

Executive Development Programmes North East States of India (2016 – 17)



सत्यमेव जयते

Sponsored by

Development Commissioner (MSME)
Ministry of Micro, Small & Medium Enterprises
Govt. of India



National Institute for Micro, Small and Medium Enterprises (ni-msme)
(An Organisation of the Ministry of MSME, Govt. of India)

(An ISO 9001:2008 Organisation)

Yousufguda, Hyderabad - 500 045, India

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

E-mail: ar@nimsme.org, Website: www.nimsme.org

Content

S.No	Programme	Page No
	Background	1
	MSMEs in North East	1
	Government Interventions	2
	Rich resources and opportunities for MSMEs in North East States	3
	Initiatives of Office of Development Commissioner (MSME)	3
	Scope for Promotion of MSMEs in Northeast States	4
1.	Innovative Approaches for MSME Development for General Managers of District Industries Centers	5
2.	Induction Programme in MSME Promotion for Industrial Promotion Officers of Northeastern States	6
3.	Intellectual property Rights: Strategies & Approaches for MSME Growth	7
4.	Export Market Entry Strategies for MSE's	8
5.	Corporate Social Responsibility (CSR), Corporate Governance (CR) & RTI Practices	9
6.	Public Procurement Policies and VDP for MSMEs	11
7.	Innovative Product Development for MSEs	12
8.	Branding and Marketing Strategies through Internet for MSEs	13
9.	Ecommerce and Online Retailing for MSEs	14
10.	Internet & Social Media Marketing Strategies	15
11.	Development of Enterprises through Cluster Development in North Eastern Region	16
12.	MSME Clusters Development through Innovation and Incubation	18
13.	Infrastructure Development through Public Private Partnership	19
14.	Fee Structure & General Information	20



Executive Development Programmes North Eastern states of India

1. Background

India is home for micro and small enterprises. Today around 51 million Micro, Small and Medium Enterprises (MSMEs) occupy an important role in economic development of the country by providing employment opportunities for large number of population and also making significant contribution to India's GDP and export. But, due to technological developments the products and services are undergoing change and new products and services are entering the market within no time. MSMEs are facing many risks and challenges to compete in domestic and global markets. The Government of India has been giving due importance to MSME sector and implementing number of programs and schemes for their development.

2. MSMEs in North East

'The Seven Sisters' of North East (Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland and Tripura) and their one brother state Sikkim, collectively have nearly 4.24 lakh MSMEs, which provide employment for about 13.27 lakh people as against 214.38 lakhs enterprises at national level that provide employment for 501.93 lakh people. The major advantages of this sector are higher employment generation and income potential at low capital cost. The North Eastern Region (NER) of India is among the major backward regions of the country. The main constraints of MSME sector include land acquisition, climatic conditions, availability of power, skilled manpower, poor infrastructure (availability of power, transport, and logistics), lack of knowledge on Government schemes, access to finance, lack of entrepreneurial zeal, and lack of marketing skills. But, the MSME sector provides a new hope not only to the unemployed population of the region but also in bringing overall balanced growth.

S.No	State	Enterprises	Employment
1	Sikkim	0.07	0.57
2	Arunachal Pradesh	0.25	0.88
3	Nagaland	0.18	1.17
4	Manipur	0.49	1.58
5	Mizoram	0.13	0.56
6	Tripura	0.28	0.76
7	Meghalaya	0.50	1.17
8	Assam	2.34	6.58
Total		4.24	13.27
National Level		214.38	501.93

However, the scenario had been changing and MSMEs are scaled up their business activities and demonstrated impressive growth in the last decade. Institutions like Assam Gramin Vikash Bank and North Eastern Development Finance Corporation (NEDFi) help MSMEs through financial assistance, business loan facilitation centres and provide special schemes for Women Enterprise Development in the region. The new business opportunities due to technology development and increased purchasing power are encouraging young people to start new businesses. Today 'Innovation', 'Creativity', 'Value Creation', 'Effective and Efficient Management' have become the key factors which influence sustenance of MSME sector. We must have innovative strategies for development of MSME sector, which calls for professional development, youth development and workforce development apart from enhancing skills and knowledge of entrepreneurs.

