

Survey on Leather & Leather Products Sector & Evaluation of ILDP by National Productivity Council (NPC)



Workshops organized by CLE - Southern Region (October 2016)

The Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, Government of India, has entrusted an assignment to National Productivity Council (NPC) for undertaking a Survey for Database Development and evaluation /appraisal of Indian Leather Development Programme (ILDP) being implemented during the current 12th Five Year Plan Period. The study comprise of two parts:

1. Involves database development of Leather and Leather Product manufacturing units (including non-leather footwear, etc)
2. Involves evaluation and appraisal of the implementation of ILDP during the 12th Five Year Plan Period i.e. 2012-2017. The sub-schemes of the ILDP include IDLS Scheme, Leather Technology, Innovation & Environmental issues, Mega Leather Clusters, HRD, etc.

The NPC, in this regard, has devised a Questionnaire for collecting inputs from all the stakeholders of leather sector i.e. all the individual units/firms engaged in all segments of the leather & leather products industry. The Questionnaire seeks inputs in the form of Primary data from all the units.

It may be mentioned here that in the absence of primary data about the number and types of firms / units and their future employment generation potential vis-à-vis present employment, investment requirement for upgradation of their machinery /equipment and scaling up of their potential to avail of emerging opportunities, the correct picture and the potential of the Sector cannot be projected.

As the exercise is time bound, the DIPP has desired the CLE to coordinate and render necessary assistance to the NPC in undertaking the Survey for database development and the Evaluation of ILDP. The DIPP has advised the CLE to urge its Members to respond to the Survey Questionnaire to facilitate the process of database development and evaluation of the ILDP, as further continuation /allocation of funds under ILDP is dependent upon this evaluation/appraisal being undertaken by the NPC.

The following are the intervention activities of the CLE to assist the Survey undertaken by NPC:

1. Considering the importance of the exercise, Shri M. Rafeeqe Ahmed, Chairman, CLE, has issued a Circular to Members of the Council requesting them to give primary importance to this Survey and submit their filled up Questionnaire to the NPC. This Circular was dated 7th October, 2016, which was sent to about 3400 Members of the CLE.
2. The Head Office of the CLE had interacted with

the NPC Head Quarters from time to time and coordinated for organization of the Workshops to disseminate the information on the Survey to the industry.

3. Besides the CLE Head Quarters in Chennai, all the Regional Offices of the CLE located in New Delhi, Kolkata, Mumbai, Kanpur, Agra and Jalandhar, the concerned Regional Directors have interacted and coordinate with the respective Regional offices of the NPC and coordinated in organizing the Workshops to create awareness of the Survey exercise.

4. The Workshops were organized by CLE in Ambur on 24.10.2016, Ranipet on 24.10.2016, Kanpur on 27.10.2016, Chennai on 02.11.2016, New Delhi on 03.11.2016, Kolkata on 03.11.2016 and Mumbai on 09.11.2016. The Workshop in Kozhikode was coordinated by CIFI, Kerala chapter, on the request made by the CLE.

5. CLE participated in these Workshops and highlighted the exercise of Survey and advised the industry to submit the filled-up Questionnaire to NPC. The linkage between the Survey and the continuation of the ILDP with higher outlay was explained and the need for development of database to project the leather industry better and accurate data was also explained. The NPC officials have participated in the Workshops and made technical presentation on the Survey, content of the Questionnaire and clarified on the details sought. The industry associations in the clusters have attended these Workshops.

Based on the above intervention measures undertaken by CLE and the guidance and support extended to the NPC, the filled-up Questionnaire is being submitted by the industry units to the NPC directly.

WORKSHOP AT AMBUR – 24.10.2016

The Workshop at Ambur was planned with the support of Ambur Tanners Association (ATA) and South India Shoe Manufacturers Association (SISMA), which are two prominent industry associations in the Cluster. The Workshop was held at 11.30 am at Ambur Trade Centre. The following are the participants in the Workshop:

- Shri S.M. Fayaz Ahmad, Honorary General Secretary, ATA
- Shri T.Mohamed Mobeen, Honorary General Secretary, Vaniyambadi Tanners Association (VTA)
- Shri A.Fayaz Ahmad, Assistant Director (ILDP), CLE
- Shri R. Idayachander, Deputy Director, NPC, Chennai
- Shri A.R. Ishtiyaq Ahmed, Chairman, Vanitec Ltd., Vaniyambadi
- Shri K. Iqbal Ahmed, Managing Director, Vanitec Ltd., Vaniyambadi
- Shri Naveed Akbar, Secretary, SISMA.

In all, a total of 31 participants have attended this

Workshop. This workshop covered the leather clusters of Ambur, Vaniyambadi and Pernambut.

Shri S.M. Fayaz Ahmad, Hony. General Secretary, Ambur Tanners Association has commenced the proceedings of the Workshop by welcoming the participants and the officials of CLE and NPC and the industry associations of Ambur and Vaniyambadi. He informed that this event is being organized on the request made by the CLE to create awareness of the exercise of the Survey being undertaken by NPC. He welcomed all the participants to this Workshop and he narrated the importance of having the data updated for the Ambur Leather Cluster which will reflect the correct status of the leather industry operating in the cluster.



