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## **Agra: eMSME Workshop held on Friday, April 1<sup>st</sup>, 2011**

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# Micro and Small Enterprises in Agra take the Internet route for global reach

*Digital Empowerment Foundation's eMSME National Program reaches Agra with an educational seminar titled "Internet for MSMEs – Digital Empowerment of Leather Cluster"*

## Venue

<b>Event Name:</b> Empowering the MSME Clusters with focus on Leather [An Interactive Educational Seminar]	
<b>Held on</b> Tuesday, April 5, 2011 ( <b>Time:</b> 5:00 PM to 9:00 PM)	<b>Venue:</b> Hotel Atithi, Tourist Complex Area, Fatehabad Road, Agra-282001

## Background

According to the last MSME survey, the state of Uttar Pradesh in India had over 3.1 million MSMEs (Micro, Small and Medium Enterprises), including 760,000 and 2.34 million units in the manufacturing and services sector, respectively<sup>1</sup>. In this state, the leather industry is concentrated in Agra and Kanpur, with Agra being one the largest manufacturers of footwear for domestic as well as international markets with an annual turnover of Rs.3,500 crore and at least 1.25 lakh people are engaged in the industry<sup>2</sup>.

With nearly 81 million<sup>3</sup> Internet users in India and over 1.9 billion<sup>4</sup> Internet users that exist worldwide, the Internet offers businesses of all sizes a rich and powerful medium to create awareness about their products and offerings. Businesses that are not present on the Internet will therefore miss out on being found by these net-savvy users who shop around for different vendors for products and services.

The Interactive Seminar "**Internet for MSMEs**", organized by **Digital Empowerment Foundation (DEF)** and supported by **Verisign** and **Ministry of MSME** at Agra on April 5, 2011 aimed to address in a timely manner the means MSMEs can employ to make themselves visible to and connect with customers globally in an efficient and cost-effective manner.

## Organizers

**Organizer: Digital Empowerment Foundation ([www.defindia.net](http://www.defindia.net))**

Established in 2002, Digital Empowerment Foundation (DEF) is a non-governmental organization committed to the advocacy, development, and deployment of information and communication technology (ICT) for masses. The focus is on creating information-based content, knowledge-bases, and solutions through innovative and effective use of ICT towards greater collaboration between grassroots players and the world at large. Through this, DEF envisions playing a key role in bridging the digital divide at the grassroots level and, thereby, delivering the socio-economical benefits of ICT to the grassroots communities.

**Co-Organizer: VeriSign**

VeriSign, Inc. is the trusted provider of Internet infrastructure services for the networked world. Billions of times each day, Verisign helps companies and consumers all over the world to connect online with confidence. Additional news and information about the company is available at [www.verisigninc.com](http://www.verisigninc.com).

**Supported By: Ministry of Micro, Small & Medium Enterprises ()**

Ministry of Micro, Small & Medium Enterprises, Government of India, is responsible for enabling vitality and growth impetus to enterprises of all sizes in India in terms of output, employment and exports and instilling a competitive culture based on heightened technology awareness. The ministry operates through various independent bodies like Development Commissioner (MSME) and National Small Industries Corporation Ltd (NSIC). Both NSIC and MSME-Development Institute (MSME-DI) have full fledged supported our event in Agra.

**Local Partners:**

**Human Welfare Association (HWA), Varanasi ([www.hwavaranasi.org](http://www.hwavaranasi.org))**

HWA aims to organize and empower the most disadvantaged sections of society for sustainable and comprehensive development leading to improved quality of living. HWA has worked with a number of international and national organizations in 5 Blocks in two districts Varanasi and Mirzapur with 328 villages and urban slums with more than 4 Lakh populations.

**India Development Alternative Foundation (IDAF), Kanpur (<http://idaf.org.in>)**

India Development Alternative Foundation (IDAF) is a non-for-profit organization which aims to harbingers development and social change using Information Communication Technology (ICT) for sustainable and socio-politico-economic development of the communities through livelihood projects, democratic and transparent governance, capacity-building, and entrepreneurship development.

## Speakers

The program was inaugurated by Chief Guest Mr. Raj Kumar Srivastava, Chief Development Officer, Agra. The government was also represented by Mr. Deshraj Gautam, General Manager, District Industries Centre, Agra and Mr. Pradeep Kumar, Director, MSME Development Institute, Agra.



Among other speakers, the local industry was represented by Mr. Dharmendra Soni, Agra Juta Laghu Udyog Utpadak Samiti and Mr. Opinder Singh Lovely, president, Agra Shoe Manufacturers Association (ASMA). From banking sector, Dr. Ramjas Yadav, Chief Manager, Bank of Baroda provided Bank of Baroda's formal support to eMSME program and was present as a Speaker.

