore district*

### **ENTREPRENEURS DEVELOPMENT PROGRAMME**

*Small Industries Service Institute, Agra is organizing Entrepreneurship Development Programmes (EDPs) regularly for different group of people in the society such as Educated Unemployed Youths, Women, and Weaker Section etc. The main objectives of these Programmes are to develop entrepreneurial qualities for the existing entrepreneurs and to prepare and motivate the new entrepreneurs to set up their own Small Scale Units.*

*In the reference year 2006-07 SISI, Agra conducted 14 EDPs out of which 10 were under core programme and remaining 4 were special targets assigned. In addition to EDP this institute has organized 4 ESDPs under core programme and one ESDP under special targets. The details of EDP / ESDP are given below:*

| <b>S. No.</b> | <b>Name of the course</b>                         | <b>Place</b>              | <b>Duration</b>          | <b>No of candidates</b> |
|---------------|---|---------------------------|--------------------------|-------------------------|
|               | <b>EDP (Core programme)</b>                       |                           |                          |                         |
| 1             | Office Automation with Tally Accounting           | Agra                      | 10-05-2006 to 09-06-2006 | 28                      |
| 2             | Computer Hardware & Maintenance                   | Agra                      | 10-05-2006 to 09-06-2006 | 26                      |
| 3             | Computer Hardware Assembling                      | Ferozabad                 | 01-06-2006 to 30-06-2006 | 30                      |
| 4             | Office Automation and Tally Accounting            | Kasganj (Etah)*           | 29-06-2006 to 28-07-2006 | 20                      |
| 5             | Shoe Designing                                    | Agra                      | 06-07-2006 to 07-08-2006 | 21                      |
| 6             | Computerized Jewelry Designing                    | Agra                      | 05-09-2006 to 26-10-2006 | 20                      |
| 7             | Computerized Fashion Designing                    | Agra                      | 05-09-2006 to 4-10-2007  | 23                      |
| 8             | Computer Hardware & Networking                    | Mathura                   | 01-09-2006 to 29-09-2006 | 20                      |
| 9             | Computer Hardware & Networking And IT Enabled A/c | Hathras                   | 9-10-2006 to 15-11-2006  | 53                      |
| 10            | Computer Hardware & Networking                    | Bareilly                  | 29-12-2006 to 29-01-07   | 25                      |
|               | <b>EDP (Special Target)</b>                       |                           |                          |                         |
| 11            | Testing of Forging & Casting Items                | PPDC, Agra                | 26-03-2007 to 14-04-2007 | 20                      |
| 12            | Software Related Courses                          | Tundla*                   | 29-03-2007 to 31-05-2007 | 85                      |
| 13            | Dress Designing & Making                          | ITI, Jarkhi * (Ferozabad) | 20-3-2007 to 30-05-2007  | 38                      |
| 14            | Computerized Fashion Designing & Readymade        | Tundla*                   | 31-05-2007 to 31-05-2007 | 45                      |



|    |  |                        |                                     |    |
|----|--|------------------------|-------------------------------------|----|
|    | <i>Garment Making</i>  |                        |                                     |    |
|    | <b><i>ESDP (Core programme)</i></b>  |                        |                                     |    |
| 15 | <i>Chemical &amp; Cosmetics</i>  | <i>Agra</i>            | <i>19-03-2007 to<br/>09-05-2007</i> | 24 |
| 16 | <i>Call Centre Management</i>  | <i>Saharanpur</i>      | <i>24-03-2007 to<br/>15-05-2007</i> | 21 |
| 17 | <i>Computerized Fashion<br/>Designing &amp; Garment<br/>Manufacturing Technology</i> | <i>Mathura</i>         | <i>28-03-2007 to<br/>15-05-2007</i> | 25 |
| 18 | <i>Office Automation</i>   | <i>Mathura</i>         | <i>23-03-2007 to<br/>23-05-2007</i> | 20 |
|    | <b><i>ESDP (Special Target)</i></b>  |                        |                                     |    |
| 19 | <i>Foundry &amp; Forging</i>   | <i>Agra<br/>(PPDC)</i> | <i>26-03-2007 to<br/>18-05-2007</i> | 24 |

