

ni-msme - the premier institute

ni-msme, the pioneer institute in the field of MSME is playing a major role in providing probusiness 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 practising and potential entrepreneurs 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 other developing countries to get the benefit of the Institute's facilities and 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, 94, 928 participants by organizing 14, 826 programmes which includes prospective/existing entrepreneurs and officials from various Ministries of Govt. of India and State Governments till 2016-17. The Institute is implementing ITEC Scheme of Ministry of External Affairs, Govt. of India since 1967 and trained 9, 817 International Executives from 142 developing countries till March 2018. The Institute has also undertaken 938 research and consultancy projects.

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**.



The Registrar

National Institute for Micro, Small and Medium Enterprises

(An Organisation of the Ministry of MSME, GoI and ISO 9001-2015 Certified)

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School of Enterprise Management Announces

One week programme on **Sustainable Tourism Development to promote SMEs** (11 - 15 February, 2019)



Programme Director
Dr. Dibyendu Choudhury

Centre for Promotion of Advanced Management Practices (C-PAMP)

Organised by



NATIONAL INSTITUTE FOR MICRO, SMALL AND MEDIUM ENTERPRISES

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RATIONALE

10 million foreign tourists visited India last year; \$27 B earned from the tourism sector. As per excerpts by the Ministry, the tourism sector has contributed 6.88 percent to the Gross Domestic Product (GDP) of the country and a 12 percent share of employment in the year 2017.

Variety of tourism activities need to be differentiated and improved; and tourism infrastructure requires augmentation. India regarded as an old civilisation, with a rich history, number of important heritage sites, mountains, beaches, deserts and the like. (a) India offers superior sights; and (b) tourists would be drawn to such sights if they were properly informed irrespective of it being large-scale (enclave) tourism, main stream group tours, luxury tours, community-based tourism, etc.

Tourists choose to come to India due to hundreds of reasons. These are inexpensiveness, ideal climate, cheap liquor (e.g., for destinations like Goa). Then there is perceived 'spiritual atmosphere' or laid-back ambiance. And, of course, there is the genuine interest in Indian culture in its widest sense. Such attractions are mostly related to concrete (types of) locations and settings, and more often than not they compete with the attractions of places outside India. In any case, the perceived attractiveness on which the choices are ultimately based is informed by other people, most notably people who have been in India before, or people who offer information on being a tourist and traveling in India.

One cannot change India for the sake of 'world class tourism development'. Rather, develop and adopt economically and along with this development, opportunities for various kinds of tourism will emerge. Destinations created by the public agencies attracting mainly domestic tourists, will ultimately emerge as new hubs for both domestic and international tourists

OBJECTIVES

The programme is designed to enable participants to:

- Understand the objectives of Indian Tourism Policy and how to 'substantially increase the proportion of the urban resident leisure and pilgrimage tourism to rural areas'.
- Understand the development of tourist services in villages and rural regions located off the beaten tourist tracks. The Endogenous Tourism Project/Rural Tourism Scheme. The project was meant to be implemented in 31 villages across 20 states. Most of these villages harbored traditional artisans (weavers, potters, sculptors, block printers and the like) who were thought to attract tourists.
- Understand local or nearby NGOs to be identified as the most important implementing agents in the otherwise 'community-owned' project.
- Its focus 'is to develop the culture, craft and sustainable dimensions of rural life, as a means to viable livelihood opportunities for low-income rural communities. Through convergence with local idiom and cooperative marketing channels, it will protect environment, valorize host community heritage and enrich visitor's experience. The models promoted by Endogenous Tourism Project will be community-owned, culturally expressive and environmentally sustainable.

CONTENTS

- Gain competitive intelligence.
- Be an industry leader - not a follower.
- Set your vision and mind for the development of Sustainable Tourism Operator to drive future enterprises surrounding Tourism Sector.

BENEFITS TO PARTICIPANTS

Through hands on practical training programmes with practical case studies the Govt. officials working in the Tourism Industry, Entrepreneurs and Officials of Tourism Enterprises will be exposed to a wide variety of practical issues of handling and driving sustainable tourism in their enterprises, harness the leadership and drive the business. Eastern businesses need learning and adopting the boundaries through western enterprises especially in the Tourism Sector.

FOR WHOM

This programme is for the Govt. Employees, Budding Entrepreneurs, Officials of different enterprises involved in Tourism Sector

DURATION & VENUE : 5 day residential programme at ni-msme, Hyderabad.

FEE

Rs.13000 per residential participant and Rs.10000 per non-residential participants. 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. (We also accept Debit/Credit Card during on-spot registration)

ADMINISTRATION

This course is residential in nature at **ni-msme**, Hyderabad campus and at the end certificate of attendance would be awarded to all the participants. However, we have the boarding facilities AC accommodations available as per availability and first come first serve basis. 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 20th January, 2019 to:

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