

## National Institute for 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 is having theme focused Centers like National Resource Centre for Cluster Development (NRC) 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 150 SMEs & Start-Ups got benefited from IP registrations such as Trademarks, Patents and designs etc. 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 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 has trained 5,40,877 participants by organizing 16,106 programmes for Officials from various Ministries of Govt. of India and State Governments. ni-msme has also imparted skill training to 1,16,221 educated unemployed youth by conducting 3831 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 10,350 International Executives from 143 developing countries. ni-msme has also completed 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**.

## A one week training programme On Planning and Promotion of MSMEs

24 - 28 January, 2022



Programme Director

**Mr. J. KOTESWARA RAO**

Associate Faculty Member (S E D)

For further 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)

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## OVERVIEW

Government of India and State Governments in particular have been pursuing programmes and policies to promote and assist the development of MSMEs to accelerate economic development and to generate employment opportunities and through industrialization in a dispersed way by harnessing local resources. It is imperative that those who are engaged in this task should have sufficient knowledge not only on government programmes and policies but also to guide the potential entrepreneurs to become successful in all their endeavors. To fulfill the above task they need to equip themselves with lot of motivation, enthusiasm and leadership qualities. Therefore, the officers require a special orientation towards the tasks they have to perform at gross root level.

In this context, **ni-msme** has designed a programme for the DIC officials, State corporations and Bank officials for duration of one week. (**24 – 28 January 2022**)

## OBJECTIVES

- To provide insight into the programmes and promotional techniques used to accelerate the development of the enterprises
- To develop analytical skills required for identification of Industrial Opportunities.
- To equip for better implementation of the schemes/programmes.
- To impart skills to motivate and guide the potential entrepreneurs.

## CONTENT

**Module 1** : Concepts of MSMEs and Policy

**Module 2** : Industrial Infrastructure

**Module 3** : Planning of Enterprises

**Module 4** : Traditional and Rural Enterprises Development

**Module 5** : Cluster Dynamics

**Module 6** : Soft skills like Personality Development, Stress Management.etc.,

**Module 7** : Promotion of Entrepreneurship and Extension Methods

**Module 8** : MSME Programmes and Schemes

**Module 9** : Project Feasibility and appraisal techniques

## BENEFITS OF PARTICIPANTS

At the end of the programme, the participants will be able to

- Understand the concepts and role of the micro, small and rural enterprises in the economic prosperity of the region
- Identify gaps in skill development and thereby promoting entrepreneurship development in the local areas
- Acquire skills in identifying sustainable enterprises and the preparation of Business Plan

- Upgrade skills in the approaches on Cluster Development and eco-friendly enterprises

## METHODOLOGY

The programme offers a blend of concept and discussion sessions. Eminent speakers are invited to share their experience in implementing the projects. Participants will undertake individual/group assignments on various themes related to the MSMEs.

## DURATION

One week (**24 - 28 January 2022**)

One-week class-room sessions and Industrial field visits in and around Hyderabad, to have the firsthand information about the MSMEs.

## FEE

**Rs.15,000/-** for **Residential fee**, **Rs.13,500/-** for **Non-Residential** fee per participant. (**In addition 18% GST is applicable**) which include tuition fee, boarding and lodging and excluding travel cost of the participant. Fee should be paid in well in advance by way of demand draft drawn in favour of “**National Institute for Micro Small and Medium Enterprises**” payable at **Hyderabad**. Fee once paid shall not be refunded. However, a substitute may be permitted.

## FOR WHOM

The programme is meant for extension officials of DICs, State corporations and Bank officials. It will also benefit to those who are involved in decision-making and policy implementation of micro small and medium enterprises in their regions.

## 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 required to reach the Institute a day in advance of the commencement of the programme. Nominations may please be sent well in advance so as to reach the Institute latest by one week well in advance.

Please address your enquiries and nominations:

**Mr. J.Koteswara Rao**

Associate Faculty Member

School of Enterprise Development (SED)

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