

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 detre 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 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 Centre (GSTC).

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 9,450 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 General implements the activities.



For further details, Please contact

The Registrar

National Institute for Micro, Small and Medium Enterprises

(An Organisation of the Ministry of MSME, Gol and ISO 9001-2008 Certified)

Yousufguda, Hyderabad - 500 045, India

Tel: 91-40-23608544, 23608546, 23608317, 23633499, Fax: 91-40-23608547, 23608956

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Executive Development Programmes : 2017-18

PROMOTION OF WOMEN ENTREPRENEURSHIP

17-21 July 2017



Programme Director

Dr. Nune Srinivasa Rao Ph.D.



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INTRODUCTION

Women entrepreneurship has been recognised as an important source of economic growth. Women entrepreneurs create new jobs for themselves and others and also provide society with different solutions to management, organisation and business problems. Women's entrepreneurship can make a particularly strong contribution to the economic well-being of the family and communities, poverty reduction and Gender Equality, thus contributing to the Sustainable Development Goals (SDGs). Thus, governments across the world as well as various developmental organizations are actively undertaking promotion of women entrepreneurs through various schemes, incentives and promotional measures.

The Government start up friendly environment in the country has proved to be a blessing for women entrepreneurs and instrumental in fighting gender stereotyping in the business community. 10 such Indian women entrepreneurs who can be easily termed as role models for every Indian Women viz Mrs. Indu Jain (current chairperson of India's largest media group, Bennett, Coleman & Co. Ltd., which owns the Times of India and other large newspapers), Mrs. Kiran Mazumdar Shaw (founder Chairman and Managing Director (CMD) of Biocon Limited.), Mrs. Indra Nooyi, (CFO and President of PepsiCo.) Mrs. Vandana Luthra (VLCC, a beauty and wellness giant has its presence in 11 countries across Asia, Africa and the GCC), Mrs. Naina Lal Kidwai, (Country Head and Group General Manager HSBC Group India.), Mrs. Chanda Kochar, (MD & CEO of India's largest private bank ICICI Bank) Mrs. Ekta Kapoor, (founded and made Balaji Telefilms), Mrs. Suchi Mukherjee, (founder and CEO of LimeRoad), Ms. Richa Kar, (founder of online lingerie store Zivame) and Mrs. Aditi Gupta (Founder of Menstrupedia).

PADAGOGY

- The programme will employ a mix of case studies and discussion, participatory exercises and Interactive lectures etc.

OBJECTIVES

This programme aims at strengthening the effectiveness of entrepreneurship development programmes through building the capabilities of officers. Specifically this programme aims at enabling the participants to:

- Understand and appreciate the total spectrum of entrepreneurship development process.
- Develop motivation, counseling and hand holding skills required to guide and escort the trained potential entrepreneurs.
- Update knowledge and information on various initiatives by Central and State Government related to MSMEs

CONTENTS

1. Entrepreneurship Development Process & Developing Entrepreneurial Competencies
2. Sustainable Development Goals –Women Empowerment and Gender Equality
3. Schemes & Policies for Micro, Small and Medium Enterprises
4. Identification of Business opportunities & Project profile / Business plan preparation
5. Market Survey tools, Preparation of Schedule and Techniques of Data Collection
6. Costing and Financial management
7. Legal Compliances, HR & Financial Systems and Organization Development
8. Branding, IPR, Quality Standards

FOR WHOM:

The programme is intended for middle and senior level Officials who are involving in promotion of women entrepreneurship, Startups, MSMEs, microfinance, livelihood promotion, producer organizations etc. The advanced course is open for enrollment / registration.

COURSE DETAILS

1. Course Dates : 17-21 July 2017
2. No. of Days : 5 days
3. Course Fee : Rs. 18,000/- (Residential, non A/C accommodation, double occupancy) per one participant. Rs. 15,000 (Non-Residential) per one participant.
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.
6. **Nominations** containing Name, Designation, Address, email, phone, DD details & Signature should be submitted to: The Asst. Registrar, National Institute for Micro, Small and Medium Enterprises (ni-msme), Yousufguda, Hyderabad – 500045, Phone: 040-23633499/23608544, registrar@nimsme.org, ar@nimsme.org, nsr@nimsme.org

Contact for further details

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Enquiries and nominations may be addressed to:

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