National Institute for MSME (ni-msme), a pioneer institute under the aegis of Ministry of MSME, Govt. of India is playing a major role in the field of Entrepreneurship and Skill Development for providing pro-bono business environment to foster the progress of MSMEs towards success and prosperity. The mandate of ni-msme is to assist the Government in formulating policies for development of MSMEs. ni-msme provides host of services like training, research, consultancy, information, education and extension for Union/State Governments and all MSME stakeholders including practicing & potential entrepreneurs.

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. The Institute is associated with prestigious world bodies such as UNIDO, UNDP, DCAC, UNESCO, ILO, CFTC, UNICEF, AARDO and GIZ. ni-msme's intellectual activities are pursued by its four Schools of Excellence, viz., School of Enterprise Management (SEM), School of Entrepreneurship & Extension (SEE) and School of Enterprise Information & Communication (SEIC).

ni-msme has established theme based Centers of Excellence viz., National Resource Centre for Cluster Development (NRCD) to help MSMEs through Cluster Development Approach. NRCD has intervened in development of more than 150 clusters. The institute is implementing around 50 Rural/Artisan/Industry clusters across the nation and also supporting KVIC/Coir Board/NBCFDC/NSFDC. It has supported various State Governments/UTs for development of Handloom/Handicraft/Agro-Food Processing/Textile clusters. Intellectual Property Facilitation Centre (IPFC) provides IP advisory services to Research & Academic Institutions, Clusters, SMEs, Start-ups and Individual Innovators. Over 150 SMEs & Start-ups got benefited from IP registrations such as Trademarks, Patents and Industrial Designs. Goods & Services Tax Cell (GSTC) provide GST registrations and tax compliances. Entrepreneur Development Cell (EDC), Livelihood Business Incubator (LBI) and Start-up Incubation Center (StIC) provide mentoring and handholding services to start-ups/entrepreneurs. Small Enterprises National Documentation Centre (SENDOC) accumulates and disseminates information that helps entrepreneurs and stakeholders in understanding the intricacies of business. 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. Journal of Innovation, Entrepreneurship, Management and Skill Development (JIEMS) is an online platform which publishes quality research with its open access policy and Pubtech services.

The Institute has trained 5,48,815 participants by organizing 16,198 programmes for Officials from various Ministries of Govt. of India and State Governments. ni-msme has also imparted skill training to 1,78,443 educated unemployed youth by conducting 6096 Entrepreneurship & Skill Development Programmes (ESDPs). The Institute is implementing ITEC Scheme of Ministry of External Affairs, Govt.of India since 1967 and trained more than 10,600 International Executives representing 145 developing countries. ni-msme has also completed more than 949 research and consultancy projects.

The management of ni-msme rests with the Governing Council (GC) appointed by Govt. of India. Shri Narayan Tatu Raneji, Hon'ble Union Minister for MSME, Govt. of India is the Chairman of GC. Shri Bhanu Pratap Singh Vermaji, Hon'ble Minister of State (MoS) for MSME is Co-Chairman of GC. Shri B.B. Swain, IAS, Secretary, MoMSME, Govt. of India is Vice Chairman of the GC and Chairman of the Executive Committee. Ms. Mercy Epao is the Joint Secretary (SME), MoMSME, Govt. of India and Dr. S. Glory Swarupa is the Director General of the Institute.
Training Programme on
Product Identification and Marketing Strategies for Self Help Groups (SHGs)
25 – 27 May 2022

INTRODUCTION
The Micro Enterprise development approach has received wide acceptance as an effective strategy for empowerment of vulnerable sections of society representing economically, socially and physically challenged human groups such as unemployed youth, women and weaker sections

Having achieved significant success in promoting large number of Micro Enterprises, promotional agencies now need to look at the next stage. This could be providing them access to suitable income generating opportunities, which is very much required as only sustained Income Generating Activities would enhance improvement in the standard of living of the target group.

And we are also aware that the objective of Micro enterprise development is to provide self-employment through generation of income that is profitable and sustainable. In this context, identification of marketable products and services along with determination of appropriate strategies for market access assume vital importance since Motivating Micro Enterprises, Self Help Groups (SHGs), etc towards sustainability requires a focused approach for entrepreneurial capacity building involving market study skills to their zenith.

In view of the above, National Institute for Micro, Small and Medium Enterprises (ni-msme), with its rich experience in organizing many training programmes and research studies on the development of Micro Enterprises, Empowerment of Women through Self Help Groups, propose a Training Programme designed exclusively to focus on the Product Identification and Marketing Strategies for Self Help Groups and is intended to enrich the functional skills and professional abilities of the participating officials.

OBJECTIVES
- To enhance analytical skills for undertaking market study/identification of opportunities and devising effective strategies to secure market share for the products of Micro Enterprises.
- To acquire an in-depth understanding of issues related to marketing of micro enterprise products and services.
- To reinforce the conceptual and applied levels of comprehension for planning and formulating the projects of Micro Enterprises.

BROAD CONTENT:
- Potential survey for identification of opportunities in market
- Marketing concepts for micro enterprises
- Product designing and market launching
- Preparation of project report
- Project monitoring and evaluation

METHODOLOGY
The Programme would include Presentations, Interactive sessions, Case Studies and Sharing of experiences.

FOR WHOM
Officials in-charge of project preparation and implementation of SHGs representing Government/Finance Corporations/DRDA/RRBs, Cooperative Banks, MFI the and MACs

DURATION : Three Days
DATES : 25 – 27 May 2022

EXPECTED OUTCOME
The training inputs would enrich the functional skills and professional abilities of the participating officials and they will be better equipped to launch Microenterprises successfully.

NOMINATIONS: Nominations to be sent well in advance so as to reach the institute latest by 19 May 2022
Registration Link : https://nimsme.org/RegistrationForm-2480

FEES
Online: Rs.3000/- per participant
Non Residential: 8000/- per participant
Residential: 10000/- per participant (Board and Lodge will be provided at ni-msme campus)
Fee should be remitted through a Demand Draft drawn in favour of ni-msme, and payable at Hyderabad. Programme fee should be remitted through a Demand Draft drawn in favour of ni-msme, and payable at Hyderabad well in advance of the programme.

For more details, please contact Mr. Vivek Kumar, Programme Director
Email: vivek@nimsme.org, vivekkumar.msme@gmail.com
Mobile: 07801090735 ; 04023633252

ENQUIRY AND NOMINATIONS MAY BE ADDRESSED TO
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