

MANUAL-1
ORGANISATION, FUNCTIONS AND DUTIES
National Institute for Micro, Small and Medium Enterprises
(ni-msme), [formerly nisiet]
(An organization of the Ministry of Micro, Small and
Medium Enterprises, Government of India)
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ORIGIN

On the recommendations of the Working Group on the Third Five-Year Plan for Small Scale Industries, the Government of India decided to set up an institution. Accordingly, "Central Industrial Extension Training Institute" was created at Delhi in October 1960 as a Department of Central Government under the Ministry of Commerce and Industry. The main objective was to provide training to the personnel of the Central Small Industries Organisation as well as of the Department of Industries of the State Government.

CONVERSION INTO A SOCIETY

In the year 1962, in pursuance of Resolution No.27-SSI(C)(6)/62 dated 30th July 1962 of Ministry of Commerce and Industry, of the Government of India, the CIETI was shifted to Hyderabad and converted into an autonomous Society registered under the Hyderabad Societies Registration Act No. I of 1350 Fasli under the name and style of "Small Industry Extension Training Institute", Hyderabad. All the functions of the Central Industrial Extension Training Institute were, with effect from the forenoon of 1st July 1962, taken over by the "Small Industry Extension Training Institute" and the Central Industrial Extension Training Institute ceased to function as a Government Department from the afternoon of the 30th June 1962.

The name of the institute has been changed as National Institute for Micro, Small and Medium Enterprises (ni-msme) from 11-04.2007.

OBJECTIVES OF THE SOCIETY

The objectives for which the Society are:

1. To provide, supervise and plan training for persons engaged in small industry development and management activities.
2. To undertake, sponsor or plan research programmes related to the development of small industry, and
3. To enter into and executive technical assistance / agreements with international or other organizations for the provision of services for the development of small industry.

CHANGE IN THE NAME OF THE INSTITUTE

The Government of India changed the name of the Institute from "Small Industry Extension Training Institute" (SIET Institute) to "National Institute of Small Industry Extension Training" (**nisiet**) with effect from 28.9.1984 and again the name of the institute is changed as National Institute for Micro, Small and Medium Enterprises (**ni-msme**) w. ef.11-04-2007.


VISION

- ◆ To emerge as a global centre of excellence for creation, sustenance and growth of SMEs.

The vision statement of the Institute is subsumed under two heads:

- ◆ **ni-msme** as a forum for promoting and supporting industrial development in SME sector.
 - Promoting, developing and modernizing MSMEs in industrial and service sectors.
 - Spreading knowledge about technologies and approaches to the development of SMEs
 - Development of human resources and organisation development;
 - i. Development of Entrepreneurship
 - ii. Development of Managerial Skills
 - iii. Development of Technical Skills
 - iv. Development of Marketing Skills
 - v. Planned Change Interventions
 - vi. Organisational Development, etc.,
 - Formulation of policies of industrial development as well as spreading, implementation and review of policies

- To establish interface with industry associations and to develop new linkages with chambers of commerce, development organisations and the Government departments in order to promote industrial partnerships.
 - To function as a Center of Excellence to cater to the needs of SMEs in India and in other developing countries, and to take up research projects in industrial development
 - To continue to offer training programmes for the personnel of SME sector. Expand the activities to offer certificate and Degree courses relating to Small Business Management.
 - To enter into strategic alliance with MSMEs and offer training programmes to their officials as a trainer of trainers.
 - To establish liaison with various organisations in the state co-ordination cells by deputing **ni-msme** faculty to various states.
 - National conventions and conferences relating to industry.
 - Co-ordinating with international bodies for taking up International Research Projects and to conduct international training programmes.
- ⇒ Collection and sharing of industrial information through publications, and by establishment of industrial network.