Shri S.M. Fayaz Ahmad, Hony. General Secretary, Ambur Tanners Association, giving his Welcome address

Shri A. Fayaz Ahmad, Assistant Director (ILDP), CLE, in his speech has informed that ILDP is one of the pivotal Schemes for the development and growth of the Leather Industry in the Country. The ILDP which is a Central plan implemented for the leather sector is being continued in each Five Year Plan Periods, getting higher outlay to aid and assist the industry in its development. The thrust of the ILDP scheme is on technology up gradation and modernization of production units, expansion of production capacities, creation of institutional facilities in the country, training Human Resources for the leather sector, support to rural artisans for design and product development, create market linkages, environment management in the tanning sector, and establishment of Mega Leather Clusters etc. In nutshell, the basic objective of the ILDP is towards industrial development of the leather sector. Since the current Five Year Plan period is coming to end by March 2017, the DIPP has entrusted the assignment to NPC to evaluate and appraise the ILDP. Further as part of this assignment, the development of database for the leather sector was also entrusted to the NPC. The generation of the primary data to build up the database for the leather sector is highly essential to know the current status of the industry, in terms of number of units functioning, their investment / capital deployed, registration under the classification of MSMEs, manpower deployed, total turnover, production capacities, capacity utilization vis-à-vis the installed capacity and other such parameters. This is an opportunity for the Leather Industry units to submit these details and respond to the Questionnaire prepared by the NPC. The CLE has already circulated the Questionnaire to the

Units and Chairman of the CLE has issued this circular considering the importance of this exercise. The updated database will be useful for the CLE / Govt. of India for seeking higher allocation of funds under ILDP. The interventions of CLE in organizing the Workshops in various clusters in the country have been explained to get an idea on this nationwide campaign to build database for the leather sector and evaluation of ILDP. He concluded his presentation by requesting the participants to submit the filled up Questionnaire to the NPC.



Shri A. Fayaz Ahmad, Assistant Director (ILDP), CLE, explaining the background of the evaluation of the ILDP and database development of manufacturing units

Shri R. Idayachander, Deputy Director, National Productivity Council, made technical presentation on the Questionnaire and explained each element of the Questions raised in the Questionnaire. He informed that the Questionnaire is very brief with only 13 points which fits in within one and half page itself. NPC explained each and every point and the nature of details desired. He has requested the participants to submit their response to the NPC directly or through the cluster association.



Shri R. Idayachander, Deputy Director, National Productivity Council, making technical presentation



Thereafter Question and Answer Session was held which were duly clarified by CLE, ATA and NPC..

Q & A Session



Shri T.Mohamed Mubeen, Honorary General Secretary, Vaniyambadi Tanners Association (VTA), gave Vote of Thanks. He thanked the CLE and NPC for conducting this Workshop, which throw light on the current exercise of the Government of India, to evaluate the ILDP which is one of the crucial schemes for the growth of the leather sector. The IDLS Scheme which is one of the sub-schemes of the ILDP is extremely important and beneficial to the leather sector as it gives investment grant for installation of machinery in the manufacturing units. Therefore the feedback of the industry in the form of responding the Questionnaire of the NPC is very timely opportunity for the industry to inform the current status of the units to the Govt. of India.

He said that VTA would collect the filled up Questionnaire from its Members and would coordinate with NPC for submission. He thanked the participants for attending in large numbers. He also thanked the ATA and SIS-

MA for taking care of the organizing work for this Workshop. Thereafter Meeting concluded.



Shri T.Mohamed Mubeen, Honorary General Secretary, Vaniyambadi Tanners Association (VTA), giving Vote of Thanks

WORKSHOP AT RANIPET – 24.10.2016

The Workshop at Ranipet was planned with the support of South India Tanners & Dealers Association (SITDA), which is the prominent industry association in the Cluster. The Workshop was held at 3.30pm at the Conference Hall of the Ranitec CETP. The following are the participants in the Workshop:

- Shri R Ramesh Prasad , Chairman, Ranitec CETP
- Shri K. Mubeen Basha, Director, Ranitec CETP
- Shri R. Perumal, Director, Ranitec CETP
- Shri C.M. Zafarullah, Secretary, SITDA
- Shri A.Fayaz Ahmad, Assistant Director (ILDLP), CLE
- Shri R. Idayachander, Deputy Director, NPC, Chennai
- Shri Sivakumar, General Manager , Ranitec CETP

In all, a total of 46 participants attended this Workshop. This workshop covered the leather clusters of Ranipet and Melvisharam.

