

MANUAL-1

ORGANISATION, FUNCTIONS AND DUTIES

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

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

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ORIGIN

On the recommendations of the Working Group on the Third Five-Year Plan for Small Scale Industries, the Government of India decided to set up an institution. Accordingly, "Central Industrial Extension Training Institute" was created at Delhi in October 1960 as a Department of Central Government under the Ministry of Commerce and Industry. The main objective was to provide training to the personnel of the Central Small Industries Organisation as well as of the Department of Industries of the State Government.

CONVERSION INTO A SOCIETY

In the year 1962, in pursuance of Resolution No.27-SSI(C)(6)/62 dated 30th July 1962 of Ministry of Commerce and Industry, of the Government of India, the CIETI was shifted to Hyderabad and converted into an autonomous Society registered under the Hyderabad Societies Registration Act No. I of 1350 Fasli under the name and style of "Small Industry Extension Training Institute", Hyderabad. All the functions of the Central Industrial Extension Training Institute were, with effect from the forenoon of 1st July 1962, taken over by the "Small Industry Extension Training Institute" and the Central Industrial Extension Training Institute ceased to function as a Government Department from the afternoon of the 30th June 1962.

The name of the institute has been changed as National Institute for Micro, Small and Medium Enterprises (**ni-msme**) from 11.04.2007.

OBJECTIVES OF THE SOCIETY

The objectives for which the Society are:

1. To provide, supervise and plan training for persons engaged in small industry development and management activities.
2. To undertake, sponsor or plan research programmes related to the development of small industry, and
3. To enter into and executive technical assistance / agreements with international or other organisations for the provision of services for the development of small industry.

CHANGE IN THE NAME OF THE INSTITUTE

The Government of India changed the name of the Institute from "Small Industry Extension Training Institute" (SIET Institute) to "National Institute of Small Industry Extension Training" (**nisiet**) with effect from 28.9.1984 and again the name of the institute is changed as National Institute for Micro, Small and Medium Enterprises (**ni-msme**) w. ef.11-04-2007.

VISION

- ◆ To emerge as a global centre of excellence for creation, sustenance and growth of SMEs.

The vision statement of the Institute is subsumed under two heads:

- ◆ **ni-msme** as a forum for promoting and supporting industrial development in SME sector.
 - Promoting, developing and modernizing MSMEs in industrial and service sectors.
 - Spreading knowledge about technologies and approaches to the development of SMEs
 - Development of human resources and organization development;
 - i. Development of Entrepreneurship
 - ii. Development of Managerial Skills
 - iii. Development of Technical Skills
 - iv. Development of Marketing Skills
 - v. Planned Change Interventions
 - vi. Organisational Development, etc.,
 - Formulation of policies of industrial development as well as spreading, implementation and review of policies
 - To establish interface with industry associations and to develop new linkages with chambers of commerce, development organisations and the Government departments in order to promote industrial partnerships.
 - To function as a Center of Excellence to cater to the needs of SMEs in India and in other developing countries, and to take up research projects in industrial development
 - To continue to offer training programmes for the personnel of SME sector. Expand the activities to offer certificate and Degree courses relating to Small Business Management.

- To enter into strategic alliance with MSMEs and offer training programmes to their officials as a trainer of trainers.
- To establish liaison with various organisations in the state co-ordination cells by deputing **ni-msme** faculty to various states.
- National conventions and conferences relating to industry.
- Co-ordinating with international bodies for taking up International Research Projects and to conduct international training programmes.
- Collection and sharing of industrial information through publications, and by establishment of industrial network.

ni-msme as a provider of integrated services to SMEs

- Industrial information services to SMEs relating to
 - New Opportunities
 - New products and services
 - Investment opportunities
 - New technologies
 - Skill upgradation
 - Marketing of products and services
 - Partnerships, collaborations, acquisitions and mergers, etc.
 - Creative and innovative ideas, etc.
- To conduct training programmes in general and to cater to the needs of SMEs in particular
 - Industry specific programmes
 - Company specific programmes
 - Product specific programmes
 - In company programmes / off campus programmes
 - Residential programmes at **ni-msme**, etc.
- To offer consultancy services to MSMEs
 - Preparation of project / product profiles
 - Preparation of feasibility reports
 - Turnkey projects
 - Transfer assistance and upgradation of technology
 - Product diversification
 - Accessing of local and global markets
 - Provision of capital for new ventures
 - Help MSMEs to mobilise working capital and term loans for ongoing projects, etc.
 - To help MSMEs in collaboration with State Government in the development of infrastructure - Development of Industrial Estates and technology parks, skill development centres, Marketing development centres, etc.
 - To help MSMEs in pollution control and protection of environment in collaboration with State Governments.
- To offer **ni-msme**'s research facilities and to offer to undertake fund based Research Projects.

