

ni-msme International Conference 2022-23

# Empowering Women by Mainstreaming Self Help Groups for Sustainability

**18 – 19 August 2022**



TECHNICAL SESSIONS



SHG PRODUCT EXHIBITION



**Sponsored by**



सूक्ष्म , लघु और मध्यम उद्यम मंत्रालय  
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Yousufguda, Hyderabad – 500 045, Telangana, India | [www.nimsme.org](http://www.nimsme.org)

## RATIONALE



## OBJECTIVES

Women Self Help Groups (SHGs) are now viewed as promising platforms for multiple development interventions for several reasons. This conference is intended to be conducted to provide qualitative insights on dynamics of SHG-led interventions across globe to promote sustainable livelihoods. It has been proven that utilizing SHGs as platform for development programs is appropriate strategy for various Governments and donors for multiple reasons. One of the reasons is that they promise greater cost-effectiveness and efficiency operability. There is also potential for 'economies of scope', where development agencies can deliver multiple programs through promoting group approach.

- To visualize the participation of SHG Members in promoting livelihoods through income generation activities
- To discover the opportunities and challenges in mainstreaming SHGs to promote Micro Enterprises for sustainability
- To deliberate the tactical implications of mainstreaming Self-Help Groups
- To understand the gap between marketability of known brands and products of SHG Members
- To identify the best practices available to promote Self Help Groups across the globe

## CRITICAL ISSUES FOR DISCUSSION

### • Administrative Issues

- Social mobilization
- Maintenance of records / meetings
- Limited options for income generation
- Training and capacity building
- Lack of marketing facilities
- Defaulting by members

### • Issues towards Banks

- Access to financial services in remote areas
- Lack of cooperation from bank officials
- Reluctance to provide loan
- Insufficient loaning for proposed

### Conference Themes

- Digital Literacy for SHG Members
- Development of Rural Clusters through Self Help Groups
- Promotion of Women Entrepreneurship through SHGs
- Export Opportunity for SHG Products
- Dynamics of SHG formation & Growth opportunities for SHGs
- Viability parameters for Formulation of Micro Enterprises and Low Investment Projects
- Creating Brand Value for SHG Products
- Improving Bank Credit worthiness for SHGs

## Day – 1

### 18 August 2022



## Day – 2

### 19 August 2022

Session Plan

10.00 - 10.30	Registration
10.30 – 11.30	Inauguration
11.30 – 11.45	Networking Tea
11.45 – 12.00	Group Photo
12.00 – 13.30	Technical Session-I
<i>Dynamics of SHG formation &amp; Growth opportunities for SHGs</i>	
Concept of SHGs	
Characteristics of SHGs	
Process of Forming SHGs	
13.30 – 14.30	Lunch break
14.30 – 15.30	Technical Session-II
<i>Viability parameters for Formulation of Micro Enterprises and Low Investment Projects</i>	
Availability of Local Resources	
Capacity Building of Key Members	
Preparation of Business Plan	
15.30 – 16.30	Networking Tea
16.30 – 17.30	Technical Session-III
<i>Creating Brand Value for SHG Products</i>	
Globalization of Products	
Competing with known Brands	
17.30 – 18.30	Panel Discussion
<i>Improving Bank Credit worthiness for SHGs</i>	
Importance of Credit Linkage	
Critical Rating for SHGs	
Advantages to the Institutional Lenders	

10.00 - 10.30	Recap
10.30 – 11.30	Technical Session-IV
<i>Digital Literacy for SHG Members</i>	
Scope of Business around Digital tools	
Leveraging the potential of Social networking	
Trends and Tools for e-commerce	
11.30 – 12.00	Networking Tea
12.00 – 13.30	Technical Session-V
<i>Development of Rural Clusters through Self Help Groups</i>	
Introduction to Cluster Development	
Formation of Rural Clusters	
Sustainability parameters for Cluster Development	
13.30 – 14.30	Lunch break
14.30 – 15.30	Technical Session-VI
<i>Promotion of Women Entrepreneurship through SHGs</i>	
Women Entrepreneurship – Need, Factors and Areas	
Development Programmes – MSME Schemes	
Reasons for Starting an Enterprise in India (Success Stories)	
15.30 – 16.30	Networking Tea
16.30 – 17.30	Panel Discussion
<i>Export Opportunity for SHG Products</i>	
Opportunities for Export of Products in India	
The Registration process and Export Documentation	
Success stories and Best Practices	
17.30 – 18.30	Way Forward & Closing Remarks

