

## ni-msme - the premier institute

**ni-msme**, the pioneer institute in the field of MSME is playing a major role in providing probusiness 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 practising and potential entrepreneurs 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 other developing countries to get the benefit of the Institute's facilities and 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 Centre (GSTC).

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, 94, 928 participants by organizing 14, 826 programmes which includes prospective/existing entrepreneurs and officials from various Ministries of Govt. of India and State Governments till 2016-17. The Institute is implementing ITEC Scheme of Ministry of External Affairs, Govt. of India since 1967 and trained 9, 817 International Executives from 142 developing countries till March 2018. The Institute has also undertaken 938 research and consultancy projects.

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**.



The Registrar

**National Institute for Micro, Small and Medium Enterprises**

(An Organisation of the Ministry of MSME, GoI and ISO 9001-2015 Certified)

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School of Enterprise Management Announces

One week programme for KVIC Officials at Retail Outlets  
on

## Branding and Retailing Strategies for SMEs

(21 - 25 January, 2019)



Programme Director

**Dr. Dibyendu Choudhury**

Centre for Promotion of Advanced Management Practices (C-PAMP)

Organised by



**NATIONAL INSTITUTE FOR MICRO, SMALL AND MEDIUM ENTERPRISES**

(An Organisation of the Ministry of MSME, GoI and ISO 9001-2015 Certified)

Yousufguda, Hyderabad 500 045.

One week programme for KVIC Officials at Retail Outlets on  
**Branding and Retailing Strategies for SMEs**  
(21 - 25 January, 2019)

### RATIONALE

Micro, small and medium enterprises have found that internet and social media helps them get increased exposure for growing into the market. Internet as well as social media has caused an unprecedented shift in the way business is done today. The explosive growth of social media sites is overwhelming proof that this arena is ideal for connecting with existing customers and engaging with prospects. Few excellent insights enable to get an organisation on the path to branding success. The necessity of communicating with customers through online channels and the role that internet and social media could play in both obtaining and retaining customers is enormous. Websites are now the brand ambassadors as well as gateway for all the customer orientations.

### OBJECTIVES

The programme is designed to enable participants:

- Comprehend changes in the consumer behaviour and its imperatives on advertising, branding, and ultimately how all these yielding return on investment (RoI).
- Understand value of website and traffic generations and utilise website as a valuable tool for marketing.
- Modern retailing theories and its implementation in Indian perspective
- Category management, Visual Merchandising etc.
- E-Commerce and Customer Services
- Retail outlet behavior and counter sales strategies
- Modern retailing Techniques and customer retention.
- Retaining Engaged and value added promotions to maximize profits.

### CONTENTS

- Consumer behaviour, branding and advertising
- Create strategic partnerships and generating revenues
- Identify and recruit influencers and its implications
- Gain competitive intelligence and apply for competitive advantage
- Customer Relationship management
- Sales Management with modern retailing

### METHODOLOGY

The training methodology comprises lectures, case studies, group discussions and film shows. The entire programme will be highly interactive.

For whom: The programme is for the officers of KVIC who are managing the retail counters and outlets.

### FEE

The fee per participant is Rs.20,000/-. The fee covers cost of tuition, reading material, boarding and lodging but does not cover the to and fro traveling cost. 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 the candidate would be permitted to attend a substitute programme.

### ADMINISTRATION

The programme is full time and strictly residential. Normally the session timings are between 09.30 a.m. and 05.00 p.m. 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 and keep their mobile silent/ off during the sessions.

Please address your enquiries and nominations, so as to reach before 10th Jan, 2019

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