 **ni-msme** as a provider of integrated services to SMEs

- Industrial information services to SMEs relating to
 - New Opportunities
 - New products and services
 - Investment opportunities
 - New technologies
 - Skill upgradation
 - Marketing of products and services
 - Partnerships, collaborations, acquisitions and mergers, etc.
 - Creative and innovative ideas, etc.
- To conduct training programmes in general and to cater to the needs of SMEs in particular
 - Industry specific programmes
 - Company specific programmes
 - Product specific programmes
 - In company programmes / off campus programmes
 - Residential programmes at **ni-msme**, etc.
- To offer consultancy services to MSMEs
 - Preparation of project / product profiles
 - Preparation of feasibility reports
 - Turnkey projects
 - Transfer assistance and upgradation of technology
 - Product diversification

- Accessing of local and global markets
 - Provision of capital for new ventures
 - Help MSMEs to mobilize working capital and term loans for on going projects, etc.
 - To help MSMEs in collaboration with State Government in the development of infrastructure - Development of Industrial Estates and technology parks, skill development centres, Marketing development centres, etc.
 - To help MSMEs in pollution control and protection of environment in collaboration with State Governments.
- To offer **ni-msme's** research facilities and to offer to undertake fund based Research Projects.

MISSION

- ◆ To impact the growth and development of MSMEs through services in the areas of policy, entrepreneurship, technology, information, education, management and extension.

FORGING AHEAD

Over the years the institute has gained immense experience and expertise in the areas of entrepreneurship development, technology, management, extension and information services. **ni-msme's** inherent capacity to innovate together with its top class infrastructure have enabled the institute to excel in its endeavours towards small enterprise promotion. From the time of inception, **ni-msme** has been continuously providing unstinting support to small and medium industries and has evolved to be the best institution offering services like research, consultancy, information, training and extension to enterprises as also to several aspiring and expanding entrepreneurs.

The knowledge driven and volatile economy of the present days has brought in greater challenges to SMEs. Further globalisation has unveiled the limitations to the survival of SMEs in the face of tough competition. **ni-msme** has always been conceiving specialised need-based programmes, workshops and seminars in tune with the changing policy and economic situation. These activities have been primarily aimed at the industry and supporting systems so as to enable them to deal with aspects that directly or indirectly affect enterprise success. In the present era of globalisation, **ni-msme's** programmes are designed to have universal relevance. These specialised programmes have been successfully training entrepreneurs to face challenges; help small enterprises cope with competition; and gain the much-needed competitive edge in the global scenario. **ni-msme** has broken geographical barriers by extending its expertise and services to several other developing and developed nations. **ni-msme** has had profitable interface with several international agencies like CFTC (Common wealth Fund for Technical Co-operation), UNIDO (United Nations Industrial Development Organisation), UNESCO (United Nations Educational, Scientific and Cultural Organisation), UNDP (United Nations Development Programme), The Ford Foundations-USA, GTZ of Germany, USAID

(United States Agency for International Development), ILO (International Labour Organisation), to name a few.

ACHIEVEMENTS OF EXCELLENCE

- ✓ A pioneering study in developing the ***first entrepreneurship model*** – Pr David Mc. Clelland's Kakinada Experiment (1964)
- ✓ Programme for ***Young Engineers and Technocrats for the first time in the country*** (1970)
- ✓ First ***International Programme on SMEs in the country*** (1967)
- ✓ Establishment of a ***unique Centre in the country named Small Enterprise National Documentation Centre*** (1970)
- ✓ ***Orientation on Small Industry Development for IAS Officers*** (1986-89)
- ✓ ***First Study on Growth Centres*** (1973)
- ✓ Establishing and sustaining a ***Branch Regional Centre in North-Eastern Region for the first time in the country*** (1979)
- ✓ Initiated ***Area Development Programmes in Enterprise Promotion in the country*** (1971)
- ✓ ***Prepared case studies and video documentaries on science and technology entrepreneurs*** in Orissa, West Bengal and Andhra Pradesh (1986)
- ✓ ***Policy Research Studies on various aspects of Small Industry*** (1986, 1989, 1992, 1997)
- ✓ The University of Hyderabad has ***recognized ni-msme as a Center for Advanced Studies and Research in Small Industry Development*** (1991)
- ✓ The ***first Computerized Software Package Developed on simulation exercises for***
 - ***Small Industry Management (SIMSIM-1987)***
 - ***Project Appraisal and Evaluation (CAPE-1996)***
 - ***Rapid Appraisal of CMEY (2000)***
- ✓ ***Prepared video films on the progress of Integrated Industrial Development(IIC) Centers in a few States and the National Awards function at New Delhi*** (1995)
- ✓ ***UNESCO Chair*** (1997)
- ✓ ***Little Angles Project by International Labour Organisation (2001), providing Income Opportunities for the families of Child Labour in select districts of Andhra Pradesh-ILO Project*** (2002-03)
- ✓ ***Enterprises Development and Effectiveness Programme (EDGE) for Sri Lankan Administrative Officials*** (1998) ***Prepared Directory of Small Enterprises of Excellence*** (1995)
- ✓ ***Export Production Villages*** (1999)
- ✓ ***B2B Transactions with Uganda, Namibia, South Africa, Bhutan (2000), Nigeria (2001), Sudan, Cameroon, Ghana (2002) at International level***

