

Strategic Approaches for MSME Development

(10 - 14 July 2017)

Rationale

Micro, Small and Medium Enterprises (MSMEs) are playing a very important role in Indian economy and constitute more than 98% of all firms. MSME sector provide employment for large number of population, promote entrepreneurship and accounts for development of value added products through knowledge creation and innovation.

The Union and State Governments are giving due importance MSME sector and continuously supporting through number of schemes and programmes for their sustainable development. But in the current scenario MSME sector is facing numerous problems which call for innovative approaches for their development.

Globally many nations particularly developed countries are focusing on number of strategies for MSME development. In India, Innovation, Business Incubation, Cluster Approach, Skill Development, Public Private Partnership, Social Entrepreneurship and Export Promotion are prominent among them.

In order to create awareness on various strategic approaches, and also sharing Government interventions, **ni-msme** with its vast experience in research, training and consultancy in the area of MSME development proposes to organize one-week training programme on "Strategic Approaches for MSME Development" during 10-14 July 2017 for the key stakeholders who are involved in promotion and development of MSME sector.

Objectives

The training programme enables the participants

- To scan policies and programmes of Government of India vis-à-vis State Governments
- To identify key Institutions/ Organizations and their role in development of MSME sector
- To discuss various strategies for MSME development
- To share experiences and best practices
- To design new strategic approaches for specified region

Methodology

The programme consists of

- Class room lectures
- Group discussions and interactive sessions
- Case studies and presentations
- Exposure visit

For whom

Officials of State and Union Governments, Consultancy Organizations, Industry Associations, Development Professionals, NGOs, Practicing and Potential Entrepreneurs

Duration

One Week (10-14 July 2017)

Fee

Rs 18,000/- per participant which includes training cost, lodging and boarding.

Enquiries and nominations may be addressed to:

The Registrar

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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 practicing 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 churns 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 rationalized 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 General. The present Director General is Mr. M. Chandrasekhar Reddy.



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Programme Director
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