

**A one week training programme on
Planning and Promotion of MSMEs
(27 - 31 August 2018)**



**Programme Director
Mr. J.Koteswara Rao**



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

(An ISO Certified 9001-2008 certified organization)

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

Yousufguda, Hyderabad – 500 045

PLANNING AND PROMOTION OF MSMEs

(27 – 31 August 2018)

Rationale:

Government of India and State Governments in particular have been pursuing programmes and policies to promote and assist the development of MSMEs to accelerate economic development and to generate employment opportunities and through industrialization in a dispersed way by harnessing local resources. It is imperative that those who are engaged in this task should have sufficient knowledge not only on government programmes and policies but also to guide the potential entrepreneurs to become successful in all their endeavors. To fulfill the above task they need to equip themselves with lot of motivation, enthusiasm and leadership qualities. Therefore, the officers require a special orientation towards the tasks they have to perform at gross root level.

In this context, **ni-msme** has designed a programme for the DIC officials, State corporations and Bank officials for duration of one week. (27 - 31 August 2018)

Objectives:

- To provide insight into the programmes and promotional techniques used to accelerate the development of the enterprises
- To develop analytical skills required for identification of Industrial Opportunities.
- To equip for better implementation of the schemes/programmes.
- To impart skills to motivate and guide the potential entrepreneurs.

Content:

Module 1: Concepts of MSMEs and Policy

Module 2: Industrial Infrastructure

Module 3: Planning of Enterprises

Module 4: Traditional and Rural Enterprises Development

Module 5: Cluster Dynamics

Module 6: Soft skills like personality development, stress management.etc.,

Module 7: Promotion of Entrepreneurship and Extension Methods

Module 8: MSME Programmes and Schemes

Module 9: Project Feasibility and appraisal techniques

Benefits of Participants

On completion of the programme, the participants will be able to

- Understand the concepts and role of the micro, small and rural enterprises in the economic prosperity of the region
- Identify gaps in skill development and thereby promoting entrepreneurship development in the local areas
- Acquire skills in identifying sustainable enterprises and the preparation of Business Plan

- Upgrade skills in the approaches on Cluster Development and eco-friendly enterprises

Methodology:

The programme offers a blend of concept and discussion sessions. Eminent speakers are invited to share their experience in implementing the projects. Participants will undertake individual/group assignments on various themes related to the MSMEs.

Duration: One week (27 - 31 August 2018)

One-week class-room sessions and Industrial field visits in and around Hyderabad, to have the firsthand information about the MSMEs.

Fee:

Rs.13,000/- for Residential fee , **Rs.10,000/- for Non-Residential fee** per participant. (In addition 18% GST is applicable) which include tuition fee, boarding and lodging and excluding travel cost of the participant. The payment of fee, DD in favour of “**Chief Administrative Officer**” **ni-msme** payable at **Hyderabad**.

For whom:

The programme is meant for extension officials of DICs, State corporations and Bank officials. It will also benefit to those who are involved in decision-making and policy implementation of micro small and medium enterprises in their regions.

Administration

The programme is full time and residential. Participants are requested to keep themselves free from all official and personal commitments during the programme. Accepted nominees are required to reach the Institute a day in advance of the commencement of the programme. Nominations may please be sent well in advance so as to reach the Institute latest by one week in advance.

Please address your enquiries and nominations so as to reach before 20th August 2018, to:

Programme Director: Mr. J.Koteswara Rao, Associate Faculty Member,

Ph.No: 040-23633241; (M): 08106256066; E- Mail: jkrao@nimsme.org

Nominations Address to:

The Assistant Registrar,

National Institute for Micro, Small and Medium Enterprises (ni-msme)

(An ISO Certified 9001-2008 certified organization)

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

Yousufguda, Hyderabad – 500 045

E-mail: ar@nimsme.org

Phones: +91-040-23633499, 23608546. 23608317

Fax: +91-040-23608547 / 23608956

Website: [http:// www. nimsme.org](http://www.nimsme.org)

ni-msme - the premier Institute

ni-msme, a pioneering 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 small enterprises and to help the practising and potential entrepreneurs through a host of services like research, consultancy, information, training, 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 latest technology 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 the needs of industries 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 churns out information that chisels 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 the pioneering contributions of ni-msme at national level include Preparation of Directories for Small Enterprises of Excellence (1985), Preparation of video films on progress of IID centres (1995), Project Appraisal and Evaluation CAPE (1996), EDP for Rationalised Employees in State and Central PSUs (1998), Trade Related Development Programme for Women (TREAD) (2000), Child Labour Eradication Programme (ILO) (2001), Cluster Development Programmes (2003), Re-Engineering the Activities of DICs (REDIC) (2004), Management Development Programmes for Executive Trainees of NMDC (2005), Executive Development Programmes for the North East (DoNER) (2006), Orientation for MSME Development for IAS personnel (2007), Orientation Programme on Cluster Development for Officials of Central/State Governments, Financial Institutions and Banks (2007), National Workshop on MSME Cluster Development (2008), Capacity Building Programmes for Principals and Faculty Members of ITIs (DGE&T) (2008) and National Conference on Women Entrepreneurship and Innovation (2009) .

NRCD (National Resource Centre for Cluster Development), recently set up, adds a new dimension to the already existing operations of ni-msme. The CRR programmes meant to start self-employment ventures have been designed to bring in self-confidence among the rationalised employees. 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 .The present Director is Dr.Sanjeev Chaturvedi.



National Institute for Micro, Small and Medium Enterprises (ni-msme)

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

Yousufguda, Hyderabad - 500 045, India

Tel. 91-040-23633499,23608546,23608317,

Fax: 91-40-23608547, 23608956

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