3. Government Interventions

Policy Initiatives:

Since Independence, the Government of India is focusing on MSME Development. Now, the government is giving an impetus to make India as a Global Manufacturing Hub. Many new initiatives like Make in India, Start-up India, Stand-up India, and Digital India have been taken to promote innovation, skill development and entrepreneurship development.



Public Procurement:

Marketing is key issue for MSME units. As per procurement policy, the central government enterprises have to procure 20% of their requirement from micro and small enterprises. The MSME Development Institutes and National Small Industries Corporation focus on vendor development and like with many large government enterprises including defense. The issues in procurement, vendor development and delayed payments need to be effectively handled.



MSEFC:

One of the biggest challenges for the MSME development is "delayed payments". Most of the State governments have setup MSEFCs for MSE grievances on account of delay payment. To resolve the disputes these MSEFCs and their officials at the State level are trying to implement Delayed Payment Act in more effective manner. The knowledge on Surfacing, Insolvency, Bankrupting, Framework for Directorate of Industries and RBI Guidelines need to be improved.



Credit Facilities:

Access to finance is a challenge for MSME sector. The PM taskforce has made recommendations in the areas of credit, marketing, labour, rehabilitation and exit policy, infrastructure, technology, skill development, taxation and development of MSMEs in the North-East and Jammu & Kashmir. The Government has set up a Credit Guarantee Fund to provide relief to those micro and small entrepreneurs who are unable to pledge collateral security in order to obtain loans for the development of their enterprises.



Infrastructure:

Cluster strategy is one of the successful strategies for development of MSME sector. The Ministry of MSME is implementing MSECDP and SFURTI schemes for promotion of micro and small enterprise clusters including artisan clusters. In addition, there is scope to develop industrial estates or improve their status.





Innovation, Incubation and Technology Enterprises:

The Government is keen to promote innovation and knowledge based enterprises. The Ministry has launched ASPIRE scheme to promote innovation, entrepreneurship and rural industry. To enhance competitiveness of MSME sector, NMCP has been introduced

The Government is of the view that MSMEs need to become part of the business eco-system that enables and continuously supports businesses that provide the right products, right quality, the right solutions and the right services at competitive prices both in domestic and international markets. The following flagship programmes of MSME have given a further boost to the MSME Sector.

- Prime Minister's Employment Generation Programme (PMEGP)
- A Scheme for Promotion of Innovation, Rural Industry and Entrepreneurship (ASPIRE)
- Revamped Scheme of Fund for Regeneration of Traditional Industries (SFURTI)
- Micro & Small Enterprises Cluster Development Programmes (MSE-CDP)
- Make in India and Zero Defect Zero Effect
- Start Up India
- Stand Up India
- Skill India
- Pradhan Mantri Mudra Yojana (MUDRA)

4. Rich resources and opportunities for MSMEs in North East States

India's North East Region (NER) has been acknowledged as the 'Eastern Gateway'. The Kaleidoscope of eight states that makes up the North Eastern part of Indian can best be described as 'Asia in Miniature'. The North East lies in the lush green corner of Eastern India. It is home to more than 45 million people (3.76 per cent of India's population) with high literacy level (most North Eastern states being above the national average of 74.04 per cent). The region has recorded an annual economic growth rate in excess of 8 per cent during the last decade. Endowed with huge untapped natural resources (tea gardens, crude oil, natural gas, silk, bamboo, etc.), NER has got the potential to transform itself into a commercial hub of India and tourist paradise.

