

III-B. CONSULTANCY DEVELOPMENT CENTRE (CDC)

1. INTRODUCTION

1.1 Background

The Consultancy Development Centre (CDC) came into being as a registered society in January 1986, and is functioning from its office at India Habitat Centre Complex since May 1994. The CDC was approved as an Autonomous institution of DSIR in December 2004. The Centre is managed and guided by a Governing Council headed by Secretary, DSIR. The Governing Council consists of representatives of consultancy organisations, R&D institutions, Government Departments, academic institutions, public sector units etc. CDC had a membership of 1331 as on 31-3-2007 representing various types of consultancy organisations and individuals experts associated with the consultancy. CDC has concentrated mainly on development of consulting skills and capabilities through providing data/information services on consultancy expertise in various sectors of operation, carrying out studies on consultancy promotion and development including export potential studies, training and capacity building programmes on consultancy needs and practices and strengthening of technological and managerial consultancy capabilities including promoting consultancy exports.

1.2 DSIR Support

DSIR provides financial support to CDC each year based on performance and review. During 2006-07, DSIR provided a financial support of Rs.60.00 lakhs. The Centre has its office at the India Habitat Centre complex and

the space was procured through the grant-in-aid provided by the DSIR. Over the years CDC has developed the required infrastructure for collection, analysis and dissemination of consultancy related data, training and capacity building activities and for nurturing consultants and users of consultancy, thus resulting in better returns on investments through development of consultancy profession in the country. The Centre is equipped with Library facility for consultants with specialised collection on Consultancy Management.

1.3 Technical Consultancy Development Programme for Asia and Pacific (TCDPAP)

In order to enhance technological and managerial capabilities as well as the export capabilities of consultants, programmes have been organised for consultants at national and international levels, which have proved to be useful to promote consultancy business. CDC has been identified to be a nodal agency for Technical Consultancy Development Programme for Asia and the Pacific (TCDPAP), a programme promoted by the UN-ESCAP and supported by the DSIR. 13 countries in the Asia Pacific are the members of the TCDPAP. A General Council comprising representatives from each of the member countries guides this Programme. In addition, there is an Executive Committee to guide the implementation of the various programmes and policies laid down by the General Council. CDC has been nominated to function as the secretariat for TCDPAP upto 2008 by the General Council of TCDPAP.

2. ACTIVITIES OF CDC

2.1 Educational Programmes

- a) MS Degree Programme in collaboration with BITS Pilani.

The Eleventh Batch of the MS Degree Programme in collaboration with BITS, Pilani Commenced with 55 students. Admissions to the third semester for the tenth batch were also conducted in parallel, in which the intake was 47 students.

- b) Collaborative MBA Programme in consultancy Management with Indira Gandhi National Open University (IGNOU).

A proposal for collaborative MBA Programme in Consultancy Management was submitted to the Indira Gandhi National Open University (IGNOU) considering the need for developing educational programmes in the area of consultancy and outsourcing, which is an emerging area. The proposed programme covering certificate, PG diploma and degree programmes, shall be a new programme, different from the present MBA programme of IGNOU, through it may have some common courses. The distinguishing feature of these programmes would be a combination of distance, satellite, e-coaching, e-learning, contact and practice school pedagogies. The courses be developed in a modular concept so that the students could get Certificate or Diploma or Degree, depending upon the number of credits/courses completed. Details of courses and related modalities are being worked out to start the programme from July, 2008. The course content for the proposed course shall include latest developments and trends including state-of-the art in each module including the opportunities and prospects in emerging sectors like

Technology Management, R&D Management in Pharmaceuticals, Biotechnology, etc. Details of courses have been finalized and the Centre shall sign a Memorandum of Understanding soon. Efforts are being made to launch the programme from July 2008.

2.2 Capacity Building Programmes

- a) Four capacity building programmes on the following topics were conducted.
- Negotiation Skills for consultants and clients
 - Workshop on Presentation Skills
 - Workshop on Effective Business Communication
 - Programme on Project Management

All the above programmes were conducted in CDC and were well attended.

- b) FIDIC Training Seminars

Two FIDIC Training Seminars on “Practical Management of Contract Clams and Resolution of Disputes” in collaboration with the Consulting Engineers Association of India (CEAI) were organized. The first programme was organized at Delhi from 21-22 September 2007 and the second programme was organized at Bangalore from 26-27 September 2007. Both the programmes were well attended.

2.3 Workshops and Seminars

Five Seminars/Workshops have been organized, the details of which are as follows:

- a) “Leveraging Innovation for SME Competitiveness”: This DSIR sponsored Workshop was organized at Pune on 21 June 2007 in association with MITCON Ltd, a Technical Consultancy

Organization (TCO) and the Maratha Chamber of Commerce, Industries and Agriculture, Pune and was attended by 120 participants.

