

School of Enterprise Management announces

3-Day Programme
Social Network and Internet Marketing: Only option to Survival for SME's
(Post COVID-19 era)
(26-28 July, 2021)



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

Programme Director:

Dr. Dibyendu Choudhury



(An ISO: 9001:2008 certified organization)

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 week programme
Social Network and Internet Marketing: Only option to Survival for SME's
(Post COVID-19 era)
(26-28 July, 2021)

The COVID-19 crisis has led people in many countries to significantly limit physical interactions. Self-imposed social distancing to avoid contagion, together with the strict confinement measures implemented, have put a large share of traditional brick-and-mortar retail virtually on hold, at least temporarily. In India, retail and food services sales between February and April 2021 were down 7.7% compared to the same period in 2019. However, sales increased for grocery stores and non-store retailers (mostly e-commerce providers),¹ by 16% and 14.8% respectively. The resulting shifts from brick-and-mortar retail to e-commerce are likely significant across countries.

On the supply side, many operators of brick-and-mortar stores, who often were forced to completely shut down their physical business, are now considering e-commerce a potentially crucial complimentary or alternative sales channel. Because the move to online sales requires an investment, many of the enterprises that have enhanced their participation in e-commerce during the COVID-19 crisis have an incentive to capitalise on their acquired infrastructure or skills over the long run. Online sales are no longer an option, but a necessity for brick-and-mortar businesses. On the consumer side, the COVID-19 crisis has caused a structural shift of demand toward digital commerce that is likely to continue in the years to come.

Objectives

The programme is designed to enable participants:

- Understanding value of website and traffic generations.
- Understanding a website is a valuable tool for marketing.
- Utilising Search Engine Optimisation and marketing to generate traffic and using an website as billboard.
- Benefits of social networking and building market expertise.

Contents

- Google as Search Engine
- SEO & SEM
- Creating strategic partnerships
- Identifying and recruiting influencers
- Gaining competitive intelligence
- Becoming industry leader - not a follower
- Getting your message out to many - FAST

Methodology: The training methodology comprises online lectures, case studies, group discussions, film shows and study materials. The entire programme will be highly interactive.

For whom: The programme is for the officers of KVIC and different other Govt. officials who are managing the retail counters and outlets. Entrepreneurs interested in retail segment.

Fee:

Rs.6000 per non-residential participants inclusive of all taxes. 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:

The programme is fully online and the participants become member alumni of ni-msme. Therefore, all the study materials, certificates and classes access will remain and updated for them for ever. The mode of the training will be completely through online classroom. Therefore, the participant should have a computer with high-speed internet connectivity and a smart phone.

Joining instructions:

Accepted nominees are requested to reach ni-msme a day in advance of the commencement of the programme. During the programme participants are advised to keep themselves free from all official and personal commitments and keep their mobile silent/ off during the sessions.

Please address your enquiries and nominations, so as to reach before **24th July, 2021**

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

Programme Director:
Dr. Dibyendu Choudhury
ni-msme
Yousufguda
Hyderabad - 5000045
Telephones: 91-40-23608242(Dir), 23608316-
7-8-9, (0)-9700422230 (cell)
Fax: 091-040-23608547/23608956
E-mail: dibchoudhury@nimsme.org,
dibchoudhury@gmail.com
Website: www.nimsme.org

National Institute for MSME (ni-msme) - The Premier Institute

National Institute for MSME (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 practicing and potential entrepreneurs through a host of services like training, research, consultancy, information, education and extension.

Set up in 1962, **National Institute for MSME (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. The Institute is associated with prestigious world bodies such as UNIDO, UNESCO, ILO, CFTC, UNICEF, AARDO and GIZ.

ni-msme's intellectual activities are pursued by its 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). The Institute has been publishing Small Enterprise Development and Management Extension (SEDME) Journal since 1974 in the domain of small enterprises, attracting contributors and users not only from every corner of the country but also from other developing as well as developed nations.

The Institute is having theme focused Centers like National Resource Centre for Cluster Development (NRCD) for helping the MSMEs by implementing the Cluster Development Approach. At present, the Institute is involved in development of more than 50 Rural, Artisan, Industry clusters across the nation and supporting to KVIC, Coir Board, NBCFDC, NSFDC and various state Governments for development of Handlooms, Handicrafts, Food Processing and Textiles Clusters. Intellectual Property Facilitation Centre (IPFC) provide IP advisory services to various research and academic institutions, Clusters, SMEs, Start-ups & Individual innovators. Around 350 SMEs & Start-Ups got benefited from IP registrations including 102 TradeMarks, 41 Patents, 4 Copyrights, 6 Industrial Designs and one Geographical Indication. Goods & Services Tax Cell (GSTC) provide GST registrations and tax compliances, Entrepreneur Development Cell (EDC) and Livelihood Business Incubator (LBI) supports MSMEs for creating a favorable ecosystem for entrepreneurial development in the country. The Institute stores and supplies information that helps to 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).

The Institute has trained more than 5,48,815 participants by organizing around 16,198 programmes which includes prospective/existing entrepreneurs and officials from various Ministries of Govt. of India and State Governments. **ni-msme** has also imparted skill training to 1,18,531 educated unemployed youth by conducting 3908 Entrepreneurship & Skill Development training programs (ESDPs). The Institute is implementing ITEC Scheme of Ministry of External Affairs, Govt. of India since 1967 and trained more than 10,585 International Executives from 143 developing countries. The Institute has also completed more than 947 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 Director General. The present Director General is Ms. S. Glory Swarupa.



National Institute for Micro, Small and Medium Enterprises (ni-msme)
(An Organisation of Ministry of MSME, Govt. of India and An ISO 9001:2015 Certified)

Yousufguda, Hyderabad - 500 045
Tel: 91-40-23608544 – 46, 23633202
Website: www.nimsme.org

E-mail: registrar@nimsme.org; webmaster@nimsme.org