

School of Enterprise Management announces
One week programme for KVIC Officials at Retail Outlets
on
Branding and Retailing Strategies for SMEs
(21-25 Jan, 2019)



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

Programme Director:

Dr. Dibyendu Choudhury



(An ISO: 9001:2008 certified organization)

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

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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 to-day. 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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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 Uttarkhand Livelihoods Improvement Project for the Himalayas (ULIPH), Govt. of Uttarkhand (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



ISO 9001:2008

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