MISSION

- ◆ To impact the growth and development of MSMEs through services in the areas of policy, entrepreneurship, technology, information, education, management and extension.

FORGING AHEAD

Over the years the institute has gained immense experience and expertise in the areas of entrepreneurship development, technology, management, extension and information services. **ni-msme's** inherent capacity to innovate together with its top class infrastructure have enabled the institute to excel in its endeavours towards small enterprise promotion. From the time of inception, **ni-msme** has been continuously providing unstinting support to small and medium industries and has evolved to be the best institution offering services like research, consultancy, information, training and extension to enterprises as also to several aspiring and expanding entrepreneurs.

The knowledge driven and volatile economy of the present days has brought in greater challenges to SMEs. Further globalisation has unveiled the limitations to the survival of SMEs in the face of tough competition. **ni-msme** has always been conceiving specialised need-based programmes, workshops and seminars in tune with the changing policy and economic situation. These activities have been primarily aimed at the industry and supporting systems so as to enable them to deal with aspects that directly or indirectly affect enterprise success. In the present era of globalisation, **ni-msme's** programmes are designed to have universal relevance. These specialised programmes have been successfully training entrepreneurs to face challenges; help small enterprises cope with competition; and gain the much-needed competitive edge in the global scenario. **ni-msme** has broken geographical barriers by extending its expertise and services to several other developing and developed nations. **ni-msme** has had profitable interface with several international agencies like CFTC (Common wealth Fund for Technical Co- operation), UNIDO (United Nations Industrial Development Organisation), UNESCO (United Nations Educational, Scientific and Cultural Organisation), UNDP (United Nations Development Programme), The Ford Foundations-USA, GTZ of Germany, USAID (United States Agency for International Development), ILO (International Labour Organisation), to name a few.

ACHIEVEMENTS OF EXCELLENCE

- ✓ A pioneering study in developing the **first entrepreneurship model** – Pr David Mc. Clelland's Kakinada Experiment (1964)
- ✓ Programme for *Young Engineers and Technocrats for the first time in the country* (1970)
- ✓ *First International Programme on SMEs in the country* (1967)
- ✓ Establishment of a *unique Centre in the country named Small Enterprise National Documentation Centre* (1970)
- ✓ *Orientation on Small Industry Development for IAS Officers* (1986-89)

- ✓ *First Study on Growth Centres* (1973)
- ✓ *Establishing and sustaining a Branch Regional Centre in North-Eastern Region for the first time in the country* (1979)
- ✓ *Initiated Area Development Programmes in Enterprise Promotion in the country* (1971)
- ✓ *Prepared case studies and video documentaries on science and technology entrepreneurs in Orissa, West Bengal and Andhra Pradesh* (1986)
- ✓ ***Policy Research Studies on various aspects of Small Industry*** (1986, 1989, 1992, 1997)
- ✓ The University of Hyderabad has ***recognised ni-msme as a Center for Advanced Studies and Research in Small Industry Development*** (1991)
- ✓ The ***first Computerized Software Package Developed on simulation exercises for***
 - ***Small Industry Management (SIMSIM-1987)***
 - ***Project Appraisal and Evaluation (CAPE-1996)***
 - ***Rapid Appraisal of CMEY (2000)***
- ✓ ***Prepared video films on the progress of Integrated Industrial Development(IIC) Centers in a few States and the National Awards function at New Delhi*** (1995)
- ✓ ***UNESCO Chair*** (1997)
- ✓ ***Little Angles Project by International Labour Organisation (2001), providing Income Opportunities for the families of Child Labour in select districts of Andhra Pradesh-ILO Project (2002-03)***
- ✓ ***Enterprises Development and Effectiveness Programme (EDGE) for Sri Lankan Administrative Officials*** (1998) ***Prepared Directory of Small Enterprises of Excellence*** (1995)
- ✓ ***Export Production Villages*** (1999)
- ✓ ***B2B Transactions with Uganda, Namibia, South Africa, Bhutan*** (2000), ***Nigeria*** (2001), ***Sudan, Cameroon, Ghana*** (2002) ***at International level***
- ✓ ***Entrepreneurship Development Programmes (EDPs)for VRS/ Rationalized Employees in State and Central Public Sector Units*** (from 2001 onwards)
- ✓ Ministry of Heavy Industry & Public Enterprises, Govt. of India recognized ***Employee Assistance Cell (EAC) as Nodal Agency for the training and rehabilitation of Rationalised employees of Central Public Sector Undertakings (CPSUs)*** (2002)
- ✓ ***Achieved self-sufficiency in recurring expenses*** (2001-2002)

SELF-SUFFICIENCY

ni-msme was fully dependant in meeting its recurring (revenue) expenditure partly on the grants from the Government of India till 2000-01. However, consequent upon various initiatives and measures taken up by the management, **ni-msme** achieved self-sufficiency from 2001-02 and continued the same path.