\* Programmes organized other than district headquarters

### **MOTIVATIONAL CAMPAIGNS**

During the reference year 2006-07 this institute has organized 21 Intensive Motivational Campaigns to motivate the people to establish their own ventures and to select the willing entrepreneurs. In these campaigns about 1959 prospective entrepreneurs participated. The details of IMCs are given below:

| <i>SNo</i> | <i>Place</i>              | <i>Date</i>       | <i>No. of participants</i> |
|------------|---------------------------|-------------------|----------------------------|
| 1          | <i>Agra</i>               | <i>8-5-2006</i>   | <i>50</i>                  |
| 2          | <i>Hathras</i>            | <i>25-9-2006</i>  | <i>80</i>                  |
| 3          | <i>Bisawar (Hathras)*</i> | <i>12-10-2006</i> | <i>100</i>                 |
| 4          | <i>Runkata (Agra)*</i>    | <i>21-12-2006</i> | <i>86</i>                  |
| 5          | <i>Mainpuri</i>           | <i>22-12-2006</i> | <i>125</i>                 |
| 6          | <i>Khurja*</i>            | <i>26-12-2006</i> | <i>110</i>                 |
| 7          | <i>Patholi (Agra)*</i>    | <i>27-12-2006</i> | <i>91</i>                  |
| 8          | <i>Mathura</i>            | <i>27-12-2006</i> | <i>120</i>                 |

|    |                           |            |     |
|----|---------------------------|------------|-----|
| 9  | Bareilly                  | 28-12-2006 | 140 |
| 10 | Tundla (Ferozabad)*       | 31-1-2007  | 70  |
| 11 | Rampur                    | 6-2-2007   | 50  |
| 12 | Meerut                    | 7-2-2007   | 70  |
| 13 | Ferozabad                 | 15-2-2007  | 50  |
| 14 | Etah                      | 19-2-2007  | 87  |
| 15 | Agra                      | 22-2-2007  | 65  |
| 16 | Agra                      | 24-2-2007  | 140 |
| 17 | Agra                      | 27-2-2007  | 150 |
| 18 | Gangoh (Saharanpur)*      | 1-3-2007   | 80  |
| 19 | Anantpur ITI (Ferozabad)* | 19-3-2007  | 150 |
| 20 | Shergarh (Mathura)*       | 23-3-2007  | 60  |
| 21 | Mathura                   | 28-3-2007  | 85  |

\* Programmes organized other than district headquarters

### **MANAGEMENT DEVELOPMENT PROGRAMMES**

During the reference year 2006-07 Small Industries Service Institute, Agra has organised six MDPs at Agra, Mathura & Mooradabad. The details of the courses are as under;

| <b>S.No.</b> | <b>Name of the course</b>            | <b>Place</b> | <b>Duration</b>          | <b>No of candidates</b> |
|--------------|--------------------------------------|--------------|--------------------------|-------------------------|
| 1            | E Commerce & E Business Fundamentals | Agra         | 24-05-2006 to 06-06-2006 | 26                      |
| 2            | Export Marketing & Documentation     | Agra         | 20-07-2006 to 31-07-2006 | 27                      |
| 3            | Export Marketing & Documentation     | Mooradabad   | 18-08-2006 to 31-08-2006 | 20                      |

|   |  |                |                                     |    |
|---|--|----------------|-------------------------------------|----|
| 4 | <i>Marketing Management</i>                            | <i>Agra</i>    | <i>12-12-2006<br/>to 22-12-2006</i> | 20 |
| 5 | <i>Export Marketing &amp;<br/>Documentation</i>        | <i>Agra</i>    | <i>21-02-2007 to<br/>08-03-2007</i> | 21 |
| 6 | <i>Management Information<br/>System with Internet</i> | <i>Mathura</i> | <i>28-03-2007 to<br/>10-04-2007</i> | 22 |

|  |
|--|
| <b><i>TRAINING PROGRAMMES UNDER PD A/C</i></b> |
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*During the reference year 2006-07 Small Industries Service Institute, Agra has organised 17 training courses under PD A/c in which 383 trainees benefited and revenue in the tune of Rs. 6,74,970/- has been realized.*

|   |
|---|
| <b><i>OTHER TRAINING PROGRAMMES, SEMINARS &amp; WORKSHOPS AT A GLANCE</i></b> |
|---|

*During the year 2006-07 this Institute organized various training programmes/ Seminars/ Workshops for the benefit of existing as well as prospective entrepreneurs under its jurisdiction. The brief details of the programmes are as under:*

***A. Energy Conservation:***

*To educate the industrialist and other energy consuming agencies, as a promoter of Industries. This Institute has organized an Awareness cum Educational Workshop on Energy Conservation Programme 23<sup>rd</sup> February, 2007 for Khurja Pottery Industry with active cooperation of PCRA, New Delhi at CGCRI, Khurja . Topic of Energy Conservation has emerged as one of the major objective not only in the developing countries but also in the developed countries. Increasing energy consumption is a threat to the future. Compared to world scenario Indian Industries are consuming more energy. Approx. 65*

participants from about 20 leading SSI had attended the programme. Revenue in the tune of Rs. 4000/- was realized through this programme.