"We are happy to see a highly engaging and enthusiastic response to our eMSME program in Uttar Pradesh. This is a great opportunity for business segments like the Shoe Cluster in Agra along with other micro and small units to grow their businesses by smart usage of Internet and related tools. Our aim is to ensure that affordable & reliable Internet solutions are available with long term support to all clusters of Uttar Pradesh," said Mr. Osama Manzar, Founder & Director, Digital Empowerment Foundation (DEF).

Mr. Kartik Taneja, Lead India Channels , VeriSign Naming Services, explained how simple it is for enterprises of all sizes to adopt internet and showcase their work to the global market.



There was unanimity among speakers that the medium of Internet is a great opportunity for micro and small enterprises to help grow their businesses all across and India and international markets.

Mr. Pradeep Kumar, Director, MSME Development Institute, Agra, shared how the Department of MSME is promoting usage of ICT (Information and Communications Technology) among MSMEs and shared that financial help will be provided to all those enterprises who wish to use ICT tools including development of websites.

## Participation & Impact

About 130 participants and regional stakeholders from various associations, organizations & government departments participated in the seminar which was acknowledged as a landmark event in Agra by speakers and participants.

During the event, best practices and case studies of grassroots organizations that have used Internet profitably were shared – the objective being to help the participants take advantage of various Internet tools & strategies for building sustainable businesses with profitable growth.



Later, the open Question-Answer session saw participants eager to know more about Internet adoption and were keen to know everything about Internet Domain Name Registration, Website Hosting and usage of techniques like Search Engine Optimization (SEO) to grow their business through Internet.

Members and students of Central Footwear Training Institute (CFTI), Agra were eager participants and they were keen to know how they can help accelerate the adoption of Internet in Uttar Pradesh. Mr. Osama Manzar invited them to focus on specific clusters, find out their exact business needs and submit the report to DEF for further action.

Among the various groups present, the Marble Naqqashi artisans were identified as the least privileged with severe social and financial crisis – their trade involves concentrated intricate work which renders the artisans almost blind by the age of forty. The average income of these artisans is Rupees two to three thousand.

Members of local groups and associations that have requested for a website (for their cluster) include - Agra Shoe Manufacturers Association (ASMA), Joota Mandi, Foundry industry and Stone Carving.

Joota Mandi, which is a group of 300 plus entities, have requested a special visit by DEF to hold special session for them on ICT adaptation, center establishment and website making. Similarly, members from Foundry industry and Stone Carving (Marble Naqqashi) requested for exclusive visits.



“After the success of our Internet awareness programs in Varanasi, Kanpur and now in Agra, we have been getting innumerable requests from various parts of Uttar Pradesh to rapidly replicate the eMSME program in the entire state,” said Dr. Rajani Kant, Founder Director of Human Welfare Association.

## Follow up and Further action

DEF is interacting with District Industries Centre, Agra, MSME Development Institute, Agra and local associations to collate website development requirements and propagate the eMSME program. DEF is in the process of identifying resources to speed-up the website development process for all local requirements.

A consolidated website (.com or .net) for the cluster will be ready by May 30, 2011 to showcase local crafts and craftsmen and encourage all members to build individual .com / .net websites.

Sources:

<sup>1</sup> Business Standard report <http://www.business-standard.com/india/news/up-likely-to-formulate-new-msme-policy/428213/>

<sup>2</sup> IANS Report [http://www.thaindian.com/newsportal/business/international-shoe-fair-in-agra\\_100451705.html](http://www.thaindian.com/newsportal/business/international-shoe-fair-in-agra_100451705.html)

<sup>3</sup> [www.internetstats.com](http://www.internetstats.com), June 30, 2010

<sup>4</sup> [www.internetworldstats.com](http://www.internetworldstats.com), June 30, 2010

## Annexure: Participants

#	Name	Organization	Mobile/ Phone/ Add	Email-ID
1	Dinesh Kumar	Shoe Manufacturing Handsam Shoe	91 9412342239	
2	Haseen Uddin	Musle Inlay	91 955706629	javed-khan28200@yahoo.com
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10	Mahablr Kumar	C.F.T.I	91 9286194013	
11	Ravi Kumar	MSME	91 9720728007	
12	Sri Krishan	S:K Hand craft	91 9528446313	
13	Dharm Pal	Shahjang	91 5622214423	
14	Lal Chand	Shahjang	91 5622214423	
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24	Masit Khan	Artisans Paiclauki	91 9358546069	
25	Vahid Khan	Artisans Paiclauki		
26	Sahid Khan	Artisans Paiclauki	91 9368272764	
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29	U K Slony	DRDAASH	91 9456620915	
30	Pram Pul Singh	DRDAASH	91 9761858485	