- ✓ *Entrepreneurship Development Programmes (EDPs) for VRS/ Rationalized Employees in State and Central Public Sector Units* (from 2001 onwards)
- ✓ Ministry of Heavy Industry & Public Enterprises, Govt. of India recognized *Employee Assistance Cell (EAC)* as *Nodal Agency for the training and rehabilitation of Rationalised employees of Central Public Sector Undertakings (CPSUs)* (2002)
- ✓ *Achieved self-sufficiency in recurring expenses* (2001-2002)

SELF-SUFFICIENCY

ni-msme was fully dependant in meeting its recurring (revenue) expenditure partly on the grants from the Government of India till 2000-01. However, consequent upon various initiatives and measures taken up by the management, **ni-msme** achieved self-sufficiency from 2001-02 and continued the same path.

INITIATIVES FOR SELF-SUFFICIENCY SUSTENANCE

Several measures, during the period under report, have been initiated which resulted not only in sustenance of self-sufficiency but also efficient and effective functioning of the institute.

The initiatives are

- ❖ Greater academic exposure by inviting experts for interaction of the faculty. Brought improvement in the quality of presentation and updating of the contents so as to incorporate current developments in reading material provided to the participants. Providing opportunities for faculty development and staff.
- ❖ Visits of delegations from different developing countries in the past few years were being fructified in collaborations and tie-ups for transfer of technology and also exposure to the Indian SMEs.

THRUSTAREAS

Inline with the national objectives for economic development through industrialisation, and based on the expertise available and that can be outsourced, the institute has identified a few thrust areas that need emphasis and exploration. The areas are:

- ❖ Entrepreneurship Research
- ❖ Women Entrepreneurship
- ❖ Technology Up-gradation & Transfer
- ❖ Policy Issues

- ❧ NGO Networking
- ❧ Environment concerns
- ❧ Clusters Development
- ❧ Management Consultancy
- ❧ Quality Management Services
- ❧ Financial Services
- ❧ Information Services

The Institute is adopting growth oriented administrative and policy measures, in total correspondence to the national objectives for industrial development, and thereby augmenting its activities to help support including Medium, Small and Micro enterprises in particular. The Institute thrives to focus its activities through.

- ❖ Training
- ❖ Research
- ❖ Consultancy
- ❖ Information Services and
- ◆ Information Technology Services

TYPES OF PROGRAMMES AND OTHER SERVICES

**** ANNOUNCED NATIONAL PROGRAMMES***

ni-msme offers and conducts training programmes for the development of SMEs in the country as well as developing countries. It offers regular training programmes ranging from one week to 10 weeks in different disciplines to suit the requirements of clientele organizations

**** SPONSORED NATIONAL PROGRAMMES***

Training programmes are also conducted at the request of clientele organisations as per their needs. Programmes are conducted on-campus and off the campus.

**** OUTSTATION PROGRAMMES***

Entrepreneurs/industrialists are tapped in the off-campus programmes customised at the sponsorship or initiative of the Small Industry Associations of different districts/States or other organisations.

**** SEMINARS AND WORKSHOPS***

Seminars and Workshops on different subjects in tune with the Government policy towards the SME sector are also conducted on the campus.

*** *ANNOUNCED AND SPONSORED INTERNATIONAL PROGRAMMES***

Long-term programmes are offered and conducted to suit the needs of developing countries. Customised Programmes at the request of sponsoring organisations, like CFTC, MEA, ILO, UNIDO, etc. are also conducted.

*** *EDUCATIONAL AND IT PROGRAMMES***

One-year Post Graduate Diploma Programmes (Part-time) are offered to the inservice executives of clientele organisations. Information Technology programmes for the educated unemployed youth are conducted. IT programmes are also conducted for the benefit of employees/executives of sponsoring organisations.