INITIATIVES FOR SELF-SUFFICIENCY SUSTENANCE

Several measures, during the period under report, have been initiated which resulted not only in sustenance of self-sufficiency but also efficient and effective functioning of the institute.

The initiatives are

- Greater academic exposure by inviting experts for interaction of the faculty. Brought improvement in the quality of presentation and updating of the contents so as to incorporate current developments in reading material provided to the participants. Providing opportunities for faculty development and staff.

- Visits of delegations from different developing countries in the past few years were being fructified in collaborations and tie-ups for transfer of technology and also exposure to the Indian SMEs.

THRUSTAREAS

In line with the national objectives for economic development through industrialisation, and based on the expertise available and that can be outsourced, the institute has identified a few thrust areas that need emphasis and exploration. The areas are:

- Entrepreneurship Research
- Women Entrepreneurship
- Technology Up-gradation & Transfer Policy Issues
- NGO Networking
- Environment concerns
- Clusters Development
- Management Consultancy
- Quality Management Services
- Financial Services
- Information Services

The Institute is adopting growth oriented administrative and policy measures, in total correspondence to the national objectives for industrial development, and thereby augmenting its activities to help support including Medium, Small and Micro enterprises in particular. The Institute thrives to focus its activities through.

- ❖ Training
- ❖ Research
- ❖ Consultancy
- ❖ Information Services and Information Technology Services

TYPES OF PROGRAMMES AND OTHER SERVICES

**** ANNOUNCED NATIONAL PROGRAMMES***

ni -msme offers and conducts training programmes for the development of SMEs in the country as well as developing countries. It offers regular training programmes ranging from one week to 10 weeks in different disciplines to suit the requirements of clientele organizations

* ***SPONSORED NATIONAL PROGRAMMES***

Training programmes are also conducted at the request of clientele organisations as per their needs. Programmes are conducted on-campus and off the campus.

* ***OUTSTATION PROGRAMMES***

Entrepreneurs/industrialists are tapped in the off-campus programmes customised at the sponsorship or initiative of the Small Industry Associations of different districts/States or other organisations.

* ***SEMINARS AND WORKSHOPS***

Seminars and Workshops on different subjects in tune with the Government policy towards the SME sector are also conducted on the campus.

* ***ANNOUNCED AND SPONSORED INTERNATIONAL PROGRAMMES***

Long-term programmes are offered and conducted to suit the needs of developing countries. Customised Programmes at the request of sponsoring organisations, like CFTC, MEA, ILO, UNIDO, etc. are also conducted.

* ***EDUCATIONAL AND IT PROGRAMMES***

One-year Post Graduate Diploma Programmes (Part-time) are offered to the service executives of clientele organisations. Information Technology programmes for the educated unemployed youth are conducted. IT programmes are also conducted for the benefit of employees/executives of sponsoring organisations.

* ***CONSULTANCY & RESEARCH PROJECTS***

ni-msme has a long and considerable experience in conducting research studies and has contributed significantly to accomplish its objectives. The research projects so far taken up are multifaceted dealing with micro and macro aspects of the small industry management, extension, development and promotion. With a long experience in conducting a wide variety of studies relating to assessment, evaluation, impact, problems, identification-diagnostic and problem solving approaches, behavioural aspects, marketing and other managerial aspects, modernisation, technology transfer, etc., **ni-msme** is continued to serve its clientele through its research activities.

* ***INFORMATION & LIBRARY SERVICES***

ni-msme's Small Enterprises National Documentation Centre (SENDOC) has been suitably strengthened to provide a comprehensive data base on domestic as well as international business opportunities, trade enquiries, regulatory systems, etc. of value to the SME entrepreneurs. Such data base services are offered on-line to the SSI associations in the country.

Library services are utilised by a number of Members during the working hours as well as before and after office hours.

* **PUBLICATIONS**

ni-msme publishes a spectrum of journals and books as part of its academic activities. SEDME, a well-known quarterly journal, SME Technology, SME Policy and other journals, which perfectly compliment the training programmes.

FACULTY

The Faculty at ni-msme are knowledge-rich with accrued experience and tested expertise, lending that edge of quality to the specialised and innovative training programmes, seminars and workshops organised by the Institute. The list of faculty in seniority order is given below:

School of Enterprise Development (SED)

Mr. K. Surya Prakash Goud

Faculty Member



Mr. K. Suryaprakash Goud is a Faculty Member. He has a bachelor's degree in Mechanical Engineering and Masters Degree in Plastic Engineering and possesses more than two decades of industry and academic experience. He has organised number of Training Programmes in the areas of entrepreneurship, skill development and cluster development for national and international delegates, potential entrepreneurs and also involved in various research and consultancy projects. He has the expertise in empowering the artisans, SHGs, NGOs and also development of industrial and artisan clusters. His areas of interest includes innovation, entrepreneurship, cluster development, NGOs, micro and small business development. Prior to joining ni-msme, he served small and medium plastic enterprises and was instrumental in design and development of automotive, furniture and consumer products and developed methods for process & product improvement, quality improvement, and cost cutting. He was Chief Project officer for Entrepreneurship Development Cell of Sreenidhi Institute of Science & Technology, Hyderabad for a stint of two years. He has designed and organized Entrepreneurship Awareness Programmes for Engineering, Management, Polytechnic Students and also rural unemployed youth including women. Other initiatives include the National Level Competition on Innovation, Industry-Institution Interaction, Innovation and Creativity Club.

