

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 Cell (GSTC).

The Institute stores and supplies information that helps to 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.



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

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

(An ISO 9001-2008 Certified Organisation)

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School of Enterprise Management announces

3 days programme on

Business Development Plan for Micro and Small Enterprises

(14-16, June, 2017)



Programme Director
E.VIJAYA



NATIONAL INSTITUTE FOR MICRO, SMALL AND MEDIUM ENTERPRISES

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

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

YOUSUFGUDA, HYDERABAD - 500 045 (INDIA)

3 Days Programme on Business Development Plan for MSEs (14-16 June, 2017)

Rationale

Micro and small scale businesses are catalyst in the socio-economic development of any country. MSMEs play a central role in employment, industrial transformation and poverty reduction. Given their importance, it is important that these enterprises be planned for so that possible challenges are anticipated, possible solutions are put in place and the overall contribution of these enterprises to the economy is increased. There is documented evidence that business planning enhances performance of an enterprise. It is the entrepreneur's roadmap to a successful enterprise.

A good business plan shall ensure enterprise competitiveness resulting from the management of cash flows, allocation of resources, communication of course of action and securing of funds. This calls for well understanding of external environment for assessing opportunities and threats thereby modulating internal operations to ensure success of the business. While chalking out business development plans, these have to be focused to fulfill the purpose of enterprise sustenance and growth.

Objectives

- ❖ Understanding the mechanisms of business plan preparation
- ❖ Assessing the impact of external and internal environmental factors on business operations.
- ❖ Assessing cost benefit analysis of businesses
- ❖ Developing skills to make decisions in enabling business operations

Course Content

- ❖ Significance of business development plans and analysis
- ❖ Business in detail - Goals, Objectives, Strategy, Risk management and Scenario planning
- ❖ Industry Analysis - SWOT Analysis, Five force model
- ❖ Marketing aspects - Assessing demand and supply; Products, pricing, place, promotion; Product life cycle; Product portfolio
- ❖ Technical aspects - Appropriateness of technology; Input and output analysis; Resource balancing
- ❖ Managerial aspects - Skill and manpower requirements; Cohesiveness
- ❖ Financial aspects - Cost of project; Investment analysis; Risk and returns
- ❖ Socio-economic aspects - Employment creation; Contribution to economy

Methodology

The training approaches and tools deployed are basically interactive, which facilitate participatory learning. Renowned subject experts and experienced field level functionaries form the core resource faculty.

For whom

The programme is useful to officials in Government departments, small business corporations, planning department, financial institutions, commercial banks, research institutions, trainers of entrepreneurship training institutions and industrial/small business development organizations and Prospective small business entrepreneurs.

Duration & Venue: 3 days at ni-msme, Hyderabad.

Course Fee:

Rs. 10,500/- (Residential, non A/C accommodation, double occupancy) per one participant. Rs. 9,000 (Non-Residential) per one participant. The fee covers cost of tuition, reading material, boarding and lodging. It does not cover travel costs of participants. Fee should be paid in advance by way of demand draft drawn in favour of CAO, ni-msme, Yousufguda, Hyderabad – 500 045. Fee once paid shall not be refunded. However, a substitute may be permitted.

Administration

The programme is full time and is strictly residential. Normally the session timings are between 09.30am to 05.00pm 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. Participants are also advised to keep their cell phone in silent mode during class room sessions.

Please address your enquiries and nominations, so as to reach before 12th June, 2016 to:

The Registrar

ni-msme

Yousufguda

Hyderabad – 500045

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