

School of Enterprise Information and Communications

One –day workshop on Promoting SMEs through online portals



Programme Director:

Rishi Arvind

School of Enterprise Information and Communications (SEIC)



ISO 9001:2008

National Institute for Micro, Small and Medium Enterprises (ni-msme)

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

Yousufguda, Hyderabad - 500 045

**One –day Workshop on
Promoting SMEs through online portals
14th Nov 2018**

According to the KPMG-IAMAI e-commerce report, ‘SME/MSME sector contributes significantly to the manufacturing and exports of India and the sector provides employment to 42 million individuals across 13 million units spread across the country. Despite registering a consistent higher growth rate than the rest of the industrial sector, many SMEs and MSMEs in India do not have the requisite knowledge or resources to reach out to customers on digital media.’

Marketplace platforms provided by e-commerce players like Amazon, Olx, Quikr, Fashion and you, Snapdeal or organisations such as the Central Cottage Industries Corporation of India (CCIC) and the Handicrafts and Handlooms Export Corporation of India (HHEC) have been instrumental in providing livelihood opportunities to individuals associated with SMEs and MSMEs and other small retailers.

There are small and budding entrepreneurs in different parts of India who are hemmed by big retailers and looking for access to a platform that would provide them with avenues to get the customer at a minimal investment. E-commerce is now helping small retailers by creating a perfect platform that connects them and their consumers, creating a wonderful mix of pricing, access, distribution, convenience and extended employment opportunities. The advantage is that it not only makes the site an exclusive shopping destination, but also gives small and medium retailers a chance to sell to a bigger clientele.

Objectives

The programme is designed to enable participants:

- Understand value of website and traffic generations.
- Appreciate a website is a valuable tool for marketing.
- Establishing e-commerce portals business accounts and setting up online shops.
- Benefits of social networking and building market existence and expertise.

Contents

- Gain competitive intelligence
- Be an industry leader -not a follower
- Set your virtual shop online with E-commerce Giants e.g. Amazon

Benefits to participants

Through hands on practical workshop budding entrepreneurs will be exposed to a wide variety of practical issues including modes of online business accounts, photographs, managing supply chain, packaging and other methods on running online businesses with e-Commerce giant e.g. Amazon or Flipkart.

For whom: This programme is for the Budding Entrepreneurs, Artisans, Handicraft Entrepreneurs etc., involved and exposed to online retailing and business.

Duration & Venue: 1 day at ni-msme, Hyderabad.

Fee: Rs.1500(Residential)/Rs.1000(Nonresidential) per participant. The fee covers cost of tuition, reading material, Lunch and refreshments. It does not cover travel costs of participants. Fee should be paid in advance by way of demand draft or cash drawn in favour of the **CAO, ni-msme, Yousufguda, Hyderabad – 500 045**. Fee once paid shall not be refunded. However, a substitute may be allowed.

Administration

This course is non-residential in nature at **ni-msme**, Hyderabad campus and at the end no certificate of attendance would be awarded to any participants. However, we have the boarding facilities AC accommodations available at extra cost and as per availability and first come first serve basis with extra fees for the non-residents of Hyderabad. Fee should be paid in advance by the way of demand draft drawn in favour of the CAO, **ni-msme**, Yousufguda, Hyderabad - 500045. Fee once paid shall not be refunded; however, substitute candidate would be permitted to attend the programme.