*** *CONSULTANCY & RESEARCH PROJECTS***

ni-msme has a long and considerable experience in conducting research studies and has contributed significantly to accomplish its objectives. The research projects so far taken up are multifaceted dealing with micro and macro aspects of the small industry management, extension, development and promotion. With a long experience in conducting a wide variety of studies relating to assessment, evaluation, impact, problems, identification - diagnostic and problem solving approaches, behavioural aspects, marketing and other managerial aspects, modernisation, technology transfer, etc., **ni-msme** is continued to serve its clientele through its research activities.

*** *INFORMATION & LIBRARY SERVICES***

ni-msme's Small Enterprises National Documentation Centre (SENDOC) has been suitably strengthened to provide a comprehensive data base on domestic as well as international business opportunities, trade enquiries, regulatory systems, etc. of value to the SME entrepreneurs. Such data base services are offered on-line to the SSI associations in the country.

Library services are utilised by a number of Members during the working hours as well as before and after office hours.

*** *PUBLICATIONS***

ni-msme publishes a spectrum of journals and books as part of its academic activities. SEDME, a well-known quarterly journal, SME Technology, SME Policy and other journals, which perfectly compliment the training programmes.

FACULTY

The Faculty at **ni-msme** are knowledge-rich with accrued experience and tested expertise, lending that edge of quality to the specialised and innovative training programmes, seminars and workshops organised by the Institute. The list of faculty in seniority order is given below:

School of Enterprise Development (SED)



Dr. G.U.K. Rao

Dr.G.U.K. Rao has three and half decades of experience in the development and promotion of MSMEs in the country. He is presently the Director I/c of School of Enterprise Development of **ni-msme**. His long and chequered career includes a spell with Administrative Staff College of India (ASCI), Hyderabad and another with Tata Economic Consultancy Services (TECS), New Delhi in the research area and a short stint as Manager of a private company. He holds a Doctoral Degree in Industrial Economics from S.V. University, apart from which he also attended a Programme on Training and Counselling for Enterprises at Cranfield School of Management, U.K.

Dr. Rao has a wide range of expertise spanning across study of regional planning, promotion of agro and food processing industries, development of micro and small enterprises, quantitative analysis, feasibility studies, project formulation, and cluster development studies. He has led and participated in a number of research studies and projects especially impact studies, project evaluation and industrial potential surveys, coordinated scores of long-term and short-term training programmes and is active in

other domains too, as Registrar (1999-2008), guiding research scholars, honorary visiting faculty at several prestigious institutions, published over 30 research papers in reputed Indian journals on a variety of economics related topics, attended and contributed papers at seminars and workshops in both national and international, co-authored several published and unpublished works and has a wide range of secular interests. He has been involved in the "Preparation of Vision Document for Empowerment of Women through Enterprise Development" and conducted a research study on "Design of Project Profiles for SMEs" in Mauritius. Coordinated with the project "SME policy in India" sponsored by UNESCO. Conducted study on "Impact of WTO on Glass and Ceramic Industry in India" as **UNIDO National Expert**, 2002-03 on individual capacity.



Dr. G. P.VALLABH REDDY

Dr. G. P. Vallabh Reddy is a Faculty Member and Chief Administrative Officer. He has a Master's Degree in Statistics, Post-Graduate Diploma in IRPM, Diploma in Training and Development and PhD in Commerce. He attended the 'LINKOPINGS UNIVERSITETS' Training programme on Small and Medium Enterprises Management Development in Sweden and India, sponsored by the Swedish International Development Agency (SIDA), Sweden.

Dr. Reddy has specialized in the areas of feasibility studies and self-employment programmes. He has made major contribution towards programme evaluation, project evaluation, impact studies, industrial potential surveys, study of large and medium industries, and identification of infrastructure needs for industrial development in several states

Dr. Reddy's areas of specialisation are feasibility studies and self-employment programmes. His major contribution in the fields of research and consultancy includes broadly programme evaluation (concurrent and posterior), project evaluation, impact studies, industrial potential surveys, study of large and medium industries, identification of infrastructure needs for industrial development through several states, and many others.

At present Dr. Reddy's activities in the Centre include organising training, research and consultancy interventions in subjects related to industrial and infrastructure development, and area studies.



