

ValueLinks 2.0 Introductory Training Seminar in English language, May 13-17, 2019, Manesar, India



There is widespread agreement that sustainable economic growth is a precondition for reducing poverty. Development policy aims at generating sustainable pro-poor growth, creating jobs for the poor and providing small-scale entrepreneurs with new opportunities. It is in this context that value chain promotion has emerged as a key concept of sustainable development. The value chain approach helps development programmes to address issues of economic change that are critical for the poor.

Building on these ideas, GIZ has developed an action-oriented methodology called *ValueLinks* that compiles the most important tools for value chain promotion. It provides the framework for a systematic approach to strengthening national and regional competitiveness and includes expertise for organisations and public agencies active in the field of economic development.

Objectives of the seminar

The objective is to enhance the skills of participants in designing, implementing and monitoring value chain upgrading projects. The know-how covers both technical subjects and facilitation skills to work with groups of entrepreneurs, business associations and public institutions.

Organiser

The seminar is organised by IDC Unternehmensberatung GmbH, Germany. IDC runs *ValueLinks* training seminars regularly in different countries worldwide and has already facilitated or co-facilitated eight *ValueLinks* seminars in India since 2009. For further information, see www.idc-aachen.de.

Participants

The training seminar is intended to serve consultants, planners and practitioners at ministries, government institutions, development agencies, consulting firms, and business associations working on economic development in India and South Asia.

Main contents of the training seminar

The seminar gives participants a profound introduction into the concept and methodology of *ValueLinks 2.0*. The training follows an interactive method, in which the presentation of concepts, facts and methodology alternates with exercises to apply hands-on tools and know-how to concrete cases. Participants apply the concepts in working group sessions and get insight into real-world practice during a field trip.

In particular, the training covers the following subjects:

- Introducing the value chain promotion concept and the general terms used at the interface of sustainable development and inclusive growth,
- Selecting high potential value chains,
- Mapping and analysing value chains,
- Developing a vision and strategy for chain upgrading,
- Process design and facilitation skills for working with chain actors and engaging in public-private partnerships,
- Introducing innovative business models,
- Facilitating horizontal and vertical market linkages,

- Promoting improved business services,
- Strengthening financial service arrangements,
- Introducing standards on product quality and safety,
- Improving the business climate of value chains,
- Conducting impact monitoring in value chain projects.

Training Material

Participants will receive a complete set of *ValueLinks* presentations and additional information on value chain promotion in form of a seminar binder and a USB stick.

Duration

The seminar will start early on Monday morning (May 13) and will last until Friday afternoon (May 17). Participants are recommended to arrive on Sunday evening (May 12).

Language

The seminar language will be English.

Venue

The venue of the workshop will be a conference hotel in Manesar, just a few km from the airport in New Delhi, which will provide a perfect setting for a relaxed and concentrated workshop atmosphere.

Facilitators

Trainers will be Mr. Alfons Eiligmann and Dr. Rajeev Sharma. Both are members of the International *ValueLinks* Association e.V. and already co-facilitated jointly several *ValueLinks* seminars in India.

Registration and Fees

The training fee is EUR 1,190 per participant with accommodation in a double room or EUR 1,350 with accommodation in a single room (with registration until February 28). After February 28, the fee per participants will be EUR 1,340 per participant (double room accommodation) or EUR 1,490 (single room accommodation). The training fees cover the cost of the training, training materials as well as full board accommodation.

More information

For more detailed information on course content, participation fees and an on-line registration form, please see: www.idc-aachen.de/english/2_4.html.