



Confederation of Indian Industry

**Proposal for  
CII Industrial Services Training Program 2018 - 2019  
For Representatives from African Chambers of Commerce  
under the decision of IAFS – III**

**Confederation of India Industry (CII)**

Confederation of Indian Industry (CII) and Ministry of External Affairs (MEA) Government of India had jointly organized five Industrial Services Training Programmes (ISTP) during 1999, 2003, 2004, 2006, 2007, 2012, 2013 and 2014 in India. Participants from 33 African countries; Angola, Botswana, Burkina Faso, Burundi, Cameroon, Cote d'Ivoire, Chad, Comoros, Republic of Congo, D R Congo, Egypt, Ethiopia, Gambia, Ghana, Kenya, Liberia, Lesotho, Madagascar, Malawi, Mauritius, Mauritania, Mozambique, Nigeria, Namibia, Rwanda, Senegal, Seychelles, Swaziland, Tanzania, South Africa, Uganda, Zambia and Zimbabwe participated.

### **Brief note on March 2014, 2017 & 2018 programme**

The 8th CII Industrial Services training programme was conducted from 9-18th March 2014, New Delhi and represented 18 countries, Burundi, Comoros, Egypt, Eritrea, Ethiopia, Ghana, Kenya, Lesotho, Liberia, Madagascar, Mauritania, Mozambique, Niger, Republic of Congo (Brazzaville), Swaziland, The Gambia, Uganda and Zambia.

The 9th CII Industrial Services training programme (8th ISTP) for senior representatives of African Chamber of Commerce, 9 -18 March 2017, New Delhi. This representation was from 19 countries, Burundi, Cote d'Ivoire, D R Congo, Ethiopia, Ghana, Kenya, Lesotho, Madagascar, Mauritius, Nigeria, Uganda, Sudan, Swaziland, The Gambia, Zambia and Zimbabwe.

The representatives got a first-hand experience of the biggest business event involving India and Africa. They attended the 12th CII EXIM Bank Conclave on India Africa Project Partnership, organized by CII with support of Ministry of External Affairs and Ministry of Commerce and Industry, Government of India, held from 9 - 10 March 2017 in New Delhi.

The training programme coincides with the participants attending the 8<sup>th</sup>, 9<sup>th</sup> & 10th CII EXIM Bank Conclave on India Africa Project Partnership 2014, 2017 & 2018, New Delhi. The inclusion of the Africa Conclave in the training programme is to give a glimpse and scale of organizing a business platform. This also gives an opportunity for B 2 B meetings.

The overall program was received well and served in capacity building of the partner institutions.

### **Outcome of the training programme:**

MoUs on mutual co-operation with the following were signed on 3 April 2018 at CII office.

1. CII and Chamber of Commerce and Industry of Benin
2. CII and Chamber of Commerce of Sotavento, Cabo Verde
3. CII and Guinea Bissau Chamber of Commerce
4. CII and Chamber of Commerce, Industry, Agriculture and Services of Guinea-Bissau (CCIAS-GB)
5. CII and Kenya National Chamber of Commerce and Industry (KNCCI) TRANS-NZOIA COUNTY
6. CII and Niger Investment Board
7. CII and Abuja Chamber of Commerce and Industry, Nigeria
8. CII and Agency for Investment Promotion, Republic of Congo
9. CII and National Chamber of Importers, Union of Chambers of Commerce, Sudan
10. CII and Black Business Council, South Africa
11. CII and Tanzania Trade Development Authority (TANTRADE)

♦ Hero motor bike dealership opened a branch at Tranz Nzoia County, Kenya on 12 July 2018 in collaboration with Mr Martin Wekesa Wafula Waliula, Chairman- Trans Nzoia County, Kenya National Chamber of Commerce and Industry (KNCCI)

♦ Cabo Verde Trade Invest in talks with CII Institute of Quality to organize a workshop on Quality Tools and their impact & utility for Exports at Cabo Verde

- ❖ CII continues to engage with the participants on regular basis and facilitate business queries from time to time.

With India's focus on partnering Africa in the areas of skill and capacity building, it is proposed that a 3 year plan be envisaged to train the Chambers of Commerce in Africa under a program "CII Industrial Services Training Program". The multi year program will ensure larger coverage, sustainability, opportunity to hand-hold over a period of time and also assess the impact. The first edition of the Program is proposed to be held in March 2015, second in March 2016 and third in March 2017.

## **BACKGROUND**

As the world globalizes and developing economies look for their rightful place in the new world order, expectation from industry is growing. The African industry feels the need to build capacity in chambers and organizations to help industry grow and develop and become competitive in the changing order.

The dual role of advising the industry to build expertise and advising the government to streamline policies to help growth of trade & investment has become the order of the day.

This in turn has necessitated a complete review, reorientation and even some amount of reengineering of the functions of Industrial Associations and Chambers of Commerce all over the world. Some new elements, which have become imperative, are:

- a) How to meet membership expectations and evolve new services
- b) Seeking Government and Media Support where necessary
- c) International linkages – both institutional and individual levels for different form of cooperation like joint ventures, technology transfers, sub-contracting, marketing arrangements etc.
- d) To assist industry in becoming more competitive – national and international.

