



## D. The Art & Science of *CLUSTER DEVELOPMENT*

### Training Contents :

1. The Global background to Cluster Development Program (CDP) & its relevance to the business in your country.
2. The Indian background to Cluster Development Program (CDP).
3. Objective & purpose of CDP (Backward & Forward linkage).
4. Sensitization of CDP.
5. Scientific steps of CDP.
6. Methodology of CDP.
7. Experiences of clusters & consortia - Achievements.
8. Consortia formation "MATRIX".
9. The psychology of working together.
10. The benefits of CDP.
11. Reasons for Failure of some CDP's.
12. Cost of running CDP & Consortia.
13. Networking & CDP.
14. Agencies involved in CDP & their role.
15. Role of CDA (Cluster Development Agent).
16. Areas of CDP which affects business - Technological intervention, R & D, cost reduction, cost sharing, increase in sales, increase in profits, joint market promotion, exports, imports, joint ventures, group financing, group staffing .....



### Other side topics of the presentation will be :

- ⊙ Why to work in groups under consortia ?
- ⊙ Getting your company ready for CDP.
- ⊙ Business environment in international markets.
- ⊙ Marketing strategies for consortia.
- ⊙ Business Linkages / Teaming in CDP.
- ⊙ Contracting concept in CDP.
- ⊙ Business Plan for consortia.
- ⊙ Government Advocacy for CDP.



**Duration of course :** 2-3 Days

**Timing :** 10 AM to 2 PM or 2 PM to 8 PM

**Location :** Your country

**Faculty :** Jagat Shah, Certified Management Consultant (CMC), MBA & Certified Cluster practitioner.  
Trade representative of Govt. of Manitoba, Canada in India.

- ⊙ 22 years of experience in international trade management & cluster development.
- ⊙ Conducted 300+ training programs in 40+ countries, attended by 15400+ companies.
- ⊙ Led 80+ trade delegations for buyer seller meet & business match making abroad.
- ⊙ Founder & CEO - Global Network : [www.globalnetworkindia.com](http://www.globalnetworkindia.com)
- ⊙ Founder & Mentor - Cluster Pulse : [www.clusterpulse.org](http://www.clusterpulse.org)
- ⊙ CV : [www.globaljagat.com](http://www.globaljagat.com)



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