

School of Enterprise Management Announces
One Week Programme on
Sustainable Tourism Development to promote SMEs

(11-15th June, 2018)



Programme Director:

Dr. Dibyendu Choudhury
Centre for Promotion of Advanced Management Practices (C-PAMP)



ISO 9001:2008

National Institute for Micro, Small and Medium Enterprises (ni-msme)
(An Organisation of Ministry of Micro, Small and Medium Enterprises, Govt. of India)
Yousufguda, Hyderabad - 500 045

**One Week Programme on
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10 million foreign tourists visited India last year; \$27 B earned from the tourism sector. As per excerpts by the Ministry, the tourism sector has contributed 6.88 percent to the Gross Domestic Product (GDP) of the country and a 12 percent share of employment in the year 2017.

Variety of tourism activities need to be differentiated and improved; and tourism infrastructure requires augmentation. India regarded as an old civilisation, with a rich history, number of important heritage sites, mountains, beaches, deserts and the like. (a) India offers superior sights; and (b) tourists would be drawn to such sights if they were properly informed irrespective of it being large-scale (enclave) tourism, main stream group tours, luxury tours, community-based tourism, etc.

Tourists choose to come to India due to hundreds of reasons. These are inexpensiveness, ideal climate, cheap liquor (e.g., for destinations like Goa). Then there is perceived 'spiritual atmosphere' or laid-back ambiance. And, of course, there is the genuine interest in Indian culture in its widest sense. Such attractions are mostly related to concrete (types of) locations and settings, and more often than not they compete with the attractions of places outside India. In any case, the perceived attractiveness on which the choices are ultimately based is informed by other people, most notably people who have been in India before, or people who offer information on being a tourist and traveling in India.

One cannot change India for the sake of 'world class tourism development'. Rather, develop and adopt economically and along with this development, opportunities for various kinds of tourism will emerge. Destinations created by the public agencies attracting mainly domestic tourists, will ultimately emerge as new hubs for both domestic and international tourists

Objectives

The programme is designed to enable participants to:

- Understand the objectives of Indian Tourism Policy and how to 'substantially increase the proportion of the urban resident leisure and pilgrimage tourism to rural areas'.
- Understand the development of tourist services in villages and rural regions located off the beaten tourist tracks. The Endogenous Tourism Project/Rural Tourism Scheme. The project was meant to be implemented in 31 villages across 20 states. Most of these villages harbored traditional artisans (weavers, potters, sculptors, block printers and the like) who were thought to attract tourists.
- Understand local or nearby NGOs to be identified as the most important implementing agents in the otherwise 'community-owned' project.
- Its focus 'is to develop the culture, craft and sustainable dimensions of rural life, as a means to viable livelihood opportunities for low-income rural communities. Through convergence with local idiom and cooperative marketing channels, it will protect environment, valorize host community heritage and enrich visitor's experience. The models promoted by Endogenous Tourism Project will be community-owned, culturally expressive and environmentally sustainable.

Contents

- Gain competitive intelligence.
- Be an industry leader - not a follower.
- Set your vision and mind for the development of Sustainable Tourism Operator to drive future enterprises surrounding Tourism Sector.

Benefits to participants

Through hands on practical training programmes with practical case studies the Govt. officials working in the Tourism Industry, Entrepreneurs and Officials of Tourism Enterprises will be exposed to a wide variety of practical issues of handling and driving sustainable tourism in their enterprises, harness the leadership and drive the business. Eastern businesses need learning and adopting the boundaries through western enterprises especially in the Tourism Sector.

For whom: This programme is for the Govt. Employees, Budding Entrepreneurs, Officials of different enterprises involved in Tourism Sector

Duration & Venue: 5 day residential programme at ni-msme, Hyderabad.

Fee: Rs.13000 per residential participant and Rs.10000 per non-residential participants. The fee covers cost of tuition, reading material, Lunch and refreshments. It does not cover travel costs of participants. Fee should be paid in advance by way of demand draft or cash drawn in favour of the CAO, ni-msme, Yousufguda, Hyderabad – 500 045. Fee once paid shall not be refunded. However, a substitute may be allowed. (We also accept Debit/Credit Card during on-spot registration)

Administration

This course is residential in nature at **ni-msme**, Hyderabad campus and at the end certificate of attendance would be awarded to all the participants. However, we have the boarding facilities AC accommodations available as per availability and first come first serve basis. Fee should be paid in advance by the way of demand draft drawn in favour of the CAO, **ni-msme**, Yousufguda, Hyderabad - 500045. Fee once paid shall not be refunded; however, substitute candidate would be permitted to attend the programme.