Joining Instructions

Accepted nominees are requested to reach **ni-msme** an Hour in advance of the commencement of the programme time e.g. 9.00am for the registration purpose. During the programme participants are advised to keep themselves free from all official and personal commitments. **Participants are also advised to keep their cell phone in silent mode during class room sessions.**

Please address your enquiries and nominations, so as to reach before 12th Nov, 2018 to:

The Registrar
ni-msme
Yousufguda, Hyderabad - 5000045
Telephones: 91-40-23608544-5-6-7,
23608316-7-8-9
Fax: 091-040-23608547/23608956
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Website: www.nimsme.org

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 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. **ni-msme**'s outstanding contributions for the last five years include Faculty Development Programmes for DST (2009), EDPs in Food Processing (2010), Programmes for the officials of the Department of Employment and Self Employment, Govt. of Maharashtra (2010), Programmes on MSME Promotion for the DC-MSME Officials (2010), EDPs / ESDPs / ToTs, Sponsored by the Ministry of MSME, Govt. of India, under the "*Scheme of Assistance to Training Institutions*" (2010), Programme on Business Plan Preparation, Sponsored by Uttarakhand Livelihoods Improvement Project for the Himalayas (ULIPH), Govt. of Uttarakhand (2010), Entrepreneurship Development Programmes (EDPs), Sponsored by State Bank of India, Mumbai (2010), EDP for First Generation Entrepreneurs, APSFC, Govt. of Andhra Pradesh (2011), Revitalisation of District Industries Centres (DICs) (2012), Training Programme on Stores Management, Sponsored by Andhra Pradesh Beverages Corporation Ltd (APBCL), Govt. of AP (2012), Workshop on Implementation of the Schemes of M/o FPI for the Officials of the Dept. of Industries and KVIB, Govt. of AP (2012), Training Programmes for Officers of KVIC (2012), Project Identification, Preparation of Project Profiles and Project Appraisal, Sponsored by the Directorate of Micro & Small Scale Enterprises, Govt. of West Bengal (2013), Training Programmes on Business Development Plan for Micro and Small Enterprises, Sponsored by Directorate of Industries and Commerce, Govt. of Kerala (2013), Contemporary Human Resources Management Practices, Sponsored by Dept. of Public Enterprises, Govt. of Karnataka (2013), Specialised Skill Up-gradation Training Programmes for A.P. Building and other Construction Workers' Welfare Board, Govt. of Andhra Pradesh (2013), Skill Development Programmes in Food Processing, sponsored by *National Institute of Food Technology Entrepreneurship and Management (NIFTEM)*, Ministry of Food Processing Industries, Govt. of India (2013), Customised Training Programme for Canara Bank Executives Heading SME Sulabh (2013), "IGNITE" Industrial Motivation Programme, sponsored by the Dalit Indian Chamber of Commerce & Industry (DICCI), CII, APIIC and Govt. of Andhra Pradesh (2013), Balanced Scorecard and Related Tools for Productivity Improvements in Mining Industry, sponsored by Singareni Collieries Company Ltd, Andhra Pradesh (2013), Induction Training for Industrial Promotion Officers on MSME Development, sponsored by Commissionerate of Industries, Govt. of Andhra Pradesh (2013), Orientation Workshop on Skills and Livelihood Development, sponsored by the Ministry of Housing and Urban Poverty Alleviation, Govt. of India (2013), National Workshop on *Prime Minister's Employment Generation Programme (PMEGP)*, sponsored by the Department of Commerce, Industry & Employment, Govt. Madhya Pradesh (2013), 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), Induction Training Programme for Environmental Engineers of APIIC Ltd, Govt. of Andhra Pradesh (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), 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), Customised programmes for the Directorate General Resettlement, Department of Ex-Servicemen, Ministry of Defence, Govt. of India (2015), Project Appraisal and Financial Analysis, Sponsored by the Singareni Collieries Company Ltd (2015), Executive Development Programme for Managers of Coir Board, Sponsored by the Coir Board, Ministry of MSME, Govt. of India (2015), Entrepreneurship/Career Oriented Programme in Solar Technology, In Collaboration with Construction Management and Consultancy Consortium (CMNCC), New Delhi, (2015), Entrepreneurship Development Programme on Solar Energy, In Collaboration with I Create Skills, New Delhi, (2016) and Programme on Corporate Governance and RTI Act-2005, Sponsored by the Singareni Collieries Company Ltd (2016). 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**

For further details, please contact



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