Mr. J. Koteswara Rao

Associate Faculty Member



Mr. J. Koteswara Rao is the Associate Faculty Member. He is holding M.Tech., (Environmental Management) from Jawaharlal Nehru Technological University (JNTU), Hyderabad. Earlier, he worked as Assistant Director (Rural & Govt. Programmes), at Andhra Pradesh Productivity Council (APPC), Hyderabad.

Earlier, he worked as Guest Faculty for Center for Environment-Institute of Science & Technology; - JNTUH-Hyderabad. NSIC-Technical Service Centre, Kamala Nagar, ECIL. Hyderabad and Dr.MCRHRD etc. He has vast experience in organizing training programmes, seminars and workshops, and associating in research work in the areas of Environmental Monitoring Science & Technology. Entrepreneur Development, Environmental Issues in Chemical & Pharmaceutical Industries, Resettlement and Rehabilitation, Solid, Industrial Hazardous, E-Waste and Bio-Medical waste Management, Recycling of wastes in MSMEs, Cleaner Technologies for MSMEs, Micro Enterprise Development, Cluster development. etc.,.

Mr. Vivek Kumar
Associate Faculty Member



Mr. Vivek Kumar is a Associate Faculty Member in School of Enterprise Development (SED). He holds twin Master's Degrees, Masters in Computer Applications and Masters in Business Administration. Mr. Kumar has varied experience in Micro Finance, Micro Enterprises and rural poverty alleviation through Self Help Groups. In recent past, he organised various workshops on Urban Poverty Alleviation sponsored by Ministry of Housing and Urban Poverty Alleviation (HUPA), Government of India. He is also specifically involved in conducting Orientation workshops for IMC members under the scheme Upgradation of 1396 ITIs through PPP.

He has also worked for a decade with various corporate under different capacities and handled gambit of HR functions with specialised Performance Appraisal along with Monitoring and Evaluation and Training & Development activities. He also undertook various internal audits after being qualified as internal auditor for ISO in 2006.

Dr. G. P. Vallabh Reddy
Consultant



Dr. G. P. Vallabh Reddy working as a Consultant in the School of Enterprise Development (SED). He has a Doctoral Degree in Commerce, a Master's Degree in Statistics, a Post-Graduate Diploma in IRPM, and a Diploma in Training and Development. Dr. Reddy's areas of specialisation are feasibility studies, Micro-Finance, Poverty Alleviation Programmes and self-employment programmes. His major contribution in the fields of research and consultancy includes broadly programme evaluation (concurrent and posterior), project evaluation, impact studies, industrial potential surveys, study of large and medium industries, identification of infrastructure needs for industrial development and many others. Dr. Reddy's activities in the School include the supervision of organising training and research, and other activities.

Mr. N.R. Prasad Reddy
Consultant



Mr. N.R. Prasad Reddy is the Consultant (SED). Holding a Master's Degree in Statistics from Indore University, he has specialised in the preparation of profiles for low investment projects, and planning and promotion of agro industries. Mr. Reddy's main achievements are his contribution to the publication of Handbook of Statistics on Small Scale Industries in India 1999, the concurrent evaluation of CMEY programme and ADARANA Project in Andhra Pradesh, and of PMRY in Indore district of Madhya Pradesh. With regard to the activities of his centre, Mr. Reddy is concerned with designing, coordinating and conducting programmes in the domains of research, training and consultancy.

Mr. L. VijayKumar
Consultant



Mr L. Vijay Kumar holds dual Masters' degree in computer science engineering and computer applications in addition to Post Graduate diploma in Industrial relations & Management. He possesses 20 years of professional experience in industries and academics. He has organized entrepreneurship and skill development programmes for PMRY, and CMEY beneficiaries and computer literacy programmes for Government Officials at Andhra Pradesh Productivity Council. He has also guided and supported engineering and management students in executing real time projects while working with educational Institutions. He was part of World Bank project to carryout energy audit. Presently, he is involved in cluster development activities.

