



**Confederation of Indian Industry**

**CII Naoroji Godrej Centre of Manufacturing Excellence**

**Intensive Programme on Manufacturing Excellence  
Gold Sash**

**Towards Crafting the India way of Manufacturing**

Key Differentiators

**1) How is the Gold Sash programme different from any other MBA courses offered?**

**Ans:** The Gold Sash programme is industry driven and therefore is 'industry friendly'. The course content has been developed with inputs from industry. It provides the participants with a more rounded approach with a focus on both the Technical and Management aspect, unlike the Technical institutes which focus more on the Technical aspect or the Management institutes which focus more on the Management part. The Gold Sash programme endeavours to transform a 'Production' manager to a 'Manufacturing' Manager.

**2) How is the Gold Sash Programme different from CII's VLFM?**

**Ans:** The VLFM programme caters to Senior Managers from companies, whereas the Gold Sash Programme caters to middle level managers, who can support the Senior Managers to bring about and implement strategic changes leading to growth in the company with less strain on the company's time & resources as well as to train the next level, so that everyone is aligned to pursuit of common goals.

**3) How is the Gold Sash different curriculum – wise?**

**Ans:** The Gold Sash programme is strong on Manufacturing Strategy and adopts a 'How To' approach. It focuses on both discrete and Process Manufacturing. This is a Sandwich Programme with emphasis on project work. The curriculum attempts to equip participants with tomorrow's ideas today, scan the future of manufacturing.

**4) What is the duration of the Gold Sash programme?**

**Ans:** The Gold Sash programme is a modular programme, 6 modules of 6 days each to be attended every alternate month, with 36 contact days.

**5) The Cost Aspect**

**Ans:** The Gold Sash programme is very cost competitive as compared to the other Executive Development programmes on offer.

The fee for SSI member companies is Rs 2,90,000/- and for Medium & large medium companies of CII, it is Rs 3,25.000/- on residential basis.