**B. Credit Linked Capital Subsidy Scheme:**

To disseminate the information amongst Micro, Small & Medium Enterprises of Agra regarding CLCSS, an one day awareness programme was organized on 24<sup>th</sup> March 2007 at the Conference Hall of National Chamber of Industries & Commerce (UP), Agra. Total 46 participants were attended the programme.

**C. Tread Related Entrepreneur Assistance & Development**

**(TREAD) Scheme:**

An one day sensitization programme was organized by this institute on 24<sup>th</sup> March 2007 at the Conference Hall of National Chamber of Industries & Commerce (UP), Agra. Various NGOs particularly engaged in the development of women and many other departments/ agencies participated in the programme.

**D. Packaging for Export:**

Small Industries Service Institute, Agra has organized one training programme on 'Packaging for Export' under core programme targets one at Ferozabad. The programme at Ferozabad was held on 22.03.2007. Total 25 participants were benefited by this course and Rs. 4000/- were realized through this course. Faculty from Indian Institute of Packaging has delivered their valuable talk during the technical session.

**E. WTO:**

Small Industries Service Institute, Agra has organized one day sensitization programme on 'WTO' at Hotel Punjab, Saharanpur. The programme was held on 16.03.2007. Total 80 participants were benefited by this course and Rs.

12,000/- were realized through this course. Faculty from IIFT, New Delhi, Pantnagar University & Dy. Controller of Patent & Design has delivered their valuable talk during the technical session.

**F. MSMED Act 2006:**

Small Industries Service Institute, Agra has organized one day awareness programme on 'MSMED Act 2006' at Hotel Punjab, Saharanpur. The programme was held on 16.03.2007. Total 80 participants were benefited by this course. Sh. Ramji Suneja, National President, FISME, Sh. Sanjeev Arora, Chairman, IIA, Saharanpur and Sh. R.P.Vaishya, Director, SISI, Agra has delivered their valuable talk during the session.

**ANCILLARY DEVELOPMENT**

**VENDOR DEVELOPMENT PROGRAMME:**

During the reference year a two-day National Vender Development Programme cum Industrial Exhibition has organized by this office in collaboration with National Chamber of Industries & Commerce (UP), Agra on 11<sup>th</sup> & 12<sup>th</sup> of January 2007. 45 SSI entrepreneurs has participated in the programme and displayed their products in the exhibition. North Central Railways, Agra, Railways Coach Factory, Kapurthala, Carriage, Wagon, Electrical & General (NCR), Jhansi, IOC, Mathura, NTPC, Anta, NSIC, NewDelhi, 509 Army Base Workshop, Agra, ADR&DE (DRDO), Agra, Ordnance Equipment Factory, Hazaratpur (Ferozabad), International Tractors Ltd. Sonalika, etc. were amongst the 12 probable giant buyers. In this programme revenue in the tune of Rs. 4, 28,000/- were realized.

**CLUSTER DEVELOPMENT PROGRAMME**

*In the reference year 2006-07 SISI, Agra has organized many activities under Leather Footwear Cluster Development Programme, the brief details of the same is given below;*

**1. Trust Building Meeting:**

*Two Trust Building Meetings one on 14<sup>th</sup> Sept. with Agra Juta Laghu Udyog Utpadak Samiti, Agra and another one on 15<sup>th</sup> Sep.2006 with Agra Shoe Manufacturers Association were organized.*

**2. Photographs of the Shoes:**

*The Photographs (CD) Footwear manufactured by the members of Agra Juta Laghu Udyog Utpadak Samiti, Agra has prepared. The CD was handover to Shri Sanjay Pal, Coordinator of EDII, Ahmedabad for marketing ties up.*

