

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. 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.



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

Tel : 91-40-23633499, 23608544, 46, 23608317, Fax: 91-40-23608547, 23608956

Website: www.nimsme.org, E-mail: registrar@nimsme.org;

One Day Workshop on Financial Schemes & Digital marketing for Startups



National Institute for Micro, Small and Medium Enterprises

(An organization of the Ministry of MSME, Govt. of India)

(An ISO 9001-2008 Organization)

Yousufguda, Hyderabad-500045

One Day Workshop on Financial Schemes & Digital marketing for Startups

About SEE Department

The School of Entrepreneurship and Extension is one of the crucial and premier wings of ni-msme. The greatest achievement of the school is the world famous Kakinada Experiment of Achievement Motivation conducted under the guidance of Prof. McClelland from Harvard University. The School also has the credit of developing thousands of Potential Entrepreneur from almost all states of India.

About the Program

Msmes: The Micro- Small and Medium Enterprises (MSMEs) are small sized entities, defined in terms of their size of investment. They are contributing significantly to output, employment export etc. in the economy. They perform a critical role in the economy by providing employment to a large number of unskilled and semi-skilled people. Starting and running your own business can be an exciting, rewarding, experience, but it can also be daunting and hard work, especially if you go it alone. Our business start-up workshops provide training to help you start and grow your business. You will learn how to explore the viability of your business; how to get organized and keep control of your new business and get practical advice on the business planning process.

Methodology : This workshop will adopt a practical and interactive approach

For Whom: Startups, Upcoming Entrepreneurs, Existing MSMES, Women Entrepreneurs & Students

Programme Content:

- Finance ,MSMEs & NSIC Schemes
- Startup India, Standup India, Made in India & Make in India
- The Essentials of Starting a Business
- The Award in Understanding Enterprise
- Understand how to market your business
- Understand how to manage money in a business
- Digital Marketing

Date & Venue: **20th April 2018, at ni-msme, Hyderabad.** Workshop timings 9:30 a.m. to 05:00 p.m with breaks for coffee and lunch,

Program Director :

G. Sudarshan

Faculty Member

Ph No: 9490420372, 04023633228

sudarshan@nimsme.org

The Registrar NIMSME

(An organization of Ministry of MSME, Govt. of India)

Yousufguda, Hyd – 500 045.

Phones: +91-040-23633499

Fax: +91-40-23608547/23608956

E-mail: registrar@nimsme.org