

#### **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, Gol and ISO 9001-2008 Certified)

Yousufguda, Hyderabad - 500 045, India

Tel: 91-40-23608544, 23608546, 23608317, 23633499, Fax: 91-40-23608547, 23608956

E-mail: [registrar@nimsme.org](mailto:registrar@nimsme.org), [ar@nimsme.org](mailto:ar@nimsme.org), Website: [www.nimsme.org](http://www.nimsme.org)

## **School of Entrepreneurship and Extension announces Executive Development Programmes : 2017-18**

*Three days programme on*

### **PROMOTION OF ENTREPRENEURSHIP AND MICRO & SMALL ENTERPRISES (PEMSE) 27-29 December 2017**



Programme Director

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



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Yousufguda, Hyderabad 500 045

**Executive Development Programmes : 2017-18**  
**PROMOTION OF ENTREPRENEURSHIP AND MICRO & SMALL**  
**ENTERPRISES (PEMSE)**  
**27-29 DECEMBER 2017**

**INTRODUCTION**

Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. MSMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. MSMEs are complementary to large industries as ancillary units and this sector contributes enormously to the socio-economic development of the country. The Sector consisting of 36 million units, as of today, provides employment to over 80 million persons. The Sector through more than 6,000 products contributes about 8% to GDP besides 45% to the total manufacturing output and 40% to the exports from the country. The MSME sector has the potential to spread industrial growth across the country and can be a major partner in the process of inclusive growth.

India is a country with the third largest number of start-ups in the world. However, we need more entrepreneurs to come forth as the Indian market is constantly evolving and the opportunities need to be tapped. The growth of entrepreneurs in the country due to a boom of innovative ideas. Companies like OYO rooms, FoodPanda, Zomato have also managed to spread their wings into the international markets. With a huge variety of new idea cropping up; we can only fathom how much easier our life gets. If one needs to book a cab, Ola is the way to go; one can easily check restaurant listings on Zomato while booking tickets through BookMyShow is super convenient and only made the lives of people more organised. Also, companies like Flipkart and Snapdeal have sorted the e-commerce scene in the country. Hence, with more innovations by entrepreneurs in various fields, the public benefits greatly. There are a huge number of Venture Capitalists who want to invest in start-ups but because of the lack of a completely original idea, they fail to find one. The world of investors sees potential in our country and we need to use all the attention coming our way in a positive way. The Prime Minister, Shri Narendra Modi believes that start-ups are essential to bridge the gaps to enhance growth and development of the country on various fronts.

**PADAGOGY**

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

**OBJECTIVES**

- Understand and appreciate the total spectrum of entrepreneurship development process.
- Develop motivation, counseling and hand holding skills required to guide and escort the trained potential entrepreneurs.
- Update knowledge and information on various initiatives by Central and State Government related to MSMEs

**CONTENTS**

1. Entrepreneurship Development Process & Developing Entrepreneurial Competencies
2. Sustainable Development Goals –Women Empowerment and Gender Equality
3. Schemes & Policies for Micro, Small and Medium Enterprises
4. Identification of Business opportunities & Project profile / Business plan preparation
5. Market Survey tools, Preparation of Schedule and Techniques of Data Collection
6. Costing and Financial management
7. Legal Compliances, HR & Financial Systems and Organization Development
8. Branding, IPR, Quality Standards

**FOR WHOM:**

The programme is intended for middle and senior level Officials who are involving in promotion of women entrepreneurship, Startups, MSMEs, microfinance, livelihood promotion, producer organizations etc . The advanced course is open for enrollment / registration.

**DURATION AND VENUE**

27-29 December 2017 at **ni-msme**, Hyderabad

**FEE**

Rs.10500 + 18% GST (Residential) / Rs. 9000 + 18% GST (Non-Residential)

The fee covers cost of tuition & reading material. It does not cover travel costs of participants. Fee should be paid in advance by way of demand draft drawn in favour of the CAO, ni-msme, Yousufguda, Hyderabad – 500045. Fee one paid shall not be refunded. However, as substitute may be permitted.

**ADMINISTRATION**

The programme is full time and strictly residential. Normally the session timings are between 09.30 hrs and 17.00 hrs. with breaks for coffee and lunch. Guest rooms are spacious and adequately furnished with mattresses, bed linen, mosquito nets, etc. Both vegetarian and non-vegetarian food is served in the mess 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.

**Please address your enquiries and nominations, so as to reach before 18<sup>th</sup> December 2017**

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

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