

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 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 (GST) Cell.

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 around Five Lakhs participants by organizing 15,000 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.



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Entrepreneurship Development Programme

(For Science and Technology Graduates)

13 Aug 2018 – 8 Sep 2018

Sponsored by

(Department of Science and Technology, New Delhi)



Organized by



National Institute for Micro, Small and Medium Enterprises
(An Organisation of the Ministry of MSME, Govt. of India and ISO
9001-2015 Certified)
Yousufguda, Hyderabad – 500 045 (India)

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INTRODUCTION

India is a growing country, with vast availability of Natural as well as Human resources. Yet the steady population is hindering the growth of employment generation. Lot of newer opportunities is being introduced; still it is felt that they are not adequate enough to solve the problem of unemployment.

Since independence India has witnessed a rapid increase in population. As a consequence, labor force has also increased at a rapid pace. Moreover **technical education** over the years has been put forth to meet the gap, yet the Indian economy has not been able to meet the challenge adequately.

During their academic curriculum they pass through rigorous knowledge get equipped with good theoretical amount of exposure. After passing out from the colleges, a few of them accept the reality and land themselves in any of the companies as trainee. But it is also seen that many of these pass-outs after working for a few years in a company grab in the clutches of frustration and often think for a change. And their hunt for right place continues to add disappointment to a large extent.

We also are aware and this world has also witnessed many of the successful business men who started their career from the beginning while aspiring for big. The time has come and it is felt the need to add the **EDP** flavor in the study pattern of Science and Technology education. While the students are in their classes, they may continue to be given hands on practical experience along with EDP training. Through this, they may be taught as how an enterprise can be started, what are the startup operational measures to be taken care so that they get a feeling of having owned an enterprise rather than just working for enterprise. At the same time, training and information on Cost benefit analysis would certainly help them in their future start-up of enterprise.

In view of the same, National Institute for Micro Small and Medium Enterprises (**ni-msme**) proposes an exclusive training programme on Entrepreneurship. The programme is designed to help students to discover and develop the personal attributes needed to become a successful entrepreneur.

OBJECTIVES:

- To deepen the understanding of Entrepreneurship
- To enhance the managerial capacities of entrepreneurs by utilizing the local resources and their talents contributing to **Enterprise Development**.
- Recognize opportunities
- To enable the Candidates to get motivated towards starting the enterprise of their own
- To develop linkage support between entrepreneurship and institutions (both promotional and Financial)
- Importance of Mentoring, venture capitalists and incubators to pave way for business startup

BROAD CONTENT:

- Definition and Philosophy of Entrepreneurship
- Exploration of Entrepreneurial purpose and meaning
- The entrepreneurial management process
- Traits and Characteristics of a successful Entrepreneur
- Development of innovative business ideas
- Creativity within large and small business
- Entrepreneurs as role models
- Modernization of Trades through PPP Mode
- Marketing strategies for the products/services
- Market survey techniques
- Counseling techniques
- Preparation of Project Profiles

METHODOLOGY:

The Training Programme would include

- Interactive Class room Lecture sessions
- Presentations
- Exposure visits
- Interactive session with entrepreneurs
- Case Studies
- Sharing of experiences

FOR WHOM

Any Science or Technology Graduate

FEE: Nil (Non-Residential)

NOMINATIONS

- Nomination may be sent well in advance so as to reach the institute latest by 10 Aug 2018.
- Confirmed participants are requested to reach **ni-msme** by 9.00 AM on 13th August 2018
- Participants are requested to keep themselves free from all official and personal commitment during the program.

DURATION: Four Weeks (13 Aug 2018 – 8 Sep 2018)

Venue: ni-msme, Yousufguda, Hyderabad

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