

## 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 d'être of this Institute is to assist the Government in formulating policies for micro, small and medium enterprises and to help the practising and potential entrepreneurs through a host of services like training, research, consultancy, information, education and extension. The Institute is a training ground for senior technocrats, bureaucrats and bankers who come here to gain expertise and knowledge in order to equip themselves with the latest practices and streamline their operations.

Set up in 1960, **ni-msme** has made valuable contributions by creating an impressive record of achievements beyond the Indian shores, enabling other developing countries to get the benefit of the Institute's facilities and expertise. **ni-msme's** activities are changing from time to time to meet the needs of enterprises in the context of globalisation.

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 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 SENDOC.

**ni-msme** has made many significant contributions towards enterprise promotion both nationally and internationally. Some of **ni-msme's** recent outstanding contributions include Orientation workshop for Industry Members of IMCs, under the scheme "Upgradation of 1396 Government ITIs through PPP", sponsored by the DGE&T, Ministry of Labour & Employment, Govt. of India (2014), Mid Career Programme on MSME Promotion, sponsored by Directorate of Industries & Commerce, Govt. of Kerala (2014), Product Identification and Preparation of Low Investment Project Profiles, sponsored by the Directorate of Micro & Small Scale Enterprises, Govt. of West Bengal (2014), Entrepreneurship Development Programmes in Food Processing, sponsored by AP Food Processing Society (APFPS), Govt. of Andhra Pradesh (2014), Executive Development Programme, sponsored by National Thermal Power Corporation (NTPC) Ltd, Govt. of India (2014), Outreach and Skill Development Programme in Food Processing, Sponsored by NIFTEM, Ministry of Food Processing, Government of India (2014), Marketing and Branding of Clusters for KVIC Officers, Sponsored by KVIC, Govt. of India (2014), Workshops, Sponsored by DSIR, Ministry of Science & Technology, Govt. of India (2014), IPR Challenges & Prospects, Sponsored by DC (MSME), Ministry of MSME, Govt. of India (2015) and Basic Orientation Programme on Management, Monitoring & Implementation of MSE-CDP, Sponsored by the Directorate of Micro, Small and Medium Enterprises, Govt. of West Bengal (2015). The Institute has contributed several research and consultancy services in MSME area, apart from training.

The management of the Institute rests with the Governing Council appointed by the Government of India. The governing body acts through the resident Director General. The present Director General is **Shri M. Chandrasekhar Reddy**



(An ISO 9001:2008 Certified Organisation)

**ni-msme**, Yousufguda, Hyderabad - 500 045, India

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School of Enterprise Management Announces

## One week programme on Brand and Retailing Strategies for MSMEs (12 - 16 June 2017)



Centre for Promotion of  
Advanced Management Practices

Programme Director  
**Dr. Dibyendu Choudhury**

Organised by



**NATIONAL INSTITUTE FOR MICRO, SMALL AND MEDIUM ENTERPRISES (ni-msme)**

(Formerly known as National Institute of Small Industry Extension Training)

(An organisation of Ministry of Micro, Small and Medium Enterprises, Govt. of India)

(An ISO 9001:2008 Certified Organisation)

Yousufguda, Hyderabad 500 045.

One week programme on  
**Brand and Retailing Strategies for MSMEs**  
(12- 16 June 2017)

### RATIONALE

Micro, small and medium enterprises have found that internet and social media helps them get increased exposure for growing into the market. Internet as well as social media has caused an unprecedented shift in the way business is done today. The explosive growth of social media sites is overwhelming proof that this arena is ideal for connecting with existing customers and engaging with prospects. Few excellent insights enable to get an organisation on the path to branding success. The necessity of communicating with customers through online channels and the role that internet and social media could play in both obtaining and retaining customers is enormous. Websites are now the brand ambassadors as well as gateway for all the customer orientations.

### OBJECTIVES

The programme is designed to enable participants:

- Comprehend changes in the consumer behaviour and its imperatives on advertising, branding, and ultimately how all these yielding return on investment (RoI).
- Understand value of website and traffic generations and utilise website as a valuable tool for marketing.
- Assess implications of Porter's 5 Ms to RoI
- Utilise search engine optimisation and marketing to generate traffic and monitoring tool especially drawing the benefits of social networking and building market expertise.
- Modern retailing theories and its implementation in Indian perspective
- Category management, Visual Merchandising etc with e-commerce capabilities.

### CONTENTS

- Consumer behaviour, branding and advertising
- Search engine optimisation (SEO) and search engine management (SEM)
- Create strategic partnerships and generating revenues
- Identify and recruit influencers and its implications
- Gain competitive intelligence and apply for competitive advantage
- Be an industry leader - not a follower by differentiation strategy
- Get your message out to many – FAST.

### METHODOLOGY

The training methodology comprises lectures, case studies, group discussions and film shows. The entire programme will be highly interactive.

### FOR WHOM

The programme is for owners, managers and executives from MSMEs; officers from promotional and financial organisations.

**DURATION** : One week: (12-16 June, 2017)

### FEE

The fee per participant is Rs.18,000/-. The fee covers cost of tuition, reading material, boarding and lodging but does not cover the to and fro traveling cost. Fee should be paid in advance by the way of demand draft drawn in favour of the CAO, **ni-msme**, Yousufguda, Hyderabad-500045. Fee once paid shall not be refunded, however the candidate would be permitted to attend a substitute programme.

### ADMINISTRATION

The programme is full time and strictly residential. Normally the session timings are between 09.30 a.m. and 05.00 p.m. with breaks for coffee and lunch. Some sessions may, however, be scheduled outside these hours. Both vegetarian and non-vegetarian food is served in the canteen attached to the guest house.

### JOINING INSTRUCTIONS

Accepted nominees are requested to reach **ni-msme** a day in advance of the commencement of the programme. During the programme participants are advised to keep themselves free from all official and personal commitments and keep their mobile silent/ off during the sessions.

Please address your enquiries and nominations, so as to reach before 10th Jun 2017

The Asst. Registrar  
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