

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 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 airrrent aevolving countries to get the aenerit or 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 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. 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.



ni-msme, Yousufguda, Hyderabad - 500 045, India

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BUSINESS ENHANCEMENT PLAN FOR MSMEs (HOW TO DEVELOP YOUR BUSINESS) 26-28 July 2017



Program Director
G.SUDARSHAN



National Institute for Micro, Small and Medium Enterprises

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

(An ISO 9001-2008 Organization)

Yousufguda, Hyderabad – 500 045

BUSINESS ENHANCEMENT PLAN FOR MSMEs

Liberalization and the accompanying policy of economic reforms have created a new environment that exposes the unorganized enterprises to various vulnerabilities while at the same time providing new and greater challenges for growth and adjustment. The post-liberalization business environment has become harsh for the unorganized sector because of increased internal and external competition. Despite the growing awareness of the impending threats, the unorganized sector is not adequately prepared for the new challenges. Technology acquisition, adaptation and innovation would not only facilitate them to move up the value chain and thus prepare them to effectively meet the challenges of a competitive environment but also create conditions for overcoming the prevailing disjunction between the organized and the small and micro enterprises. The commonly accepted sources of ingredients of up-gradation are both internal and external to the firm. Internal sources include formal R&D, design and tooling-up, learning-by-doing and learning-by-using, internal human resources and training and marketing. External sources include R&D performed jointly or under contract by some specialized supplier of R&D services, the acquisition of licenses and the purchase of patents and other intellectual property rights, the exploitation of scientific and technical literature, patents as well as participation in conferences and workshops, Internet resources, acquisition of machinery and equipment linked to product and process innovations, interactions with suppliers of equipment, materials, components or software, imitation of competitors including reverse engineering, from clients, through understanding of user needs, services provided by consultants, participation in exhibitions and fairs.

ni-msme being the trainer's training institute, with its vast experience proposes to conduct this training program to impart knowledge for upgrading enterprise.

For whom

Existing MSMEs, New Entrepreneurs

Objectives

The overall objective of the program is to overcome the Current Economic Scenario & Sustain long term growth. In this challenging environment, it is important to inspire the SME leaders not to be cowed down by the

Magnitude of problem but to look at this as an opportunity for strengthening the business

- Financial Restructuring in Current economic situation session on Technology & Innovation for SMES
- Business Process Re-engineering as approach to Enterprise Up gradation.

Contents

- **Reservations of items for Exclusive Manufacturing in Small Sector**
- **Product quality Certification**
- **Technology Up gradation**
- **Market Development**
- **IPR**
- **Preferential Credit Support Measures**
- **Preferential Government Procurement policies.**
- **Marketing Assistance and Export Promotion**

COURSE DETAILS

- ✓ Course Dates : 26-28 July 2017
- ✓ No. of Days : 3 days
- ✓ Course Fee : Rs. 10,500/- Residential, Rs.9000/- Non Residential non A/C accommodation, double occupancy)
- ✓ The course fee covers programme cost, reading material, but does not include the travel expenses of participants to and from Hyderabad.
- ✓ Fee Payment: Fee is payable by Demand Draft favouring "Chief Administrative Officer", nimsme, Hyderabad, Payable at Hyderabad.
- ✓ **Nominations** containing Name, Designation, Address, email, phone, DD details & Signature should be submitted to:

Contact for further details

G. Sudarshan

Ph.no : 23633228, 9490420372

Email: sudarshan@nimsme.org

Enquiries and nominations may be addressed to:

The Registrar

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