Prof. N. R. PRASAD REDDY

Prof. N. R. Prasad Reddy has a Master's degree in Science (Statistics). He is specialized in preparation of profiles for low investment projects, promotion of MSMEs and Planning and Pomotion of Agro industries. Mr. Reddy's main achievements have been his contribution to the publication of "Handbook of Statistics on Small Scale Industries in India", and studies on concurrent evaluations of different government schemes, industrial potential survey of different states, impact studies on programmes. He was a member of the Institute's team that worked on "Design of Project Profiles for MSMEs", a consultancy project for the Government of Mauritius.



N.V.N.S. DEV

Mr. N.V.N.S Dev has a Masters degree in Economics and a Post-Graduate Diploma in Business Management. He specializes in the areas of Poverty alleviation through Enterprise Development, Micro-finance, Micro-Enterprise Development, Capacity building training for Government functionaries, NGOs, Financial institutions and other stake holders. He has been successfully spearheading the theme focused cell **ni-msme's** NGO network N-cube which is involved in Training, Research and Consultancy in the areas of Micro-Finance through the SHG mode. He has conducted a series of tailor made programmes for banking officials from Ghana - sponsored by the Central Bank of Ghana. Mr. Dev was invited as a resource person for an international seminar on micro finance under the aegis of AARDO-CIRDAP, held in Kuala Lumpur, Malaysia.

Mr. Dev's other important achievements include initiating the first International programme on self employment programme, preparation of perspective plan for **ni-msme**. Mr. Dev conducted organizational case studies including one on SEWA, Ahmedabad, associated with number of research studies, advisory and hand holding support to NGOs in the areas of SHG management and Micro Finance He published a book on NGO networking.

School of Enterprise Management (SEM)



Dr. U. B. RAJU

Dr U.B. Raju is the Director for School of Enterprise Management, **ni-msme**. His long career includes a 8-year stretch at the SAIL where he was concerned with maintenance management and industrial engineering. He is an Electrical Engineer with Doctorate in Management.

A prolific writer in the area of management, Dr. U.B. Raju has published scores of papers in renowned academic periodicals, national and international. He is also the leader of the editorial team of our quarterly SEDME Journal and had brought out its Silver Jubilee Commemorative Special titled "Small Enterprise: Views and Vistas."

Dr. Raju had been abroad on UNDP-ILO Fellowship to study management consultancy practices in UK, USA and Japan. He was a visiting faculty at the Durham Business School, U.K.

On AMDISA Fellowship he attended the fourth Biennial Conference on Innovations in Management at Colombo, Sri Lanka in 1996 and presented a paper. Dr. Raju is a visiting faculty to several institutions.

His current areas of interest are: Japanese management practices, the art and science of decision making and Intellectual Property Rights.



P.UDAYA SHANKER

Mr P. Udaya Shanker is Head of Centre for Industrial Credit and Financial Services of School of Enterprise Management. His qualifications include Master of Commerce, Post-Graduate Diploma in Public Accounting, Diploma in Industrial Management and Fellow Member of the Institute of Cost and Works Accountants of India.

He has specialised in the areas of management and financial accounting, corporate finance, financial markets. His contribution are in the areas of enterprise counselling encompassing software development, diagnostic study on sick units, monitoring measures for advances to priority sector lending, competency mapping of Indian SMEs for global promotion.

He has organised number of seminars and workshops related to finance such as accounting standards, segmental reporting, funding options for long gestation projects, stock market simulation, SMEs - Companies Act, changing corporate ethos.

He has participated in the Indian Trade Exhibition held in Bangladesh. Consequently, organised specialised programmes in dairy, poultry, meat, investment decision, etc., and consultancy as well for Bangladesh. Customised programmes were organised for SMEs of Africa/South Asia, First Bank of Nigeria, Andhra Pradesh Industrial Infrastructure Corporation, GTB.

He associated in bringing out books on Industrial Sickness, General Banking, Public Policy Settings for Enterprise Promotion. He has published articles in various journals of repute.