- b) “Issues in Technology Management for Small and Medium Enterprises”: This DSIR sponsored workshop was organized at Malaysia from 24-25 July 2007 under the Technical Consultancy Development Programme for Asia and the Pacific (TCDPAP) banner and in collaboration with the Professional Services Development Corporation (PSDC). The workshop was attended by about 200 participants from industry, R&D, academia, consulting and professional organizations in Malaysia.
- c) Programme on Consultancy as a Career Option for Women on 26th October, 2007 at Chennai was organized by CDC Chennai Chapter.
- d) Programme on Consultancy as a Career Option for Women on 26th October, 2007 at Hyderabad was organized by CDC Hyderabad Chapter.

2.4 Facilitation in Selection of Consultants

Facilitation in Selection of Consultants is a new activity initiated by CDC during this year.

One assignment of providing facilitation to NDMA in selection of Consultant for the World Bank funded National Cyclone Risk Mitigation Project has been obtained and the same has been successfully completed.

Two assignments – one from NDMA for Selection of Consultants for National Earthquake Risk Mitigation Project (NERMP)

and Army Headquarters, Ministry of Defence for Selection of Consultant for modernization of Corps Zone Workshops” are under finalisation.

2.5 Projects/ Study Assignments

The following projects/study assignments were initiated during the year.

“Impact of Consultancy Services provided to Industry by Indian R&D Institutions” in the Aerospace and Automotive sectors under NSTMIS Scheme sponsored by Department of Science and Technology

The study will assess the impact of consultancy services provided by Indian R&D institutions and their experts to the Indian industry in the areas of aerospace and automotive sectors. The study will collect data – both financial basis (revenues earned) as well as technical basis (level and type of technologies provided) – on the Consultancy services provided by the Indian R&D institutions in aerospace and automotive sectors and analyze the data. The analysis will identify deficiencies /gaps in the services and suggest measures for further boosting up the consultancy services in the country. Such a study will provide a high value addition to the promotion of Indian consultancy services in the country as well as abroad and also help the Government in providing suitable policy initiatives in this field.

“Export potential of Consultancy Services in Latin American Countries- Brazil, Argentina, Colombia, Mexico” sponsored by Department of Scientific & Industrial Research (DSIR)

The assignment will identify the potential for export of consultancy services in key sectors in the countries of Brazil, Argentina, Colombia and Mexico. The identification

of gaps as well as evolving modalities to bridge the gap utilizing Indian consultancy expertise including joint ventures, business partnership to promote export of consultancy services will also be examined alongwith regulations, if any, on import of consulting services.

“Field based detailed study in South-East Asia (Vietnam) for enhancing Export of Engineering & Management services from India” sponsored by Department of Commerce

The objective of the study is to be carry out in-depth field based detailed study in South East Asia (country Vietnam) for the promotion of Management and Engineering Consultancy exports from India. This will involve identification of priority sectors as well as gaps and the strategies to bridge the gaps to enhance the export of consulting services. The scope also covers creation of a database of local consultants and consultancy organizations in Vietnam to build the strategic alliances.

“Environmental Consulting in India: available expertise, demand and constraints” sponsored by DSIR, Ministry of Science & Technology, Government of India

The study will assess the current status of environmental consulting in India with respect to consultancy organizations and individual consultants working in the area of environment and knowledge/ expertise available to undertake various aspects of environmental assessment with respect to present and future demands. The study will analyse the impact in terms of developed capabilities and identify potential areas to facilitate improvements in the protection and remediation of the environment in the country. The study will also identify the

adequacy of laws, regulations, standards, EMPs and EARPs with respect to environmental protection and the recommendations of the study will suggest measures to overcome the demand in terms of capabilities to meet the requirements. The recommendations will also suggest a Road Map and an action plan to develop environmental consulting capabilities in the country.

“Consultancy Export Potential in 4 African Countries (Kenya, Uganda, Tanzania & Zambia)”, sponsored by Department of Scientific & Industrial Research (DSIR)

The assignment will identify the priorities sectors/areas having potential for export of consultancy services in the countries of Kenya, Uganda, Tanzania & Zambia. It will also identify the consultancy opportunities in these sectors. The assignment will also address the competitiveness of Indian Consultants viz-a-viz major international players in these markets and what is the Market Access requirements. Recommendations of the study will help to evolve strategies to bridge the gaps with a view to increase export of consultancy services. As a part of the assignment database of local consultants/consultancy organizations will be proposed to strengthen strategic alliances with local partners.

2.6 Publications

Consultancy Business Opportunities

The daily email alert publication has been converted into a web enabled service. All the consulting opportunities – both national and international are uploaded on the website and members can access the required information using their password. The problem of blocking huge email space, which has been

the concern of several members, has been appropriately addressed through this mechanism. The scope of the information has also been enlarged to cover opportunities arising in various Central and State Governments, PSUs and other multilateral and bilateral agencies. Facility to access the information according to sectoral specialization, date wise and country specific options have been provided.