Joining Instructions

Accepted nominees are requested to reach **ni-msme** an Hour in advance of the commencement of the programme time e.g. 9.00am for the registration purpose. 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 10th June, 2018 to:

The Registrar
ni-msme
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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 practising and potential entrepreneurs through a host of services like training, research, consultancy, information, 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 practices 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 meet the needs of enterprises 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 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 SENDOC.

ni-msme has made many significant contributions towards enterprise promotion both nationally and internationally. **ni-msme's** outstanding contributions for the last five years include Faculty Development Programmes for DST (2009), EDPs in Food Processing (2010), Programmes for the officials of the Department of Employment and Self Employment, Govt. of Maharashtra (2010), Programmes on MSME Promotion for the DC-MSME Officials (2010), EDPs / ESDPs / ToTs, Sponsored by the Ministry of MSME, Govt. of India, under the "Scheme of Assistance to Training Institutions" (2010), Programme on Business Plan Preparation, Sponsored by Uttarakhand Livelihoods Improvement Project for the Himalayas (ULIPH), Govt. of Uttarakhand (2010), Entrepreneurship Development Programmes (EDPs), Sponsored by State Bank of India, Mumbai (2010), EDP for First Generation Entrepreneurs, APSFC, Govt. of Andhra Pradesh (2011), Revitalisation of District Industries Centres (DICs) (2012), Training Programme on Stores Management, Sponsored by Andhra Pradesh Beverages Corporation Ltd (APBCL), Govt. of AP (2012), Workshop on Implementation of the Schemes of M/o FPI for the Officials of the Dept. of Industries and KVIB, Govt. of AP (2012), Training Programmes for Officers of KVIC (2012), Project Identification, Preparation of Project Profiles and Project Appraisal, Sponsored by the Directorate of Micro & Small Scale Enterprises, Govt. of West Bengal (2013), Training Programmes on Business Development Plan for Micro and Small Enterprises, Sponsored by Directorate of Industries and Commerce, Govt. of Kerala (2013), Contemporary Human Resources Management Practices, Sponsored by Dept. of Public Enterprises, Govt. of Karnataka (2013), Specialised Skill Up-gradation Training Programmes for A. P. Building and other Construction Workers' Welfare Board, Govt. of Andhra Pradesh (2013), Skill Development Programmes in Food Processing, sponsored by *National Institute of Food Technology Entrepreneurship and Management (NIFTEM)*, Ministry of Food Processing Industries, Govt. of India (2013), Customised Training Programme for Canara Bank Executives Heading SME Sulabhs (2013), "IGNITE" Industrial Motivation Programme, sponsored by the Dalit Indian Chamber of Commerce & Industry (DICCI), CII, APIIC and Govt. of Andhra Pradesh (2013), Balanced Scorecard and Related Tools for Productivity Improvements in Mining Industry, sponsored by Singareni Collieries Company Ltd, Andhra Pradesh (2013), Induction Training for Industrial Promotion Officers on MSME Development, sponsored by Commissionerate of Industries, Govt. of Andhra Pradesh (2013), Orientation Workshop on Skills and Livelihood Development, sponsored by the Ministry of Housing and Urban Poverty Alleviation, Govt. of India (2013), National Workshop on *Prime Minister's Employment Generation Programme (PMEGP)*, sponsored by the Department of Commerce, Industry & Employment, Govt. Madhya Pradesh (2013), Orientation workshop for Industry Members of IMCs, under the scheme "Upgradation of 1396 Government ITIs through PPP", sponsored by the DGE&T, Ministry of Labour & Employment, Govt. of India (2014), Mid Career Programme on MSME Promotion, sponsored by Directorate of Industries & Commerce, Govt. of Kerala (2014), Product Identification and Preparation of Low Investment Project Profiles, sponsored by the Directorate of Micro & Small Scale Enterprises, Govt. of West Bengal (2014), Entrepreneurship Development Programmes in Food Processing, sponsored by AP Food Processing Society (APFPS), Govt. of Andhra Pradesh (2014), Executive Development Programme, sponsored by *National Thermal Power Corporation (NTPC) Ltd*, Govt. of India (2014), Induction Training Programme for Environmental Engineers of APIIC Ltd, Govt. of Andhra Pradesh (2014), Marketing and Branding of Clusters for KVIC Officers, Sponsored by KVIC, Govt. of India (2014), Workshops, Sponsored by DSIR, Ministry of Science & Technology, Govt. of India (2014), IPR Challenges & Prospects, Sponsored by DC (MSME), Ministry of MSME, Govt. of India (2015), Basic Orientation Programme on Management, Monitoring & Implementation of MSE-CDP, Sponsored by the Directorate of Micro, Small and Medium Enterprises, Govt. of West Bengal (2015), Customised programmes for the Directorate General Resettlement, Department of Ex-Servicemen, Ministry of Defence, Govt. of India (2015), Project Appraisal and Financial Analysis, Sponsored by the Singareni Collieries Company Ltd (2015), Executive Development Programme for Managers of Coir Board, Sponsored by the Coir Board, Ministry of MSME, Govt. of India (2015), Entrepreneurship/Career Oriented Programme in Solar Technology, In Collaboration with Construction Management and Consultancy Consortium (CMNCC), New Delhi, (2015), Entrepreneurship Development Programme on Solar Energy, In Collaboration with I Create Skills, New Delhi, (2016) and Programme on Corporate Governance and RTI Act-2005, Sponsored by the Singareni Collieries Company Ltd (2016). 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 General. The present Director General is

Dr. Sanjeev Chaturvedi

For further details, please contact



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