Mr. G. Raj Kumar
Consultant



Mr. G. Raj Kumar is a Consultant of School of Enterprise Development, having experience in promotion of Khadi and Village industries including Handicrafts. He is holding Masters Degree in Sociology. He worked as Cluster Development Executive for Chittoor Wood Craft Cluster in the state of Andhra Pradesh under SFURTI. He has motivated and guided the Artisans of various Handicraft clusters in Chittoor and Kadapa districts. Earlier he worked with Metpalli Khadi Gramodyog Pratishtan in Telangana State for more than decade of years and played vital role in restructuring of the Institution. He has expertise in design and implementation of skill and design development programmes for Handicraft sector. Presently he is assisting rural clusters.

School of Entrepreneurship and Extension (SEE)

Dr. Nune Srinivasa Rao

Faculty Member



Dr. Nune Srinivasa Rao is working as Faculty Member with School of Entrepreneurship and Extension (SEE) and focus on Training and Research related to Promotion of Entrepreneurship, women entrepreneurship, social entrepreneurship and promotion of SMEs (Small and Medium Enterprises) through young entrepreneurs. Dr. Rao has Ph.D. in Social Work from Andhra University, Visakhapatnam. He has 21 years experience in Social Development Sector including Microfinance, livelihood promotion, women empowerment, gender budgeting, entrepreneurship promotion, skill development and ICT4D. He worked with M.S. Swaminathan Research Foundation (MSSRF), APMAS, C-DAC, Aga Khan Foundation, WD&CW Dept (NMEW), GoAP and AP Skill Development Corporation (APSSDC). He has published 10 articles in various Journals and conferences of National and International repute. He has leaded and participated in Participatory Rural Appraisal (PRA), research studies, impact studies and project evaluation and prepared various innovative project proposals. He also coordinated various national TOT programmes, developed training modules & IEC/ ICT material and provided guest lecturers on Participatory Training Methodologies (PTM), SHGs & microfinance, livelihood promotion, Community based Institutions building, CSR, Gender equality & Gender Budgeting etc.

Mr. G. Sudarshan

Faculty Member



Mr. G. Sudarshan is working as a Faculty Member in SEE. He has a bachelor's degree in Commerce, and completed MBA with specialisation in Finance. He is having 14 years of industrial experience in Finance, Sales, Marketing, Insurance and Training. An expert in marketing, he motivated around fifty thousand students of graduates and post graduates, and young entrepreneurs on financial Markets and entrepreneurship development.

During his long career, Mr. Sudarshan was a Guest Speaker for NSIC, a Govt. of India Enterprise for conducting programmes on Entrepreneurship Development, and also conducted Industrial Motivation Campaign for MSME DI, Hyderabad. He organised Entrepreneurship Orientation Programmes for Engineering, Management, and Polytechnic students at colleges and universities, for which he received appreciation from the Vice-Chancellors of universities and college Principals for conducting the programmes in an effective manner.

Mr. Sudarshan has also given consultancy services to budding entrepreneurs for setting up small scale industries and acted as a consultant for various colleges in setting up Entrepreneur Development Cells. His professional experience encompasses areas of Finance, Marketing and Entrepreneurship. His current domain interest includes Finance and Entrepreneurship Development.

Dr. Shreekant Sharma
Associate Faculty Member



Dr. Sharma's field of specialisation is Rural and Agri Enterprises. He has dedicatedly worked for socio economic development of rural families at various capacities in Corporate and Government sectors. His professional experience encompasses areas of Marketing, Procurement, Sales, Research, Teaching and Extension. He has completed B.Sc (Agriculture) degree from Orissa University of Agriculture and Technology, Bhubaneswar and Post Graduate Programme in Agri Business Management from National Institute of Agricultural Extension Management, Hyderabad popularly known as MANAGE. He has a Ph.D (Agri Business) degree from S.K. Rajasthan Agricultural University, Bikaner. His doctoral research work was on farm opinion leaders and their influence on buying of agri products in a rural set up. Adding to it, he has attained M.A degree in Economics, Post Graduate Diploma in Agricultural Extension Management and certificate courses in commodity markets, computer applications, financial markets, IPM, weather agro advisory, and IPR. He has published a number of research papers and articles in reputed journals and magazines. He has been awarded Dr. V.S. Vyas felicitation prize 2010-12 by Agro Economic Research Centre, Sardar Patel University, Vallabh Vidyanagar, Anand, Gujarat for best research and awarded "best potential for future development" for the research paper presented at International Conference on Agribusiness in Emerging Economies at Institute of Rural Management Anand (IRMA). Dr. Sharma is a life member of Indian Society of Agricultural Economics (ISAE). His current domain of interest includes promotion of agro and food processing industries, retail, project formulation, impact evaluation of government schemes, buying behaviour and entrepreneurship.

