

#### ni-msme - the premier institute

ni-msme, the pioneer institute in the field of MSME is playing a major role in providing pro-business environment to foster the progress of MSME towards success and prosperity. The raison detre of this Institute is to assist the Government in formulating policies for Micro, Small and Medium Enterprises and to help the practicing, potential entrepreneurs and Government officials through a host of services like training, research, consultancy, information, education and extension.

Set up in 1962, ni-msme has made valuable contributions by creating an impressive record of achievements beyond the Indian shores, enabling different developing countries to get the benefit of the Institute's expertise.

Located in a sprawling and enthralling campus amidst a rich natural setting, ni-msme is well equipped with both physical and academic infrastructure. In keeping with the changing times and technological changes, the Institute has updated its style of functioning by focusing on the use of IT in every aspect of its activities, but at the same time retaining the wisdom and advantages of deeply ingrained traditional practices.

The core activities are being implemented through four Schools of Excellence, viz., School of Enterprise Development (SED), School of Enterprise Management(SEM), School of Entrepreneurship & Extension (SEE) and School of Enterprise Information & Communication (SEIC) as well as theme focused Centres like National Resource Centre for Cluster Development (NRCD), Intellectual Property Facilitation Centre (IPFC), Resource Centre for Traditional Paintings (RCTP) and Goods & Services Tax Centre (GSTC).

The Institute stores and supplies information that helps make a successful entrepreneur who is well versed in the intricacies of business and can participate in business activities intelligently and diligently through its Small Enterprises National Documentation Centre (SENDOC) and knowledge portal [www.msmeinfo.in](http://www.msmeinfo.in). Livelihood Business Incubator (LBI) established in 2016 under the Scheme of ASPIRE of Ministry of MSME for creating a favorable ecosystem for entrepreneurial development in the country.

The Institute has trained 4,62,393 participants by organizing 14,034 programmes which includes prospective/existing entrepreneurs and officials from various Ministries of Govt. of India and State Governments till 2015-16. The Institute is implementing ITEC Scheme of Ministry of External Affairs, Govt. of India since 1967 and trained 9,450 International Executives from 142 developing countries. The Institute has also undertaken 909 research and consultancy projects.

The management of the Institute rests with the Governing Council appointed by the Government of India. The Governing body provides the necessary directions to the Executive Committee, accordingly the resident Director General implements the activities.



For further details, Please contact

#### The Registrar

#### National Institute for Micro, Small and Medium Enterprises

(An Organisation of the Ministry of MSME, GoI and ISO 9001-2008 Certified)

Yousufguda, Hyderabad - 500 045, India

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## Executive Development Programmes : 2017-18

### Business Ideas for Micro & Small Business Startups

29-31 May 2017

#### Small Business Ideas



Programme Director

**Dr. Nune Srinivasa Rao Ph.D.**



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#### INTRODUCTION

Entrepreneurial development today has become very significant; in view of its being a key to economic development. The objectives of industrial development, regional growth, and employment generation depend upon entrepreneurial development. Entrepreneurship is important because it helps to drive the economy, it allows people to bring creativity into the marketplace, it creates companies with the potential to hire millions of people and it brings new products and services to market. In addition, impact entrepreneurship, in which businesspeople pay attention to the social impact of their products and investments, aims to improve society and the environment.

Essentially, entrepreneurs need ideas to start and grow their entrepreneurial ventures. Generating ideas is an innovative and creative process. Sometimes, the most difficult aspect of starting a business is coming up with a business idea. Even if you have a general business idea in mind, it usually needs to go through fine-tuning processes. Fruitful ideas often occur at points where your skill set, your hobbies and interests, and your social networks intersect. In other words, the best ideas for a new business are likely to come from activities and people that you already know well. As Kaplan, (2003) argued that you may be surprised to hear that not all entrepreneurs come up with unique ideas. According to Timmons and Spinelli, (2007), finding a good idea is the first step in the process of converting an entrepreneur's creativity into an opportunity.

Any good business ideas could be an invention, a new product or service, or an original idea or solution to everyday problems. A good business idea does not necessarily have to be a unique products or services. Majority of the entrepreneurs credited their accomplishment to the exceptional execution of ordinary ideas. The chances of success therefore will be far greater if you can market a product that is similar to existing offerings, while providing greater value to customers.

#### PADAGOGY

- The programme will employ a mix of case studies and discussion, participatory exercises and Interactive lectures. Presentations

#### OBJECTIVES

- Identify the various sources to generate potential business ideas for new ventures;
- Discuss methods available for generating new ideas;
- Utilize the existing need to turn an idea into an opportunity;
- Describe the concept of idea assessment; and
- Prepare an opportunity analysis plan.

#### CONTENTS

- Creative / Innovative Business Ideas
- Creating a Product Prototype
- ni-msme Project Profile app
- PMEGP - KVIC -sample Project Profiles
- NABARD - Project Profiles
- National Industrial Classification (All Economic Activities)
- State Government Initiatives
- MSME Schemes and State Policies

#### FOR WHOM:

- New Entrepreneurs / Startups
- The training is intended for middle and senior level Officials who are involving in promotion of entrepreneurship, Startups, MSMEs, microfinance, livelihood promotion, producer organizations etc.

**THE 3 DAY TRAINING IS OPEN FOR ENROLLMENT / REGISTRATION.**

#### COURSE DETAILS

1. Course Dates : 29-31 May 2017
2. No. of Days : 3 days
3. Course Fee : Rs. 10,500/- (Residential, non A/C accommodation, double occupancy) per one participant. Rs. 9,000 (Non-Residential) per one participant.
4. The course fee covers programme cost, reading material, but does not include the travel expenses of participants to and from Hyderabad.
5. Fee Payment: Fee is payable by Demand Draft favouring "Chief Administrative Officer", nimsme, Hyderabad, Payable at Hyderabad.
6. **Nominations** containing Name, Designation, Address, email, phone, DD details & Signature should be submitted to: The Asst. Registrar, National Institute for Micro, Small and Medium Enterprises (ni-msme), Yousufguda, Hyderabad – 500045, Phone: 040-23633499/23608544, [registrar@nimsme.org](mailto:registrar@nimsme.org), [ar@nimsme.org](mailto:ar@nimsme.org), [nsr@nimsme.org](mailto:nsr@nimsme.org)

#### Contact for further details

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#### Enquiries and nominations may be addressed to:

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