

ni-msme - the premier Institute

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 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 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 Centers like Centre for Industrial Planning and Development (C-IPD), Centre for Policy Research (C-PR), National Resource Centre for Cluster Development (NRCD), Centre for Promotion of Advanced Management Practices (C-PAMP), Centre for Industrial Credit and Financial Services (C- ICFS), Centre for Logistics and Integrated Materials Systems (C-LAIMS), Centre for Environment Concerns (C- ECO), Intellectual Property Facilitation Centre for MSMEs (IPFC), Centre for Entrepreneurship and Industrial Extension (C-EIE), Centre for Consultancy and Counselling (C-CC), Centre for Communication and Information Technology (C-CIT), Small Enterprises National Documentation Centre (SENDOC) as well as cells like Economic Investigation and Statistical Cell (EISC), ni-msme NGO Network (N-Cube), Women Studies Cell (WSC), Employee Assistance Cell (EAC), Live Projects Cell (LPC), Resource Centre for Traditional Paintings (RCTP), Goods & Services Tax (GST) Cell and Livelihood Business Incubator (LBI)

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, Govt for creating a favorable ecosystem for entrepreneurial development in the country.

The Institute has trained more than 5,36,500 participants by organizing around 16,000 programmes which includes prospective/existing entrepreneurs and officials from various Ministries of Govt. of India and State Governments till March 2020. The Institute is implementing ITEC Scheme of Ministry of External Affairs, Govt. of India since 1967 and trained more than 10, 350 International Executives from 143 developing countries till March 2020. The Institute has also undertaken more than 945 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**.

For further details, please contact

For further more details, Please contact



The Registrar

National Institute for Micro, Small and Medium Enterprises

(An Organisation of the Ministry of MSME, G o I and ISO 9001-2015 Certified)

Yousufguda, Hyderabad - 500 045, India

Phone: 040- 23633241, 23608544, 23608546, 23608317, Fax No: 040-23608547, 23608956.

E-mail: ar@nimsme.org , info@nimsme.org | www.nimsme.org



Entrepreneurship Development In Healthcare Products

28 - 30 October, 2020



Programme Director

Mr. J. KOTESWARA RAO



National Institute for Micro, Small and Medium Enterprises

(An Organisation of the Ministry of MSME, Govt. of India and ISO 9001-2015 Certified)

INTRODUCTION

The healthcare industry remains one of the biggest opportunities for entrepreneurs and investors. Innovative start-ups are utilizing new technologies to offer solutions that improve quality, lower costs, and streamline access to healthcare services. The core market for Healthcare does not work like other markets.

But in healthcare markets where patients pay directly for all or most of their care, providers almost always compete on the basis of price and quality. This space is growing with new business models are being created and entrepreneurs are exploring many innovative services. Though the Healthcare enterprises are for profit, innovative social ventures increasing play a role in healthcare. Not only that, the business to business entrepreneurship is also increasing, which gives more room for innovation and improvement in healthcare.

While the Indian government continues to invest in healthcare, this battle cannot be won without support from the private sector. It is imperative to bridge the widening gap between the needs of the patients the offerings of traditional models of healthcare services in the country. This lacuna also presents itself as an opportunity to promote the health start-up culture in the country. If promoted well, entrepreneurial zeal can bring the latest technologies, which have changed the face of healthcare in developed nations, to the hinterlands of India.

The healthcare sector in India is one of the fastest growing industries, and expected to advance at a compounded annual growth rate of 22.87% to reach \$280 billion by 2020.

The Indian chemical industry has been one of the driving forces for industrial growth and expected to become a 120 billion US\$ industry by 2020.

There is an immense scope for enhancing healthcare products penetration in India, presenting ample opportunity for development of the healthcare industry. Entrepreneurship is the key to unlock the potential in Indian healthcare sector while ensuring that its social benefit reaches far and wide.

A health Entrepreneur not only brings a focused approach to his work but also applies his domain expertise which differentiates the business from a system-driven model. Usually, an Entrepreneur, particularly in healthcare, approaches the sector as a need-based market.

With this background, **ni-msme** is proposed to organize a 3 day hands on training programme on Healthcare products scheduled on 28-30 October 2020.

OBJECTIVES

- To create awareness on emerging opportunities in manufacturing of healthcare including sanitary and hygiene materials.
- To promote entrepreneurship among young generation including women
- To provide knowledge and information on the latest trends & innovative technologies
- To emphasis on cleaner production and best environment management practices among the Entrepreneurs.

TRAINING CONTENT

1. Entrepreneurship Development
2. Manufacturing of healthcare product with formula
3. Costing, Financials and Product Analysis

4. Labeling and Packing Practices
5. Marketing and Branding
6. Interface with Entrepreneurs / Vendors

TRAINING METHODOLOGY

Interactive classroom sessions, Lectures, PPTs, Case studies and hands on training.

Programme Dates: 28- 30 October 2020.

Timings : 9.30 am to 5.00 pm.

Venue : **ni-msme** campus, Yousufguda, Hyderabad.

WHO SHOULD ATTEND

Educated un employed youth, women, EHS workers, Industrial safety health Executives, Persons working in the area of environment, chemistry and pharmaceutical sciences from industries, educational organizations and research institutes can also participate to know the r ecent developments in the healthcare technologies, Existing Entrepreneurs, start ups, Budding and Prospective Entrepreneurs may also participate to enhance their knowledge.

CERTIFICATE

Certificate will be given on successful completion of the programme

COURSE FEE

Rs.3, 500/- per participant for 3 days (non - residential course) which includes Tuition fee, Training kit, skill training and working lunch

MODE OF PAYMENT

Fee should be remitted through a demand draft (DD) drawn in favor of

National Institute for Micro Small and Medium Enterprise payable at **Hyderabad** well in advance of the programme.

For online payments: State Bank of India (SBI), Balkampet Branch, Current Account No: 00000030760656383 and IFSC Code is SBIN0003607.

For more details please contact: **Mr. J.Koteswara Rao**, Programme Director, and Ph. No: **8106256066**

Note: Due to any/some reason if any nominee is unable to attend the programme, substitute will be permitted, as fee once paid is not refundable.

Please forward all your nominations to the following address

Enquiries and nominations may be addressed to:

The Assistant Registrar

NATIONAL INSTITUTE FOR MICRO, SMALL AND MEDIUM ENTERPRISES

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

Yousufguda, Hyderabad – 500 045.

Phone: 040- 23633241, 23608544, 23608546, 23608317, Fax No: 040-23608547, 23608956.

E-mail: ar@nimsme.org , info@nimsme.org | www.nimsme.org