School of Enterprise Information & Communication (SEIC)

Mr. K. Rishi Arvind
Faculty Member



K. Rishi Arvind is a faculty member in School of Enterprise Information and Communication (SEIC). He did his Master of Technology in CSE-Bioinformatics from International Institute of Information Technology, Hyderabad and Bachelor of Technology in Computer Science

Engineering from Sri Venkateswara University, Tirupati. He even hold a Post Diploma in Project Management from Centennial college, Toronto, Canada.

He got around 7 years of experience encompassing teaching, research, and consultancy. He worked as a Research Engineer at Philips Research Asia - Bangalore and as a Scientist at CSIR-NIIST, Trivandrum and also worked as a Research Assistant at University of Saskatchewan, Saskatoon, Canada. He even held positions as an Instructor at prestigious academic institutes in Andhra Pradesh. He is the founder and CEO of an educational based consultancy - Nevenka Consultants where he dealt with conducting workshops on soft skills, job search and handled projects for final year students.

He is adept in different programming languages and software packages. With regard to the activities of his centre, Mr. Arvind is concerned with designing, coordinating and conducting programmes in Information Technology domain and takes care of IT infrastructure and Library.

Mr. Saurabh Singh
Research Associate



Mr. Saurabh Singh has a Bachelor Degree of Information Technology Engineering from Uttar Pradesh Technical University. He possesses 4 years of work experience in engineering and IT sector, in Public and Private organizations. He is Microsoft Certified in .net. He is familiar with the administration and organization management. He is involved in coordinating different programmes in the campus. He is currently working as a consultant in **ni-msme**.

School of Enterprise Management (SEM)

Dr. Dibyendu Choudhury
Faculty Member



Dr. Dibyendu Choudhury was an Associate Professor in the area of Marketing and Retail Management with top rated Indian B-Schools in India prior joining to ni-msme. He has completed his Ph. D from North Orissa University, in Commerce and Management. He is also a Fellow of Management by research from IISWBM under the board of IFPSM, Austria and IIMM. Basically an Electronics Engineer (B.E) with more than 17 years of rich Industry Experience, especially in marketing, international marketing, outsourcing, sales, corporate communication and managing organizations globally. He had worked both in India as well as in the United States and travelled almost 15 countries due to business. He is a Life Member of the Indian Society for Technical Education (ISTE) and Higher Education Forum (HEF). He had undertaken several consulting assignments with

multinational companies like Ronco Candles (US), Epicare Ltd. (UK), Dishari (Canada), Coir Board, CDC, NMDC, Singareni Collieries, etc. In addition to his industry experience, he has more than 7 years of teaching and training experience as an Associate Professor in several prestigious academic institutes in India. He has several publications in prestigious referred journals and has also presented papers in National and International Seminars. His research interests are Consumer Behavior, E-Retailing, Entrepreneurship, CRM and other core Marketing areas relating to SME's and formulation of sustainable strategies.

Dr. K. Visweswara Reddy
Faculty Member



Dr. K. Visweswara Reddy is a faculty member at our institution. He did his graduation in Economics from the Osmania University, Hyderabad, and went on to do his master's from the University of Hyderabad, Hyderabad. He later obtained his doctoral degree from Sri Krishnadevaraya University, Anantapur, for his work titled, "On Some Aspects of Cotton Cultivation in Kurnool District (A.P)". He also cleared the NET Examination conducted by the University Grants Commission. Dr. Reddy has more than 22 years of teaching and research experience in the field of Management, working in various capacities at some of the prestigious colleges in Andhra Pradesh. He has published several papers in reputed journals, and presented papers in the national and international conferences held across India. He also published a book titled Business Economics, which was later listed as text-book by the Center for Distance Education, Sri Krishnadevaraya University, Anantapur.

Dr. Reddy is passionate about entrepreneurship, and takes a keen interest in the process of development of entrepreneurial talent. Further, he is associated with developing entrepreneurial talent for establishing small and medium scale enterprises. He has acted as resource person for various entrepreneurship development programmes organised by the Department of Science and Technology (DST), Government of India. His contributions are mainly in the areas of General Management, Industrial Management and Development of Rural Artisans. He has keen interest in the promotion agro based industries and food processing units. Dr. Reddy's activities in the School include organising training, research and consultation activities.

Dr. E. Vijaya
Faculty Member



Dr. E. Vijaya is working as a Faculty Member in the School of Enterprise Management (SEM). She holds a master's degree in Business Management with specialization in Finance and Marketing and master's degree in Commerce from Osmania University, Hyderabad. She obtained her Doctoral degree in Business Management from Osmania University,

Hyderabad on the topic “Behavioural pattern of retail equity investors: with reference to twin cities”. She has more than nine years of rich experience in academics and research. She was awarded gold medal in her graduation and post-graduation, has qualified through UGC-NET and AP-SET in management.

