

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 different developing countries to get the benefit of 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 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 9,133 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** implements the activities.

Three Days Innovative Marketing Strategies for MSMEs 08-10 Oct 2018



Programme Director
Dr.K.Visweswara Reddy



**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

Innovative Marketing Strategies for MSMEs

The prominence of Small and medium enterprises (SMEs) is seen as these are allied with the balanced growth of Indian economy, playing an important role in generating millions of jobs. Marketing is an essential input for the success of MSMEs producing wide range of products. Enterprises need to move from traditional marketing to modern marketing.

Arriving up of MSMEs calculations depend upon how well they market their products in this pulsating competitive market. Effective marketing strategies ensure higher levels of income, intake and employment further increasing the standards of living of the people

MSME leaders are gradually adopting a global approach as they face strong competition from big companies and empowered customers. In this scenario, effective execution of a brand marketing strategy for MSMEs is vital.

- A reliable marketing strategy to make the way to the minds of customers.
- To confirm that all products and services have a visual uniqueness and good positioning in the segment
- To allow their target audience to identify and distinguish their brands in the muddled marketplace.

CONTENT MODULES

- ❖ Digital marketing
- ❖ Marketing Plan
- ❖ Online Retail Sites
- ❖ Content Marketing
- ❖ Social Media Marketing

METHODOLOGY

The workshop will be informative, interactive and the trainer will explain the innovative marketing approaches for SME's, thoroughly by using modern methods in fully equipped classrooms with LCD projectors(Live Demonstration). Content delivery will be in English only.

BENEFITS TO THE PARTICIPANTS

- The participants will get to know the fundamentals of marketing
- They will understand the marketing strategies for MSME's
- They will know the implications of different types of marketing strategies

FOR WHOM

The programme is useful to MSME entrepreneurs, Industry Associations, marketing students and aspiring entrepreneurs.

COURSE DETAILS:

1. Course Dates : **08-10 Oct 2018**
2. No. of Days : 3 days
3. Course Fee: Rs. 7, 500/- (Residential) / Rs. 6, 000/- (Non-Residential) per 3 days Programme Plus GST where ever applicable.
4. The course fee covers programme cost, reading material, but does not include the travel expenses of participants to and from Hyderabad.
5. Fee Payment: Fee is payable by Demand Draft favouring "Chief Administrative Officer", nimsme, Hyderabad, Payable at Hyderabad.

Contact for further details

Dr.K.VisweswaraReddy

Faculty Member - SEM

Mobile:- 9989022344,

kvisweswarareddy@nimsme.org

Enquiries and nominations may be addressed to:

The Registrar.

National Institute for Micro, Small and Medium Enterprises

(An Organisation of the Ministry of MSME, GoI and ISO 9001-2008 Certified), Yousufguda, **Hyderabad** - 500 045, **India**

Tel: 91-40-23608544, 23608546, 23608317, 23633499,

Fax: 91-40-23608547, 23608956

E-mail: registrar@nimsme.org, ar@nimsme.org,

Website: www.nimsme.org