

ni-msme - the premier Institute

ni-msme, a pioneering 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 small enterprises and to help the practising and potential entrepreneurs through a host of services like research, consultancy, information, training, 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 technology 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 the needs of industries 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 dums out information that chisels 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 the pioneering contributions of ni-msme at national level include Preparation of Directories for Small Enterprises of Excellence (1985), Preparation of video films on progress of IID centres (1995), Project Appraisal and Evaluation CAPE (1996), EDP for Rationalised Employees in State and Central PSUs (1998), Trade Related Development Programme for Women (TREAD) (2000), Child Labour Eradication Programme (ILO) (2001), Cluster Development Programmes (2003), Re-Engineering the Activities of DICs (REDIC) (2004), Management Development Programmes for Executive Trainees of NMDC (2005), Executive Development Programmes for the North East (DoNER) (2006), Orientation for MSME Development for IAS personnel (2007), Orientation Programme on Cluster Development for Officials of Central/State Governments, Financial Institutions and Banks (2007), National Workshop on MSME Cluster Development (2008), Capacity Building Programmes for Principals and Faculty Members of ITIs (DGE&T) (2008) and National Conference on Women Entrepreneurship and Innovation (2009). NRCDC (National Resource Centre for Cluster Development), recently set up, adds a new dimension to the already existing operations of ni-msme. The CRR programmes meant to start self-employment ventures have been designed to bring in self-confidence among the rationalised employees. 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. The present Director is Dr. Sanjeev Chaturvedi



National Institute for Micro, Small and Medium Enterprises (ni-msme) (Formerly nisiet)
(An Organisation of Ministry of MSME, Govt. of India)

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One Week Training Programme on Product Identification and Marketing Strategies for Microenterprises

(09-11 Jan 2019)

Programme Director

Vivek Kumar

Organized by



**NATIONAL INSTITUTE FOR MICRO SMALL AND
MEDIUM ENTERPRISES**

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

(An ISO 9001:2008 Organisation)

YOUSUFGUDA, HYDERABAD 500 045 (INDIA)

Product Identification and Marketing Strategies for Microenterprises (26-28 Sept 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:

The objectives of the programmes are to

- 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.

BROAD 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
 - Improving the management skills of SHGs with regards to finance and marketing
 - Detection of incipient sickness of units and remediation strategies
 - Risk management and sustainability issues

METHODOLOGY

The Training Programme Would include

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

The participants are requested to come prepared for highlighting notable success stories linked to their respective institution.

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- Officials' in-charge of project preparation and implementation of Micro Enterprises Development, SHG formation etc. representing Government/Finance corporations/DRDA/DPIP.
- Representatives of developmental financial institutions/Non-Govt. organisations/funding agencies/training institutions/Banks engaged in promoting Micro Enterprise Development and financing & nurturing SHGs.
- Representatives of Federations/MACs of SHGs/Local area banks/networking agencies, National and State level corporations for specific categories of rural development.

FEE: Rs. 7500/- (Residential) / Rs. 6000/- (Non-Residential) (GST as applicable)

- 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 favoring "Chief Administrative Officer, **ni-msme**, Hyderabad, Payable at Hyderabad" or through Money transfer mode.

NOMINATIONS

- Nomination may be sent well in advance so as to reach the institute latest by 17-September -2018.
- Confirmed participants are requested to reach **ni-msme** one day in advance i.e. 25-Sep-2018.
- Participants are requested to keep themselves free from all official and personal commitment during the program.

DURATION: Three Days (26-28 Sept 2018)

Venue: ni-msme, Yousufguda, Hyderabad

Contact for further details:

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ENQUIRY AND NOMINATIONS may be addressed to

The Assistant Registrar

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