

Want to Be Your Own Boss? This Is the Gateway

Post-Graduate Diploma in Entrepreneurship and Enterprise Development (PG-DEED)

ni-msme announces eleven month full-time *Post-Graduate Diploma in Entrepreneurship and Enterprise Development* from August 2018 to July 2019 for prospective entrepreneurs/ CEOs of Start-ups / family business entrepreneurs/ budding entrepreneurs and others who want to start business.

1. Rationale

Entrepreneurship plays a pivotal role in economic development, and entrepreneurs act as catalytic agents in the process of industrialisation and economic growth. The Government of India is giving major thrust to entrepreneurship development and making all out efforts for promotion of enterprise through various interventions viz., policies, programmes, schemes, incentives, and training and skill development. The impact is good. However, some of the entrepreneurs are expecting more guidance and mentorship from the Government and key stakeholders, from idea generation to launching their start-ups.

To meet this felt need, **ni-msme** is initiating this course, and inviting applications from young, dynamic and enthusiastic candidates, who wish to start their own business ventures / enterprises, to enroll in the first batch of the Post-Graduate Diploma in Entrepreneurship and Enterprise Development (DEED).

2. Course Objectives

The objectives of this accelerated, rigorous and application-oriented course are to:

- Promote a culture of innovation based entrepreneurship
- Build competencies through practical, hands-on experiential learning
- Help empower entrepreneurs to launch successful ventures

3. Benefits to Participants

- a) The intense 11-month programme, spread over two trimesters and 3 months of internship provides a highly competitive, rigorous, hands-on, experiential learning to the participants, enabling them to start, develop and launch their own business ventures.
- b) The programme combines academic instruction with experiential learning techniques, to impart techniques and coaching necessary for participants to define/refine customer value proposition, conduct market analysis, design solutions, business models/planning, financial projections and investor pitches.
- c) It also helps to convert the venture ideas into prototype and innovations, and launch the product/service into the market.
- d) Participants' learning is supported by a carefully assembled collection of entrepreneurship ecosystem activities, such as: participate in Idea / Start-up Contests, Entrepreneur Speaker Series by successful innovators, entrepreneurs and business leaders, Mentoring by successful business owners and executives from the industry, meeting with financial institutions.

- e) Successful candidates are awarded a Post-Graduate Diploma in Entrepreneurship and Enterprise Development (PG-DEED) by **ni-msme**.
- f) **ni-msme** does not guarantee any job placement after completion of the course, as the students are expected to start their own business. Mentorship will be provided by the faculties and industry sector experts. However, the candidates have to approach the financial institutions by themselves.

4. Course Methodology

The course is designed and structured to develop entrepreneurial and managerial skills. **ni-msme** places strong emphasis on entrepreneurship as a means of creating value for organisations and developing leadership competencies. The pedagogy includes psychometric tests, motivation lab, lectures, case study, small group discussions, role plays, seminar presentations, assignments, management games, business simulation, exposure visits, instruments, exercises, interaction with successful entrepreneurs, etc. The participants are also given individual mentorship support.

5. Admission Eligibility

- A three-year (10+2+3) University Degree in any discipline **or** a four year (10+2+4) degree/diploma in Engineering / Technology **or** Medicine / Other, recognised by the UGC/AIU/AICTE.
 - Candidates interested in applying for the programme but still appearing for their final year examinations of their Bachelor's degree (or equivalent) are also eligible to apply.
6. **Reservation :** Reservations for the students of the SC/ST/OBC (non-creamy layer) and Persons with Disability (PWD) will be made as per the Government of India norms. **ni-msme** reserves 15% seats for Scheduled Caste (SC), 7.5% seats for Scheduled Tribes (ST) and 27% seats for OBC (Non-Creamy) candidates; 3% seats are reserved for differently able candidates in each programme as per the Persons with Disability Act 1995. Such candidates should submit the disability certificate issued by the medical board notified by the State / Central authority certifying their disability as 40% or more. Candidates applying under OBC quota have to satisfy the caste and creamy layer requirement details. National Commission for Backward Classes (NCBC) websites may be visited for reference.
7. **Selection Process:** **ni-msme** will invite the eligible applicants for Group discussion cum-Interview (GDI) during 11 – 22 June 2018. No TA/DA will be provided for attending the GDI. Candidates are advised to make arrangements for their stay for an additional day, if required. Based on GDI performance, the list of qualified candidates list will be announced on 2nd July 2018. The candidates are required to carry original documents and character/caste certificates for verification during GDI process.
8. **How to apply :**
- Applications are to be submitted online only at <http://www.nimsme.org/>
 - Before applying, the candidates must have the following in hand:
 - Valid and active personal Email -ID
 - Valid Mobile Number for verification and future correspondence
9. **Application Fee and payment particulars:**
- Rs.1,500/- for General Category candidates
 - Rs. 750/- for female candidates and candidates under reserved category