Dr. Vijaya is a certified GST trainer from National Academy of Customs, Excise and narcotics (NACEN), Mumbai. She has organized several workshops and training programmes on Goods & Services; tax (GST) in and around Hyderabad. She acted as resource person for GST workshops conducted at various Industry associations and also a resource person for various entrepreneurship development programmes. Besides, she has organised various faculty development programmes on Case methodology for management faculty and herself participated in various FDPs, workshops, seminars and conferences. To her credit she has many research papers published in reputed national and international journals, and has presented research papers at various national and international conferences conducted at IIM- Bangalore, IIT-Kharagpur, IIT-Madras, Osmania University and JNTU-Hyderabad. Her areas of interest include Financial management, Financial markets, SME financing, Investments and Risk management.

Mrs. V. Swapna
Associate Faculty Member



Mrs. V. Swapna is a Registered Indian Patent Agent & Trademark Agent. She has a Master degree of Textile Technology from University College of technology, Osmania University. She has Post Graduate Diploma in Patents Law from Nalsar University. She has more than seven years of core experience as Analyst covering patent and non-patent literature serving broad customers that include fortune 500 companies, Indian companies, SMEs, Universities and independent inventors. She is a specialist in patent analytics in wide range of industry segments that cover textiles, chemical, biotechnology, healthcare, nanotechnology, energy etc. capable of handling various type of projects like patentability assessments, competitive landscaping, novelty assessment, infringement analysis, claim charting, patent watch pertaining to specific industry or companies. She is also well-versed in patent & trademark filing and prosecution procedures. She is also having knowledge on commercial patent, trademark and business databases.

Mr. Ankit Bhatnagar
Associate Faculty Member



Mr. Ankit Bhatnagar, has a Masters degree in Business Administration with a specialization in Marketing and Financial Management. He authored and co-authored many articles in management, especially in the area of business ethics, governance and energy efficiency. He is associated with

several agencies of social development. His professional and training experiences include CIPET (Ministry of Chemicals & Fertilizers, GOI), IFEN, IDBI Bank, HSBC Invest Smart, NTPC, Reliance and NGO's. He has professional exposure into business and management consultancy to Educational Institutes, quality service checkers and business ventures. He was awarded Gold Medal at Vardhman Mahaveer Open University, Rajasthan (Government University) in a PGD program on Environment and Sustainable Development by then Governor of Rajasthan Ms. Margaret Alva. He has completed his doctorate thesis in management on 'Business Ethics' (Chakravarti Rajagopalachari Institute of Management, Barkatullah University, Bhopal). He has qualified National Eligibility Test (NET) in management, conducted by University Grants Commission. He has participated at various national and international level summits and conferences. He did his graduation in Science from Government PG College, Kota. He also writes for news papers and do maintain websites on Gandhian history and relevance, Indian Culture and poetry. His IT skills are supported by Diploma in Computer Applications from RGCSM and other certificate programs. He is a member of National HRD Network, alumni Prestige Institute of Management & Research, Indore, Devine India Youth Association (DIYA-Gayatri Shakti Peeth). He has served and awarded for National Service Scheme and Rotaract Club (Youth Wing of Rotary International). His research interests are social marketing, Entrepreneurship and other core marketing areas relating to sustainable development of SME's.

T. Venkateswara Reddy
Consultant



Mr. T. Venkateswara Reddy is working as Consultant in the Centre for Industrial Credit and Financial Services (C-ICFS) of SEM. Holding a Master's Degree in Commerce from Nagarjuna University, he has specialised in Financial Accounting, Project Appraisal and Working Capital Financing and Management. Mr. Reddy's contributions during his long career include case studies of sick units, case studies on monitoring measures for advances to priority sector, involvement in PMRY evaluation in Madhya Pradesh, in the Census of handicrafts in Kerala, and in the research project on "Impact of Industry in the backward districts of Andhra Pradesh" with respect to Khammam district. He was also associated with the UNESCO project and was involved in conducting the workshop on Economic Reforms in the Development of SMEs.

Mr. Reddy is currently engaged in designing and organising training interventions in finance related areas

TRAINING FACILITY

Spacious and ultramodern air conditioned classrooms and conference halls with state-of- art instructional and functional gadgets - High resolution LCD projectors, Computers with specific software for cutting edge IT courses, advanced laptops, marker boards in addition to in plant training make learning a memorable

experience.

CAMPUS

Set amidst a sprawling and serene campus, **ni-msme** is ideally located for academic and training pursuits. Natural and peaceful surroundings, perfect landscaping and lush greenery compete with each other to help the participants relax in mind and body.

GUESTROOM COMPLEX

Clean and comfortable guest rooms that can accommodate over 250 guests, modern amenities and facilities at par with international standards, clean and hygienic cuisine make the Institute's hostel complex a home away from home for the inmates.

SPORTS AND GAMES

A Jogging track and Gym for the fitness freaks, Tennis and Volleyball courts for the outdoor sports lovers, Indoor facility for Shuttle Badminton, Table tennis, Chess and Caroms are provided within the campus itself.