Newsletter Consultancy Vision

The quarterly newsletter 'Consultancy Vision' has been converted to an e-newsletter. Three issues of the same were brought out and circulated.

Journal – Consulting Ahead

The second issue of the Journal Consulting Ahead was brought out and disseminated widely.

2.7 Policy Issues

(a) Finalized the Document on Procedure for Selection of Consultants, Fee Structure or Consultancy Services and Standard Consultancy Contract Conditions. The draft document was circulated widely to nodal ministries and departments of the Government including PSUs and the comments obtained have been appropriately incorporated. The document brought out by Ministry of Finance on the subject was also referred and suitable provisions also have been incorporated. The document has been forwarded to DSIR for submission to the Committee of Secretaries.

(b) The Study on Development of a Model Accreditation/Grading/Rating System for Consultants in India has been completed and the draft report is ready.

3. PLAN FROM DECEMBER 2007 TO MARCH 2008

3.1 Education

Course material for the MS Degree Programme in collaboration with BITS,

Pilani, for MBA Programme in collaboration with IGNOU shall be developed. E-learning technology will be developed/acquired and the course material will be converted to e-learning mode. With this the MS Programme in collaboration with BITS Pilani shall be expanded to Hyderabad, Bangalore and Chennai with effect from July, 2008 and also the Collaborative Programme with IGNOU shall be launched from July, 2008.

3.2 Projects/Studies Related to Consultancy

The on-going studies/projects will be completed. In addition the following three new studies will be initiated.

Study on Consultancy Capabilities and Opportunities in India

Objectives and Scope

The objective of the study is to bring out a report which provides comprehensive information on the present status of consultancy in various sectors, the nature and type of consulting assignments executed over the last decade, the capabilities and opportunities in the consultancy profession in India, in a holistic manner so that a Road Map can be evolved suggesting the measures to be taken to strengthen the Indian consultancy capabilities as well as promote export of Indian consultancy services.

The scope of the study will cover both technical and management consulting in sectors, which have led to economic development, and also prospective sectors in which there is growth and development taking place. The study would include all types of consultants – individuals and firms and also client organizations operating in the identified areas/sectors. The period of study will be last 10 years.

Study on Benchmarking Best Consulting Practices

Objectives and Scope

The objective of the study is to document the standard consulting practices – both in India and abroad which would help in promoting awareness amongst Indian Consultants to adopt standard and successful consulting practices as a business strategy, which would help in creating a competitive edge for their business.

The scope of the study will cover both technical and management consulting in sectors, which have led to economic development, and also prospective sectors in which there is growth and development taking place. The study would include all types of consultants – individuals and firms and also client organizations operating in the identified sectors. The period of study will be last 5 years and shall include six countries - two countries of Europe, two countries of North America and two countries of Asia Pacific. The countries will be finalized based on competence in consulting skills and nature of consulting assignments carried out using effective consulting tools and practices

Study on Status of Women Consultants in India

Objectives and Scope

- a) Assess the number of women consultants operating in different sectors and sub sectors.
- b) Assess the nature and types of services provided alongwith SWOT analysis
- c) Identify key issues/ impediments restricting growth of women consultants
- d) Recommend strategies for development of women consultants

- e) Identify potential areas in consulting for women to opt for the same
- f) Identify gaps in terms of capabilities vis-à-vis demand and suggest measures to overcome the gaps
- g) To suggest a Road Map and an action plan to develop women consulting capabilities in the country

3.3 Developmental Activities

- a) Tenth Annual Consultancy Congress on Outsourcing : Role of Consultants on 15-16 January, 2008 in association with Faculty of Management Studies.

To provide a platform for interaction between the various stakeholders with the aim to achieve a better understanding of the issues involved in client-consultant relationship for achieving organizational objectives of world class productivity through outsourcing of engineering and management services to consultants and experts.

- b) Awareness programmes to women experts in various disciplines to possibilities of consultancy as a career option.
- c) Annual awards for excellence in consultancy services to consultants/ consultancy organizations for rendering meritorious services.
- d) Financial support towards participation in overseas seminars/skill upgradation programmes

3.4 Capacity Building Programmes

Programmes in following areas shall be organized.

- Consulting Methods and their effective use
- Development of internal consultants in organizations

- Contract Management, Project Management and Assignment Management
- Presentation and Negotiation Skills
- Use of Consulting Standards

3.5 TCDPAP Annual Conference from 22-25 April, 2008 in Seoul, Korea

The Conference shall be organised in association with Korea Engineering and

Consulting Association (KENCA), Korea for which preparatory work will be done during the period.

4. REVENUE

CDC has earned revenue of Rs.332.72 lakhs during 2006-07 as against Rs.213.99 lakhs during 2005-06 from assignments, services rendered to various agencies, membership, etc.