- Candidates can transfer the application fee to the following Bank Account of the Chief Administrative Officer (CAO), National Institute for Micro, Small and Medium Enterprises (**ni-msme**), Yousufguda, Hyderabad- 500 045
 - Bank Name: State Bank of India
 - Bank Branch: Yellareddyguda Branch (Hyderabad)
 - Bank Phone Number: 040-23752574
 - Bank Account Number: 10276217992
 - IFSC CODE: SBIN0003257
 - (OR)
- Application fee should be remitted through a Demand Draft in favour of Chief Administrative Officer, **ni-msme**, and payable at Hyderabad

10. Submission of Application

The online application form may be downloaded from www.nimsme.org and should be sent to the following address along with a Demand Draft (Original) OR online money transfer receipt (Xerox copy), mentioning the details of your online Application Number, Name and Mobile Number on the back side of the DD/ online receipt, before sending. Last Date for submission of printed online application along with DD / online receipt to **ni-msme** by speed post/ courier: **4th June 2018 (Monday)** .

The PG-DEED Course Admission Cell,
 National Institute for Micro, Small and Medium Enterprises (**ni-msme**)
 (An Organisation of the Ministry of MSME, GoI and ISO 9001-2008 Certified)
 Yousufguda, Hyderabad - 500 045, INDIA
 Email : pgdeed@nimsme.org
 Dedicated Call Centre Phone: 040 -23633247 (9.30 am to 5 pm).
www.nimsme.org

11. Course Fee: (2018-19) for PGDEED Course

Particulars	Amount (Rs.)	Amount (Rs.)	Amount (Rs.) and Due Date	Amount (Rs.) and Due Date
	Residential	Non-Residential	1 st Installment	2 nd Installment
Course fee for First & Second trimesters & Industry Internship	2,00,000*	2,00,000*	1,00,000 23 rd July 2018 (Monday)	1,00,000 26 th November 2018 (Monday)
Lodging and Boarding	1,00,000**	-	50,000 23 rd July 2018 (Monday)	50,000 26 th November 2018 (Monday)
Total	3,00,000*	2,00,000*		

* "Fee inclusive of all taxes "

** The lodging and boarding expenses will be for 8 months only. Then the entrepreneurs need to go for 3 months industry internship outside the campus.

12. Important Dates, 2018-2019

Starting – Submission of Application Online	16 th May 2018 (Wednesday)
Last Date- Submission of Application Online	4 th June 2018 (Monday)
Group Discussion	11 th – 22 nd June 2018

Final List announcement	2 nd July 2018 (Monday)
Fee payment	23 rd July 2018 (Monday)
1st Batch Classes Starting	6th August 2018 (Monday)

Further details, please visit to www.nimsme.org

13. Course Content:

Trimester-1 (4 months)	Paper -1 : Entrepreneurship and Leadership: Theory & Practices Paper - 2: Strategies for MSME Development Paper - 3: Technology Management Paper -4: Research Methodology and Market Survey: Tools, Techniques and Guidelines Paper -5 : Business accounting and finance Paper -6 : Project Report Preparation Paper -7: Advertisement and business communication
Trimester-2 (4 months)	Paper -1: Business Registration, Legal Formalities & other licenses Paper -2: HR Management Paper -3: Marketing Management Paper -4: Supply Chain Management and Operation Research Paper -5: e-business and digital marketing Paper -6: Quality management for MSMEs *Elective-1: New Enterprise Creation (NEC): *Elective-2: Family Business Management (FBM):
Industry Internship & Mentorship (3 months)	<ul style="list-style-type: none"> • Food and Agriculture • Digital Media & IT Enabled Services • Sports & Event Management and Real Estate & Construction • Travel , Tourism & Hospitality • Plastics and Chemicals • Textiles and Garments • Energy and Sustainability • Materials and Manufacturing • Automobiles • Financial Services • Education and Training, Social Enterprises, NGOs • Health Care and Imports & Exports

* Each student has to choose one elective in 2nd trimester.

Submission of Final Business plan / Detailed Project Report (DPR) to the Panel of Experts & Launching the Product / Service

At the conclusion of the Industry Internship, students have to deliver a written business plan for a new venture or expansion of current business, which will include analysis of the market and industry in which the business will compete, a viable financial and organisational structure, risk assessment, an appropriate marketing strategy, explanation of an underlying technology, manufacturing process and service delivery system. The final project report is to be prepared in a competitive format and is assessed by a panel of experts comprising of faculty, industry experts and bankers. A presentation-cum-viva-voce examination for the final report will then be organised. The DPR can be submitted to banks for working capital and term loan respectively for the venture.

Last date for online submission is 4th June 2018. Applications received after the last date shall not be accepted.

For further information in this regard, please contact:

The PG-DEED Course Admission Cell

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