RECREATIONAL FACILITIES

The amphitheatre **Kalangan** provides the perfect platform for staging shows, for entertainment and for showcasing the creative talents of the participants.

MUSINGS is another ideal outdoor location in the campus set amidst tall trees and pond, best suited for get-togethers.

UTSAV, VANASTHALI and **PRERANA** are ideal locations for meetings and social gatherings.

CITIZEN'S CHARTER

1. Introduction

ni-msme, an organisation of the Ministry of Micro, Small and Medium Enterprises, Government of India, offers the following products and services to different clientele:

- Training
- Consultancy
- Research
- Information

2. Vision and mission statement

Vision

To become a global centre of excellence for creation, sustenance and growth of Micro, small and medium enterprises (MSMEs).

Mission

To spearhead and work in areas of policy, Entrepreneurship, technology, information, management and extension that impact SME's growth and development.

3. Statement of purpose

Purpose of the Citizen's Charter is to explicitly express the entitlement of users in terms of service standards and remedies available in case of non-adherence.

However, it is made clear here that these are not justifiable, but it shall be the endeavour of **ni-msme** to keep up the promises to the best of its ability.

4. What we promise and intend to serve

Type of Service	Entitlement of the	Service Standards	Remedies available to the user for non-adherence to standards
Training	<ul style="list-style-type: none">◆ To know through programme brochure, the board contents, methodology and the Programme Director's particulars.◆ To know about the nature of facilities participants while at the campus through programme brochure or letter.◆ To Know Programme fee with details of the items covered either through brochure or letter.	<p>Programme brochure/ letter indicating the requisite information to be available free of cost at least eight weeks prior to the commencement of the programme. In case of and as agreed with client in other cases.</p> <p>Standard tariff in vogue at given point in time which can ascertained from the Registrar in case of announced programmes and as agreed upon between institute faculty representative and client representative in case of customised programme.</p>	<p>First Stage: Programme Director</p> <p>Second Stage: Registrar</p> <p>Third Stage: Director</p>

<p>Consultancy Research</p>	<p>As per the terms and conditions of the agreement/Memorandum of understanding reached between ni-msme and client.</p>	<p>Delivery of the specified outputs on time through engagement of requisite qualified faculty.</p>	<p>First Stage: Principal Consultant/ Researcher</p> <p>Second Stage: Director</p>
<p>Information</p>	<p>Information needs of the customer are to be satisfied at the agreed price and as per the clauses of agreement.</p>	<p>The service standards for each type of service in terms of quality, cost, delivery time will be displayed at SENDOC.</p>	<p>First Stage: FM SEIC</p> <p>Second Stage: Director</p>
<p>Campus Facilities</p> <p>(a) Lodge (b) Board (c) Others</p>	<p>(a) Lodge: Exact details of the lodging facilities and tariff will be available with the Guest Room In-charge / Rector / Registrar</p> <p>(b) Board: The details of the boarding facilities and tariff will be available with the Rector/Registrar.</p> <p>(c) Others: The details of the facilities like sports and games, recreation are available with the Guest Room Supervisor and the Rector/Registrar.</p>	<p>(a) The Standard indicating single/ double occupancy, air conditioned or not, the furnishings and fittings in each room, the room services provided and the locational map shall be displayed at the Guest Room Office.</p> <p>(b) The Standards will be on display at the canteen. This shall indicate daily menu with breakup of item-wise weightages and calorific value.</p> <p>(c) The Standards indicating the nature of facility, availability and access timings will be on display at Rector's Office.</p>	<p>First Stage: Officer I/c Guest Rooms/ Canteen</p> <p>Second Stage: Rector</p> <p>Third Stage: Director</p>

5. Complaints handling mechanism

All written complaints will be acknowledged then and there by the staff of the office concerned. The complaint will also be informed regarding the action taken/impending action if any, within 24 hours, if complainant is still in the campus. In other cases, it shall be done within three days by post/electronic channels.

1. Responsibility of user and user's sponsor

The user and user's sponsor shall adhere to the norms and regulations of the institute in vogue in respect of campus facilities and services.

2. Feedback and performance audit

A written feedback from the participant/client will be solicited at the end of the programme/project/completion of service. This shall be kept confidential within **ni-msme** and will be used to audit the performance to take steps to maintaining stipulated standards and improve performance.

An empowered standing committee under the chairmanship of a senior officer with membership from different functional areas from academic as well as non-academic domains shall be constituted to undertake performance reviews at least semi-annually based on actual performance audit.

To facilitate undertaking of such periodical performance audits based on direct observation, records maintained and feedback from participants and clients, an audit committee be constituted with appropriate composition of internal auditors along with some external resource persons. A quarterly audit report be prepared and submitted to the empowered committee.