Dr. N. SRILAKSHMI

Dr. Srilakshmi is Head of Center for Logistics and Integrated Material (C-LAIMS) and She is widely reputed Quality expert especially in Quality Circles (QCs), Total Quality Management (TQM) and ISO 9001 :2008 14001:2004, OHSAS 18001/GLP/GMP and TS 16949/SIX SIGMA, Bench Marking, KAIZEN,5 S" & BPR, SQC Tools & Techniques and Performance Contracts, Advanced Skills for Executive secretaries /Intellectual Property Rights, having 3 decades of experience at **ni-msme** being a TQM/ISO Stds/ Six sigma Black Belt / NAAC / Assessor successfully conducted several national and international training programmes, research projects, seminars on TQM, QMS to IMS Stds, Biotechnology, IPR Round table meets, Six sigma black belt courses, LSCM as e-business for urban & rural enterprise . Undertaken ISO9001:2000 training and Consultancy assignments to organizations like Dr MCR Institute of HRD, NIMH, Tajima Asa Bhanu Group of companies, AP State forensic science lab etc. Dr. N. Srilakshmi was given the Award from Vice-President of India for her paper submitted in the All India Essay Competition conducted by IIPA, New Delhi in the year 1983. Received the "Best Women of the year 1999" Award for Quality Management on the eve of the International Women's Day. She also received Commemoration Award from South Central Railway (SCR) as the "Best trainer for ISO 9001" in the year 2000. Recently she is the recipient of Nobel Relation International Award in Music, socio-economic & Quality from Michael Madhusudan Academy. in 2009 . She has been to Harvard, USA, Singapore and Sweden for training. She has been conducting one year PG Diplomas in Logistics & Supply chain management (PGDLSCM) and Post graduate Diploma in TQM, ISO & Six Sigma (PGDTQM)) at **ni-msme** for the past two decades She initiated NCPAT 2001 and 2003 (National All India Corporate Placement Aptitude Test) conducted for 20,000 candidates.

She is an accomplished Veena / vocal carnatic music artist and also gave speeches and phone in programmes at AIR and Doordarshan.



T. VENKATESWARA REDDY

Mr T Venkateswara Reddy is working as an Associate Faculty Member in the Centre for Industrial Credit and Financial Services of School of Enterprise Management. He has qualification of Masters Degree in Commerce.

He has been working with the institute for the past three decades. He is involved in the activities of training, research, consultancy and information services.

Coordinated the working capital management, finance for non-finance executives, small industry financing training programmes.

He has organised the seminars on themes of funding options for long gestation projects and disinvestment in public enterprises.

Involved in research projects like achieving self-sufficiency of Societies of Girijan Cooperative Corporation, census of handicrafts, impact of industry on the economy of backward district, evaluation of Prime Minister's Rojgar Yojana Scheme, impact of liberalisation on small industry, evaluation of Chief Minister's empowerment of Youth Scheme.

He has brought out book on funding options for long gestation projects.

He has visited Zambia as an international expert for the empowerment of youth.

School of Entrepreneurship and Extension (SEE)



Dr. C. RANI

Dr. C. Rani is the Director I/c of the School of Entrepreneurship and Extension (SEE) and Head, Women Studies Cell. She has Master's degree in Business Administration, a doctoral degree from Osmania University. She has also received training in empowerment of women through enterprise development at Cranfield School of Management, UK. Dr. Rani's expertise is in the areas of training methods and entrepreneurship development with particular focus on women. She has designed and organized several national and international programmes on empowerment of women through enterprises. Dr. Rani is a visiting faculty at Durham Business School, UK in 1996. She also visits several reputed institutions in India as guest faculty. She has developed training manuals for trainers' on Developing Enterprise for Women, supported by British Council and the manual on Training of Trainers on Additional Income Opportunities for the families of Child labour, supported by ILO. She is also actively involved in research and produced reports on issues concerning women and curriculum development on Entrepreneurship development.

Dr. C. Rani is presently the Director of the School of Entrepreneurship and Extension (SEE) and Head, Women Studies Cell.

School of Enterprise Information and Communication (SEIC)



V. VISHWAS RAO

Prof. V. Vishwas Rao is the Head of Small Enterprises National Documentation Centre (SENDOC) and Centre for Communication & Information Technology (C-CIT), **ni-msme**. He has a B.E in Electronics and Communication from Osmania University, M.Tech in Information Technology from Punjabi University, a Post Graduate Degree "Associateship in Information Science" from INSDOC, CSIR, New Delhi and a Post-Graduate Diploma in Computer Methods and Programming from APPC & CSI, Hyderabad Chapter.