The Apex Chambers / Industrial Associations all over the world are providing the necessary impetus for accelerating the economic and industrial development. They also play a key role in policymaking, employment generation, and social development, provide necessary information to industry and government. CII has a very close interaction with industry across the globe through its network of 64 offices in India, 7 overseas and institutional partnerships with 224 counterpart organizations in over 90 countries. CII serves as a reference point for Indian industry and the international business community.

In order to continuously strengthen and upgrade the industrial services, CII has been including into the Secretariat, professionals from different academic backgrounds and disciplines. Thus, apart from providing the traditional services of trouble shooting in regard to Government policies and procedures, CII has developed Specialist Counseling Services in the management of important areas such as:

- Energy, Environment, Quality, Productivity, Technology, Trade Fairs, Cost Management, HRD, Corporate Services, WTO and economic research, Community development, AIDS awareness, Capacity Building, Water, Sustainable Development etc.

CII would be happy to share its over 119 years experience of information, human expertise, the technology of delivering appropriate service to industry etc. with the staff of similar bodies in the developing countries in Sub Saharan Africa on a long term sustained basis.

It is with this objective that CII is keen to undertake this training programme with the support of the Government of India, Ministry of External Affairs.

## 1. **OBJECTIVE OF THE PROPOSED TRAINING**

The main objectives of the training programme are:

- How to strengthen Chambers / Industry Association's activities / services
- What are the requirements of the Industry in the modern era and how to fulfill the requirements
- The art of consensus building, network and partnership building
- How to promote industrial growth, SMEs, social development and regional cooperation
- How to serve industry by providing specialized services

## 2. **MODUS OPERANDI**

- CII would like to invite the officials of MoU partners and / or other Apex Chambers of Commerce or Industrial Association to come to India and spend two weeks in India and spend time at CII Headquarters to study and understand the CII system of services to industry.
- Government of India, Ministry of External Affairs (MEA) to provide the international air ticket for the trainees, MEA to also provide local transport and hospitality in New Delhi and one / two city/ cities in India.
- CII will provide training to the African delegates.

## 3. **WHO WILL ATTEND**

Chief Executive, Executives dealing with Small Scale Industry and / or International Matters in the Apex Chamber of Commerce or Industrial Associations.

4. **MATRIX OF ISTP**

An outline of the Programme for is at Annexure A. On successful completion of ISTP, CII and MEA will award a certificate to the delegate.

5. **IMPACT REVIEW**

Six months after the return of the trainee to their countries, there will be a review meeting organized with the Trainee in the respective countries to assess the impact of training, result / progress achieved by different trainees, any further assistance required etc.

6. **REGISTRATION PROCEDURE**

- a. The trainee should be a staff of the Apex Chamber of Commerce / Industrial Association and should be authorized by his / her organization through their Government and the Indian High Commission located in that country.
- b. The Trainee should have a valid passport, visa and Health certificate (where applicable) for India. Also carry Health Insurance Policy for the duration of stay in India.
- c. The trainee will have to make their own arrangements for medical insurance, pocket expenses, international calls, sight seeing, entertainment and any other incidental expenses. No DSA will be given to the delegates, but boarding / lodging, transport (International and local) - air / rail travel, cars and coaches will be taken care by the organizers / MEA as per the programme.
- d. The trainee will make a presentation on his / her country in the ISTP.

7. **COST**

Estimate local hospitality cost is enclosed at Annexure B.

**CONFEDERATION OF INDIAN INDUSTRY**

**CII Industrial Services Training Programme, New Delhi**

**Draft Programme outline**

**DATE: 17-29 March 2019**

Arrival of the delegation on Sunday preceding the first Monday.

- Attend the CII Africa Conclave – 2 days
- Welcome and Address by Senior Government official from Ministry of External Affairs
- Overview - Objective and overview of ISTP
- Role and Rule - CII model and others
- CII and Affiliated Associations
- CII office bearers and Secretariat
- CII convention / values - continuity
- Staff Development - Recruitment - Induction - Development & Training
- Building Administration and Communication Competence
- Library and Information Service
- Financial Resources
- Membership services - How to make them attractive
- Special services for Small Scale Industry (SME) Members
- Problem Solving Role
- Development Role – Proactive role
- Energy, Environment, Financial Management, Marketing - Internal
- Marketing - International, Quality, Seminars, Technology
- Trade Fairs and Training
- Data collection and dissemination – Publications
- Government relations - Ministerial and Bureaucracy
- Competitiveness
- Public Policy / Consensus Building at Political Level
- Social Development / Development Initiatives /
- Corporate Social Responsibility (CSR)
- Media
- Membership Expectations / Future Industrial Perspectives (New Services)
- International Partnership Building - Strategic Networking
- Operating an overseas office
- Economic Research
- Infrastructure Development
- Industrial Relations - Trade Unions / Workmen
- Training of Trainers - A Capsule – Attend CII Seminar
- Concluding Session and distribution of certificates

Visit to an Indian Manufacturing / SME facility in Delhi or Gurgaon or Noida

Sight Seeing in Delhi