Shri C.M. Zafarullah, Secretary, SITDA, gave the Welcome address. Shri A.Fayaz Ahmad, Assistant Director (ILDLP), CLE, gave a presentation on the current exercise of evaluation and appraisal of the ILDP and database development for the leather sector by the NPC. Shri R. Idayachander, Deputy Director, NPC, explained in details about the elements of Questionnaire and requested the industry to submit the filled-up Questionnaire to NPC. Shri Sivakumar, General Manager, Ranitec CETP, expressed Vote of Thanks.



Shri C.M. Zafarullah, Secretary, SITDA, giving the Welcome address.



Shri A.Fayaz Ahmad, Assistant Director (ILDLP), CLE, making presentation



Shri A.Fayaz Ahmad, Assistant Director (ILDLP), CLE, making presentation



Shri R. Idayachander, Deputy Director, NPC, making technical presentation



Q & A Session



Shri Sivakumar, General Manager, Ranitec CETP, giving Vote of Thanks

The content and the proceedings of the speeches by the dignitaries were on the same lines of the Workshop held in Ambur.

WORKSHOP AT KOZHIKODE – 25.10.2016

The Workshop at Kozhikode was organized with the support and the cooperation of Confederation of Indian Footwear Industries (CIFI), Kerala Chapter. The Workshop was held at 3.30pm on 25.10.2016.

Shri V. Noushad, Managing Director, VKC Group & Vice President, CIFI, made the Presidential address in which he informed that the Kozhikode being the cluster for non-leather footwear, capturing of database of the units functioning in and around Kozhikode would be of significance to know the number of units operating in the sector, their capacities, the number of people engaged in these units and other such vital information could be elicited out of this present exercise of the Survey. He called upon the industry to respond to the Questionnaire of NPC.

Shri C. Narendra, Director, NPC, Bangalore, explained in details about the elements of Questionnaire and requested the industry to submit the filled-up Questionnaire to NPC. The meeting concluded with Q & A session. In all, around 40 participants have attended this Workshop.



Shri C. Narendra, Director, NPC, making Technical presentation

WORKSHOP AT CHENNAI – 02.11.2016

The Workshop at Chennai was organized by CLE with the support of Indian Finished Leather Manufacturers and Exporters Association (IFLMEA), Indian Shoe Federation (ISF), and All India Skin & Hide Tanners & Manufacturers Association (AISHTMA). The Workshop was held at 3.30pm at Hotel Ramada International, Chennai. The following are the participants in the Workshop:

- Smt Aarti Pandey, Branch Manager, ECGC Ltd.,
- Shri A.Fayaz Ahmad, Assistant Director (ILDP), CLE
- Shri P. Prabhakar Rao, Regional Director (South), CLE
- Shri D. Sreenivasulu, Deputy Director, NPC, Chennai
- Shri R. Idayachander, Deputy Director, NPC, Chennai
- Shri K. Aslam Basha, Secretary, IFLMEA
- Shri Abdul Rahman, Executive Director, ISF
- Shri Mohammed Hasan, Secretary, AISHTMA
- Shri S. Iqbal Modi, Founder President, AFCAMMI

In all, a total of 40 participants have attended this Workshop.



Registration Desk

Shri P. Prabhakar Rao, Regional Director (South), CLE, has given the Welcome address and explained the background of convening this Workshop involving 2 subject matters, namely schemes of the ECGC and the database development of units in leather sector and evaluation of ILDP by NPC.



Shri P. Prabhakar Rao, Regional Director (South), CLE, giving Welcome address

Shri A. Fayaz Ahmad, Assistant Director (ILDP), CLE, gave a presentation on the current exercise of evaluation and appraisal of the ILDP and database development for the leather sector by the NPC. The importance of the ILDP and need for enhanced outlay has been explained, which is linked to the current exercise of Survey and evaluation of ILDP, and hence he urged the participants to submit the filled-up Questionnaire to the NPC.



Shri A. Fayaz Ahmad, Assistant Director (ILDP), CLE, making presentation



Shri A. Fayaz Ahmad, Assistant Director (ILDP), CLE, making presentation

Shri D. Sreenivasulu, Deputy Director, NPC, explained in details about the elements of Questionnaire and requested the industry to submit the filled-up Questionnaire to NPC.



Shri D. Sreenivasulu, Deputy Director, NPC, making presentation

Smt. Aarti Pandey, Branch Manager, ECGC Ltd., made presentation on Role of ECGC in providing Insurance cover which are used by the leather industry and requested the industry to avail the services of the ECGC in their export import transactions.



Smt. Aarti Pandey, Branch Manager, ECGC Ltd., made presentation on Role of ECGC



The above proceedings were followed by Q & A Session which was duly clarified by CLE, NPC and ECGC. The Meeting ended with Vote of Thanks by Shri P. Prabhakar Rao, Regional Director (South), CLE.

Q & A Session



Q & A Session





*Think Leather
Think India*

A large graphic featuring a collage of leather goods (shoes, a bag, a jacket, and gloves) displayed in a wooden case. To the right, the CLE logo is shown above the text "Think Leather Think India" in a white, handwritten-style font.