#	Name	Organization	Mobile/ Phone/ Add	Email-ID
31	Rakesh Kr Jain	Sunny Founday	91 9897021525	
32	Sami	Handi Craft	91 9761591674	
33	Hekmat Ali	Handi Craft	91 9219196626	
34	Harish Kumar	C.F.T.I	91 9536044004	
35	P P Sinha		91 9837792415	
36	Pradeep Singh	C.F.T.I	91 989752885	
37	Kedar Singh	White Gold	91 8909100063	
38	Sachin Bhardwaj	Yantra	91 9810003862	
39	Rajan Kehantl	SS Coud frey	91 9982416497	
40	Vivek Gupta	Jaunty Ovenses	91 9897048064	
41	Shiv Bhadur	Jaunty Ovenses	91 9457815272	
42	Lokesh Sharma	Jaunty Ovenses	91 9557228651	
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45	Vipin Singh	SHG Gutila		
46	M.C. Savoj (J.I)	DIC Agra	91 9451762445	
47	Rakesh Raj	DIC Agra	91 9457400095	
48	Yogesh Kumar	PGETTH	91 8057076783	
49	Praveen Kumar	DIC Agra	91 9412124148	
50	Nikhil Goyal	Industry Concern	91 7599329765	
51	Atul Bansal	Business	91 9319103026	
52	Rajesh	Business	91 9319106205	
53	Anind Kumar	K.D.	91 9897637771	
54	Ashok Kumar			
55	Amit Raj	Rajender Foot Ware	91 9456048002	
56	Pradeep Kumar	Ushal Foot Ware	91 9634157383	
57	Rajesh Kumar	Rajender Foot Ware		
58	Subhash Kumar	Block	91 9830020966	
59	Ashok Kumar	Raj Foot Ware		
60	Soffad Haidr	Taj shg Foundation	91 9997924786	

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62	Ramesh Chand Varma	Raj Nagar Loha Mandi	91 9319367627	
63	Surander	Stone Mem Craft	91 9411200116	
64	A.R. Gautam	EMSME	91 9412372661	
65	Er. S.S. Kausha	Adhet Coed Storang	91 9837212279	
66	Mr. J. S.Sharma	Food Process	91 9897087573	
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75	Majrul Rai	Food Process	91 9259172346	
76	Gul Fun Bg	Food Process	91 9259172346	
77	Shivdayal	Atry Handicraft	91 9690665537	
78	Mahamaal Bilal	IIFT	91 9258731716	
79	Ruju Kumar	Hast Shilp		
80	Rohan Inon	White Gold Shoe	91 9997222114	
81	Rajani Soni	C.F.T.I	91 9897314049	
82	Vishal Soni	C.F.T.I	91 9756477079	
83	Ajeet Smigh	Atul Engg. Udyog	91 7895214960	
84	Shashikapur	Nagalk ki Chand	91 9837269610	
85	Mahandra Singh	Shikanelra	91 8791404091	
86	Mahendra Singh	Khandri Saqur	91 9675054216	
87	Shalendra Singh	C.F.T.I	91 8445355370	
88	Tula Ram	C.F.T.I	91 9927224120	
89	Yagul	C.F.T.I		
90	Meera Samaelhya	C.F.T.I	91 9219613935	

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92	Ashrak	Handi Craft	91 931949489	
93	Sumit Kumar	C.F.T.I	91 9597193045	
94	Sant Singh Toumar	Koja Adhyakha	91 9634014151	
95	Raman Gopal	Bhatiya elamabu	91 9412260985	
96	Sk Mehra	IIA	91 9837084886	
97	Ak Chouby	Essa arggi	91 9819992836	
98	Sanjeev Chawra	Boot Art Interanatonal	91 9897220997	
99	Reetesh Goyal	GT leam lmd	91 9412262196	
100	Anueeur	AIPA		
101	Mahiver Singh	SH Jaujitel		
102	Lakhan Singh	Bayeena		
103	Rakesh			
104	Raj Kumar			
105	Hariom			
106	Manish	Leather Work	91 9412158485	
107	Brijendra Singh	Leather Work	91 9219517978	
108	Dr. Upendra	Block	91 9411463550	
109	Ram vir	Block	91 9410661601	
110	Ishvak Ali		91 9319841185	