

## 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 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 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 9,133 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.

## Executive Development Programmes: 2017-18 Innovative Business Development: New Tools and Techniques for MSMEs 21-23 Aug 2017



Programme Director  
**Dr.K.Visweswara Reddy**



**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 – 500 045

## Innovative Business Development: New Tools and Techniques for MSMEs

Sustainable economic development is at the top of the political agenda in most of the countries. The aim of these countries is to see growth to be 'faster, sustainable and more inclusive'. Every year, around 12 to 13 million young people enter the labour market. In order to absorb this influx of job seekers, between 120 and 130 million new jobs will need to be created by 2025. The private sector, particularly micro, small and medium-sized enterprises (MSMEs), is expected to be a key driver here.

The MSME sector, with roughly 44 million micro companies and thousands of small and medium-sized businesses, has an enormous economic, social and environmental impact. However, the sector faces several challenges, including strong international competition, pressure to use key resources like energy, water and raw materials more efficiently and to implement more environmentally sustainable production processes. By modernising and adopting green and inclusive innovations, India's MSME sector can create new economic opportunities and strengthen its long-term competitiveness.

In India, innovative ideas often work in isolation. Cooperation with research and technology institutions or with academic establishments is virtually non-existent. Furthermore, support for MSMEs in key areas such as technology transfer, resource efficiency and sustainability management has been either poor or inadequate. Although the Indian Government has launched a number of initiatives aimed at strengthening MSMEs, the initiatives of the government have not yet led to a significant improvement of the framework conditions. Cooperation between industry, the academic community and government bodies remains weak, thus hampering the innovative capacity and sustainability of MSMEs (including social enterprises and start-ups). The climate is not conducive to cooperation, with supporting institutions lacking effective methods, support programmes and the incentive structures needed to boost cooperation.

In this context it is important that the MSMEs need to adopt new tools and techniques for the development of their business. Innovative methods are necessary for the business development.

**FOR WHOM:** - Existing MSMEs, PSUs, PSEs, Budding entrepreneurs.

### Contents

- ✓ Knowledge creation and commercialization
- ✓ Inclusive innovation
- ✓ Knowledge diffusion and absorption
- ✓ Technology transfer
- ✓ Intellectual property rights (IPR)

### COURSE DETAILS:

1. Course Dates : 21-23 Aug 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.

### Contact for further details

Dr.K.VisweswaraReddy,9989022344,  
[kvisweswarareddy@nimsme.org](mailto:kvisweswarareddy@nimsme.org)

### Enquiries and nominations may be addressed to:

#### 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**  
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)