**3. Development of new Footwear Designs & Pattern Grading:**

*Shri Saleem Raja Rizvi, Shoe Designer whose services were utilized as BDS in this Programme has developed 40 new footwear designs/styles and 27 No of pattern grading through CAD system for the members of the Agra Juta Laghu Udyog Utpadak Samiti, Agra which will help them to increase their market and quality of their finished product (shoes).*

**4. Training Programme:**

*i The Training Programme on Footwear Designing & Pattern Cutting was organized from 25<sup>th</sup> July to 18<sup>th</sup> Sep.2006 at CGO Complex, Sanjay place, Agra. In this training Programme 20 Nos of Artisans cum entrepreneurs (Trainees) has attended the programme.*

ii *One month training programme on Advance Footwear Designing & Pattern Cutting was organized with association of M/s Agra Juta Laghu Udyog Utpadak Samiti, Pratappura, Agra from 22.11.06 to 21.12.2006 at C.G.O.Complex, Sanjay Place, Agra. In this training Programme 21 Nos of. Artisans cum entrepreneurs (Trainees) has attended the programme.*

iii *Six week training programme on Footwear Designing and Pattern Cutting was organised from 18.01.2007 to 28.02.2007 at C.G.O.Complex, Sanjay Place, Agra. In this training Programme 27 Nos of. Artisans cum entrepreneurs (Trainees) has attended the programme.*

**5. Preparation of Product CD:**

*For promoting the Footwear Products (Shoes) manufactured by the members of M/s Agra Juta Laghu Udyog Utpadak Samiti, Partappura, Agra a CD has prepared which will help the association for marketing tie-ups.*

**6. Awareness Programme on MSMED-Act 2006/CGTSI/CLCSS:**

*One day awareness programme on MSMED-Act/CLCSS have organized with the help of M/s Agra Juta Laghu Udyog Utpadak Samiti for their members in Hotel Kiran Deep, Agra on 27.11.06 for providing the detail information on above schemes.*

**7. Interactive Session between Secretary (SSI&ARI) and Footwear Association:**

*An Interactive Session between Secretary (SSI&ARI) and Footwear Association was organized at Circuit House, Agra on 13.01.07 to discuss the problems of Footwear Associations of Agra. In this*

*meeting around eighty members of different Associations has attended the meeting.*

#### **8. Exposure visit to Kolkata:**

*The six Artisans cum Entrepreneurs who are the members of M/s Agra Juta Laghu Udyog Utpadak Samiti, Partappura, Agra has visited Kolkata along with the CDE from 10.03.2007 to 15.03.2007 and held long disquisition with the following wholesalers for marketing tie ups of their finished products (Shoes)*

- a) M/s Sree Leathers, Kolkata*
- b) M/s Khadim & Co., Kolkata*

*They have also visited three Footwear manufacturing units and one Leather manufacturing units (Tannery) in Kolkata to get the exposure. The artisans cum Entrepreneurs have also visited some Big footwear showroom to get the ideas of new styles of Footwear which are display in the showrooms.*

#### **9. Visit of Mr. Dey (MD), M/s Sree Leathers, Kolkata**

*Mr Dey (MD) of M/s Sree Leathers, Kolkata along with two members of the Co. has visited Agra on 17.03.2007 and the CDE has accompany them for visiting the Six nos of Footwear units who was the members of M/s Agra Juta Laghu Udyog Utpadak Samiti, Partappura, Agra. After the visit of the units and discusses ion they have placed the orders to all six units.*



**REVENUE EARNINGS OF SISI, AGRA DURING THE YEAR 2006-07:**

| <b>S.No.</b> | <b>ITEM</b>                           | <b>REVENUE EARNED</b> |
|--------------|---------------------------------------|-----------------------|
| 1.           | EDP/ ESDP (Training Fee)              | 275300=00             |
| 2.           | EDP (Under PD A/c)                    | 674970=00             |
| 3.           | MDP Fees                              | 78750=00              |
| 4.           | Energy Conservation                   | 4000=00               |
| 5.           | NSIC Reg./ GSPP                       | 38000=00              |
| 6.           | Sale of Publication                   | 1610=00               |
| 7.           | National Vender Development Programme | 428000=00             |
| 8.           | Packaging for Export                  | 4000=00               |
| 9.           | Capacity Assessment                   | 5000=00               |
| 10.          | Sales of U/S Stores                   | 35000=00              |
| 11.          | WTO                                   | 12000=00              |
| 12.          | Others                                | 150=00                |
|              | <b>Total</b>                          | <b>1556780=00</b>     |