## SHG Product Exhibition

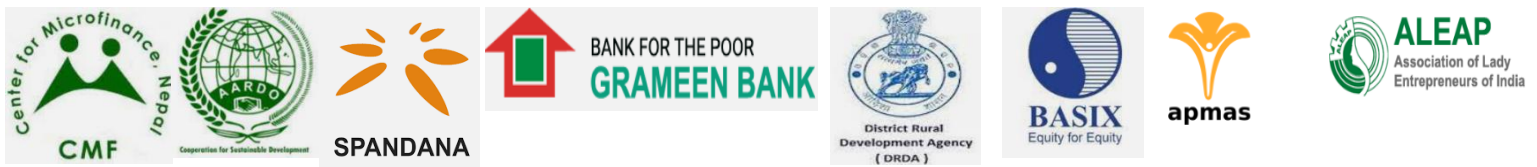
An exhibition to showcase the products prepared by SHGs is organised during the conference.



REGISTER NOW

Email us at [vivekkumar.msme@gmail.com](mailto:vivekkumar.msme@gmail.com) to reserve your Space for SHG Product Exhibition

## PROPOSED ORGANISATIONS



## PROPOSED SPEAKERS

Dr. Rewat Bahadur Karki, CMF, Nepal  
Sri Ganesh Singh Bista, CMF, Nepal  
Dr. CS Ramlakshmi, IFS (Rtd.)  
Dr. C S Reddy, APMAS

Sri V Gopala Krishna, Banker (Rtd.)  
Sri NVNS Dev  
Dr. C Rani, CAO (Rtd), ni-msme

## PATRONS



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Ms. Mercy Epao  
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(SME)  
Ministry of MSME  
Govt. of India



Dr. S. Glory Swarupa  
Director General  
National Institute for  
Micro, Small and  
Medium Enterprises  
Govt. of India

## ORGANISING COMMITTEE



Dr. K. Visweswara Reddy  
Faculty Member & Rector



Dr. Shreekanth Sharma  
Faculty Member



Vivek Kumar  
**Conference Convenor**  
Associate Faculty Member

## CONFERENCE COORDINATORS



Ms. Neeraja  
Sr. Administrative Assistant



Mr. A. Chandra Shekar  
Consultant (Publications)

## ABOUT ni-msme

ni-msme, the pioneer institute of MSME, is playing a transformational role in providing a pro-business environment to foster the progress of MSMEs. 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 and potential entrepreneurs through a bouquet of services like training, research, consultancy, information, education and extension. The Institute is a training ground for middle and senior level technocrats, bureaucrats, bankers, potential entrepreneurs, trainers, educationists and Civil Society Organizations who come here to gain knowledge and expertise for keeping abreast of cutting-edge management practices 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 access the benefit of the Institute's expertise and facilities. ni-msme's initiatives are dynamic and futuristic for meeting the needs of enterprises in the context of Liberation, Privatization & Globalization (LPG). Located in a sprawling and enthralling campus amidst a rich natural setting in Hyderabad, ni-msme is well equipped with physical and academic infrastructure. In keeping with the changing times and technological advances, the Institute has revolutionized its style of functioning by adopting technology in every facet of its mandate, even while retaining the wisdom and advantages of deeply ingrained management practices. Our Incubation Center nucleates a cluster of new age ventures. The Institute collects and disseminates 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. The Small Enterprises National Documentation Centre (SENDOC) facilitates this process. A Specialized cell, N-cube (n<sup>3</sup>), ni-msme's NGO network has taken up the theme as its Core activity. N-cube has been involved in conducting Training, undertaking research and consultancy assignments and organizing workshops at both national and international levels.

## Reach us at



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Yousufguda, <https://goo.gl/map>