Mr. Rao's specialisation is in documentation and information areas especially with respect to the branches of electronics and information technology of engineering discipline. His significant contribution has been in computerizing the union catalogue of product profiles and the Product Profile Finder (published volume), Editor for the bi-monthly publications "SME Technology" and "SME Policy"; and Associate Editor of **ni-msme** bulletin (monthly). He is instrumental in digitizing the SENDOC library by installing Library and Information Management System (LIMS) package which was developed under his supervision. Also introduced bio-metric equipment for library transactions with security.

He is also involved in designing and introducing new IT programmes such as PGDCA, PGDSE, PGDIT, DCA and other short term programmes like Embedded Systems, JAVA

with J2EE, Testing Tools, Bio-informatics, Multimedia etc., including international programmes such as Computer Applications in Library and Information Science (CALIS), Electronic Library and Information Management (e-LIM) and Database Management Systems. Apart from these, he is introduced the live projects development for the final year students of B.E/B.Tech/MCA and involved in guidance and supervision of software development. Mr. Rao organised MCA, BCA and CIC programmes of IGNOU in **ni-msme** campus as programme in-charge of IGNOU.

His other significant contributions include the design and implementation of websites namely nimsme.org and smeindia.com. He has also organised a business development programme to the CEOs of Indian IT Enterprises at Sanfransisco, USA and also arranged one-to-one transactions between the CEOs of Indian and American enterprises.

Currently, Mr. Rao supervises the activities of the two Centres, and is concerned with designing and conducting training programmes in Computer and IT related areas, software development and maintenance of Systems and Networking of the Campus.

Consultant Faculty



B.S. SUDHAKARA RAO

Mr. B.S. Sudhakara Rao is the Senior Consultant of SEE and Employee Assistance Cell (EAC). His qualifications include a Graduate Degree in Chemical Engineering, a Master's Degree in Business Administration with focus on Finance, and A.I.Sc (Master's Degree in Information Science).

Mr. Rao's expertise is mainly in the area of Information Processing, Pollution Control and Environment Management. His important accomplishment has been in developing and organising programmes on these themes. He has also made significant contribution in the areas of training, research and consultancy projects of the Institute.

S. GLORY SWARUPA

I am a professional in the field of Science & Technology with more than **12 years of experience and expertise in Training, Research, Extension, Documentation and Consultancy**. I have passed out from **National Institute of Technology (NIT)**, Warangal with Second Rank.

As a Trainer organised **70 training programs** for Entrepreneurs, Extension Officers, Scientists, Lecturers, Science & Technology students and farmers in the areas namely Entrepreneurship Development, Social Resource Management, Fair Trade practices, Natural Resource Management and Scientific Crop production. Addressed 30 farmer's forums and has given several radio talks. As researcher **handled 10 research projects, published 20 research papers including 3 presented in International Conferences and authored a book.**

Associated with the ongoing activities of School of Entrepreneurship and Extension.

Mr. V. V. S. Suryanarayana

Mr. Srikanth V. Maha

TRAINING FACILITY

Spacious and ultramodern air conditioned classrooms and conference halls with state-of-art instructional and functional gadgets - High resolution LCD projectors, Computers with specific software for cutting edge IT courses, advanced laptops, marker boards in addition to in plant training make learning a memorable experience.

CAMPUS

Set amidst a sprawling and serene campus, **ni-msme** is ideally located for academic and training pursuits. Natural and peaceful surroundings, perfect landscaping and lush greenery compete with each other to help the participants relax in mind and body.

GUESTROOM COMPLEX

Clean and comfortable guest rooms that can accommodate over 250 guests, modern amenities and facilities at par with international standards, clean and hygienic cuisine make the Institute's hostel complex a home away from home for the inmates.

SPORTS AND GAMES

A Jogging track and Gym for the fitness freaks, Tennis and Volleyball courts for the outdoor sports lovers, Indoor facility for Shuttle Badminton, Table tennis, Chess and Caroms are provided within the campus itself.

RECREATIONAL FACILITIES

The am phi - theatre **Kalangan** provides the perfect platform for staging shows, for entertainment and for showcasing the creative talents of the participants.

