A one week training programme on

Planning and Promotion of MSMEs

19 - 23 August, 2019

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Associate Faculty Member (S.E.D)
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 June 2019)

**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.

**CONTE3NT**

- **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**

- 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 (19 - 23 August 2019)

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

**FEE**

Rs.13,000/- for Residential fee, Rs.10,000/- 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 advance by way of demand draft drawn in favour of the Director (Admin & logistics), ni-msme, Yousufguda, Hyderabad – 500 045. 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 in advance.

**Please address your enquiries and nominations so as to reach before 15th August 2019, to:**

J. Koteswara Rao  
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