

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 the 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. Some of **ni-msme's** recent outstanding contributions include 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), Outreach and Skill Development Programme in Food Processing, Sponsored by NIFTEM, Ministry of Food Processing, Government of India (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) and 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). 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 **Shri M. Chandrasekhar Reddy**



(An ISO 9001:2008 Certified Organisation)

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Training Programme On Product Identification & Marketing Strategies For Micro And Small Enterprises

(19 - 21 March, 2018)

Programme Director
Vivek Kumar

Organised by



NATIONAL INSTITUTE FOR MICRO, SMALL AND MEDIUM ENTERPRISES (ni-msme)

(Formerly known as National Institute of Small Industry Extension Training)

(An organisation of Ministry of Micro, Small and Medium Enterprises, Govt. of India)

(An ISO 9001:2008 Organisation)

Yousufguda, Hyderabad 500 045.

Training Programme On PRODUCT IDENTIFICATION & MARKETING STRATEGIES FOR MICRO AND SMALL ENTERPRISES (19 - 21 March, 2018)

INTRODUCTION

The Micro Enterprise development approach has received wide acceptance as an effective strategy for empowerment of vulnerable sections of society representing economically, socially and physically challenged human groups such as unemployed youth, women and weaker sections.

Having achieved significant success in promoting large number of Micro Enterprises, promotional agencies now need to look at the next stage. This could be providing them access to suitable income generating opportunities, which is very much required as only sustained Income Generating Activities would enhance improvement in the standard of living of the target group.

And we are also aware that the objective of Micro enterprise development is to provide self-employment through generation of income that is profitable and sustainable. In this context, identification of marketable products and services along with determination of appropriate strategies for market access assume vital importance since Motivating Micro Enterprises, Self Help Groups (SHGs), etc towards sustainability requires a focussed approach for entrepreneurial capacity building involving market study skills to their zenith.

In view of the above, National Institute for Micro, Small and Medium Enterprises (**ni-msme**), with its experience in organizing many training programmes and research studies on the development of Micro Enterprises, Empowerment of Women etc through Self Help Groups, propose a Training Programme designed exclusively for implementers to discuss various key elements concerning Micro Enterprises. The interactive sessions, sharing of experiences and other training inputs would definitely enrich the functional skills and professional abilities of the participating officials.

OBJECTIVES

- To enhance analytical skills for undertaking market study/identification of opportunities and devising effective strategies to secure market share for the products of Micro Enterprises.
- To acquire an in-depth understanding of issues related to marketing of micro enterprise products and services.
- To reinforce the conceptual and applied levels of comprehension for planning and formulating the projects of Micro Enterprises.

PROGRAMME CONTENT

- Potential survey for identification of opportunities in market
- Marketing concepts for micro enterprises
- Product designing and market launching
- Preparation of project report
- Project monitoring and evaluation

METHODOLOGY

The Training programme would include

- Presentations
- Interactive Lecture sessions
- Case Studies
- Sharing of experiences

WHO SHOULD ATTEND?

- Youth Promotion organizations involved in Skill development for Self Employment ventures
- Officials in-charge of project preparation and implementation of Micro Enterprises, Self Help Groups (SHGs), etc. representing Government/Finance corporations/DRDA/DPIP.
- Representatives of developmental financial institutions/Non-Govt. organisations/funding agencies/training institutions/Banks engaged in promoting and financing Micro Enterprises.
- Representatives of Federations/MACs of SHGs/Local area banks/networking agencies.

FEE

Rs 10,500/- per participant (Residential)

- Covers Programme cost, reading material, boarding & lodging, but does not include the travel expense of participants to and from Hyderabad.
- Fee is payable by demand draft favouring "Chief Administrative Officer, ni-msme, Hyderabad, Payable at Hyderabad" or by way of money transfer.

NOMINATIONS

- Nominations may be sent well in advance so as to reach the Institute latest by 10th March 2018.
- Confirmed participants are requested to reach ni-msme one day in advance i.e. 18th March 2017.
- Participants are requested to keep themselves free from all official and personal commitment during the program.

DURATION: Three Days 19 – 21 March 2018

Contact Person

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Enquiries and nominations may be addressed to:

The Assistant Registrar

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