MUSINGS is another ideal outdoor location in the campus set amidst tall trees and pond, best suited for get-togethers.

UTSAV, VANASTHALI and **PRERANA** are ideal locations for meetings and social gatherings.

CITIZEN'S CHARTER

1. Introduction

ni-msme, an organisation of the Ministry of Small Scale Industries, Government of India, offers the following products and services to different clientele:

- Training
- Consultancy
- Research
- Information

2. Vision and mission statement

Vision

To become a global centre of excellence for creation, sustenance and growth of small and medium enterprises (SMEs).

Mission

To soarhead and work in areas of policy, Entrepreneurship, technology, information, management and extension that impact SME's growth and development.

3. Statement of purpose

Purpose of the Citizen's Charter is to explicitly express the entitlement of users in terms of service standards and remedies available in case of nonadherence.

However, it is made clear here that these are not justifiable, but it shall be the endeavor of **ni-msme** to keep up the promises to the best of its ability.

4. What we promise and intend to serve

Type of Service	Entitlement of the	<i>Service Standards</i>	Remedies available to the user for non-adherence to standards
Training	<ul style="list-style-type: none"> •To know through programme brochure, the broad contents, methodology and the Programme Director's particulars. •To know about the nature of facilities provided to participants while at the campus through programme brochure or letter. •To know programme fee with details of the 	<p>Programme brochure /letter indicating the requisite information to be available free of cost at least eight weeks prior to the commencement of the programme in case of announced programmes and as agreed with the client in other cases.</p> <p>Standard tariff in vogue at given point in time</p>	<p>First stage: Programme Director</p> <p>Second Stage: Registrar</p> <p>Third Stage: Director General</p>

	items covered either through a brochure or letter.	which can be ascertained from the Registrar in case of announced programmes and as agreed upon between Institute faculty representative and client representative in case of customised programme.	
Consultancy and Research	As per the terms and conditions of the agreement / Memorandum of Understanding reached between ni-msme and client.	Delivery of the specified outputs on time through engagement of requisite qualified faculty.	First Stage: Principal Consultant/ Researcher Second Stage: Director General
Information	Information needs of the customer are to be satisfied at the agreed price and as per the clauses of agreement.	The service standards for each type of service in terms of quality, cost, delivery time will be displayed at SENDOC.	First Stage: Director, SENDOC Second Stage: Director General
Campus Facilities (a) Lodge (b) Board (c) Others	(a) Lodge: Exact details of the lodging facilities and tariff will be available with the Guest Room in-charge/ Rector/ Registrar. (b) Board: The details of the boarding facilities and tariff will be available with the Rector/ Registrar. (c) Others: The details of other facilities like sports and games,	(a) The standard indicating single / double occupancy, air conditioned or not, the furnishings and fittings in each room, the room services provided and the locational map shall be displayed at the Guest Room Office, (b) The standards will be on display at the canteen. This shall indicate daily menu with breakup of item-wise weightages and calorific value. The standards indicating the nature of facility, availability and	First Stage: Officer I/c Guest Room / Canteen Second Stage: Rector Third Stage: Director General

	recreation are available with the Guest Room Supervisor and the Rector/Registrar.	access timings will be on display at Rector's Office	
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5. Complaints handling mechanism

All written complaints will be acknowledged then and there by the staff of the office concerned. The complainant will also be informed regarding the action taken/impending action if any, within 24 hours, if complainant is still in the campus. In other cases, it shall be done within three days by post/electronic channels.

1. Responsibility of user and user's sponsor

The user and user's sponsor shall adhere to the norms and regulations of the institute in vogue in respect of campus facilities and services.

2. Feedback and performance audit

A written feedback from the participant/client will be solicited at the end of the programme/project/completion of service. This shall be kept confidential within **ni-msme** and will be used to audit the performance to take steps to maintaining stipulated standards and improve performance.

An empowered standing committee under the chairmanship of a senior officer with membership from different functional areas from academic as well as non-

academic domains shall be constituted to undertake performance reviews at least semi-annually based on actual performance audit.

To facilitate undertaking of such periodical performance audits based on direct observation, records maintained and feedback from participants and clients, an audit committee be constituted with appropriate composition of internal auditors along with some external resource persons. A quarterly audit report be prepared and submitted to the empowered committee.