

## 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 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, **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 Centres like Centre for Industrial Planning and Development (C-IPD), Centre for Policy Research (C-PR), National Resource Centre for Cluster Development (NRCDC), 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](http://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 940 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 General. The present Director General is **Ms.S.Glory Swarupa**.

*For further more details please contact*

The Registrar

**National Institute for Micro, Small and Medium Enterprises**

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

Yousufguda, Hyderabad - 500 045, India

Tel: 91-40-23608544, 23608546, 23608317, 23633499, Fax: 91-40-23608547, 23608956

E-mail: [registrar@nimsmo.org](mailto:registrar@nimsmo.org), [ar@nimsmo.org](mailto:ar@nimsmo.org), Website: [www.nimsmo.org](http://www.nimsmo.org)



## Training Programme on

## Micro-Enterprise Development Strategies

20 - 24 September 2021



Programme Director

**Mr. J. KOTESWARA RAO**

Associate Faculty Member (S E D)



**National Institute for Micro, Small and Medium Enterprises**

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

## INTRODUCTION

According to World Bank, more than one billion people today live on less than one meal per day. Poverty alleviation and unemployment are the two major issues before the Government of India and the State Governments in the country. The concept of income generation by economically weaker sections of society through setting up of micro enterprises is slowly but steadily gaining momentum in all the states. The Ministry of Housing and Urban Poverty Alleviation (HUPA) has initiated several measures for the urban poor and slums improvement in India. Strategies have been taken for slum improvement and socio-economic upliftment of the urban poor.

At this juncture, the concept of income generation, a tool to erase poverty has been experimented through Micro Enterprise Development (MED). One of the ways to Facilitate and provide Micro Enterprise Development (MED) is promotion and Development of Micro Business Centers (MBC). The MBC are the power house for developing ambitious micro business, which help to create real growth through the fusion of Support services delivered by expert business practitioners. The MBC will promote Entrepreneurship among the slum people and economically backward people and create Self-employment for them. It will be set up with an investment of Rs 25 lakhs and funded by the ministry. Assistance to these MEDs and MBCs can also be tapped through the M/O HUPA programme for alleviating urban poverty.

In view of the above, the proposed programme is designed to provide a platform for urban policy makers and planners to discuss various key elements concerning the issue and implementation strategies at national and state level.

## OBJECTIVES

1. To impart Market Potential Survey for Micro Enterprises (MPSP)
2. Creating Awareness on Entrepreneurship and engagement programme
3. Understand the techniques in Entrepreneurship Development Engagement Procedure (EDP)
4. Acquire skills on Enterprise Creation and Management Programme (ECMP)
5. To enhance knowledge on concept and operational mechanism of MBCs in the country

## CONTENTS

The programme content includes discussions on:

- Policies and Programmes of various Ministries in promoting MEDs
- Planning for MEDs and Support Mechanism,
- Identification of viable Micro Enterprises,
- Human Resource Development for Implementation of MBCs
- Micro Financing and the concept of SHGs
- Product Feasibility Techniques,
- Preparation of Detailed Project Reports (DPR)
- In plant exposure visits

## METHODOLOGY

The programme is blended of concept sessions, exercises and case studies comprises of discussions in the class - room in participative way.

## DURATION : 5 days 20 – 24 September 2021)

5 days classroom sessions have the first hand information about the MSMEs.

## FEE

**Rs.15,000/-** per participant **Residential**, **Rs.13,500/-** per participant **Non – Residential** (in addition **18% of GST** is applicable) Fee includes Training fee, course material and experts sessions charges.

The payment of fee, in the form of Demand Draft drawn in favour of “**National Institute for Micro Small and Medium Enterprises**” payable at **Hyderabad**.

## FOR WHOM

Commissioners/Senior Officers/Junior Officers of the Municipal Corporations/NGOs / Municipalities and local government institutions involved either directly or indirectly with the planning and implementation of urban poverty alleviation programmes, representatives of civil society organizations.

## ADMINISTRATION

The programme is full time and residential. Participants are requested to keep themselves free from all official and personal commitments during the programme. Accepted nominees are intimated well in advance of the commencement of the programme. Nominations may please be sent well in advance so as to reach the Institute latest by **16 September 2021**.

**Enquiries and nominations may be addressed to:**

**Mr. J.Koteswara Rao**

**Associate Faculty Member,**

**School of Enterprise Development (SED)**

**NATIONAL INSTITUTE FOR MICRO, SMALL AND MEDIUM ENTERPRISES (ni-msme)**

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

**Yousufguda, Hyderabad – 500 045.**

**Phone No: 040-23633241, Mobile No: 8106256066**

**E-mail: [jkrao@nimsme.org](mailto:jkrao@nimsme.org) | [www.nimsme.org](http://www.nimsme.org)**