As per the achievement report of Development Commissioner (MSME), 2016, 19% (2014-15) and 17% (2015-16) of units setup under PMEGP in north east states in India and 4.67 % (2014-15) and 13% (2015-16) entrepreneurs trained on Entrepreneur Development Programmes (EDP). Further, five Host Institutions and 12 new ideas were approved under Entrepreneurial Development of SMEs through Incubators, 16 awareness programmes on Quality Management Standards / Quality Technology Tool and two awareness programmes on Intellectual Property Facilitation Centre (IPFC) conducted and one MSME and two MSME units benefited under ISO 9000/14001/HACCP Certification Reimbursement Scheme and bar code during 2014-16. And also the Statistics indicating that there is a need to train the people on credit guarantee fund trust for M&S enterprises, marketing assistance and technology upgradation, vendor development programme, trade related entrepreneurship assistance, EDP, Quality management standards, ISO certification, Intellectual property, Bar code, tool room technology etc.

5. Initiatives of Office of Development Commissioner (MSME)

To strengthen the MSME initiatives in the NER, the Development Commissioner (MSME), GOI is committed and planned to implement the following activities during 2016-17 in all north east states of India through Ministry of Development of North Eastern Region, GOI.

- Sensitizing all State government officials in NER on various latest schemes (PMEGY, ASPIRE, MSE-EDP etc)
- Provide various trainings to officers of District Industry Centers & other line departments & NGOs/MFIs on EDP in various sectors including Agriculture & allied sectors, Tourism etc
- Provide Enterprise development trainings to existing MSMEs.
- Other flagship schemes of GOI like Startup India, Stand up India & MUDRA etc.

6. Scope for Promotion of MSMEs in Northeast States

- Agro based Industries
- Food processing Industries (Organic Products)
- Silk, Handlooms and Handicrafts
- Tourism Enterprises (Eco tourism)
- Plastics and Packaging Industries
- Service Sector Enterprises (Electrical, Electronics, Mechanical, IT & Healthcare)
- Fabrication Industries
- Cane & Bamboo Industries
- Animal feed and poultry feed Industries
- Tea, Rubber, Coffee based enterprises



Innovative Approaches for MSME Development for General Managers of District Industries Centers of Northeastern States

Program Code: NER01

Duration: 1 week

RATIONALE

Micro, Small and Medium Enterprises (MSMEs) are playing a very important role in Indian economy and constitute more than 98% of all firms. MSME sector provide employment for large number of population, promote entrepreneurship and accounts for development of value added products through knowledge creation and innovation. Hence both State and Union Governments are giving due importance for this sector and continuously supporting through number of schemes and programmes for their sustainable development. But in the current scenario MSME sector is facing numerous problems which call for innovative approaches for their development. Globally many nations particularly developed countries are focusing on number of strategies for MSME development. In India, cluster approach, skill development, public private partnership, social entrepreneurship, innovation, export promotion and business incubation are prominent among them.

In order to create awareness on various strategic approaches, and also sharing Government interventions, **ni-msme** proposes to organize one-week training programme on "Innovative Approaches for MSME Development" for General Managers of District Industries Centers.

OBJECTIVES

The training programme enables the participants

- To impart skills to motivate and guide the potential entrepreneurs
- To develop analytical skills required for identification of entrepreneurial opportunities
- To identify various industrial possibilities based on a available resources
- To provide insight into the programmes and promotional techniques used to accelerate the development of enterprises

CONTENT

Module 1	Policy Initiatives- MSME Policy, Startup India, Standup India, Make in India, Skilling India, Digital India, GST, and
Module 2	Procurement Policy, MSEFC
Module 3	Infrastructure and Cluster Development (MSECDP, SFURTI, CHDS, AHVY, ASPIRE)
Module 4	MSME Financing (CGTMS, CLCSS, MUDRA)
Module 5	Access to Markets - Export Promotion, e-commerce
Module 6	Technology Acquisition & Intellectual Property
Module 7	Waste Minimization and Waste management (Lean, ZED)
Module 8	Quality standards, TQM
Module 9	Business Opportunities, Resource scanning, Demand Assessment and Marketing Strategies
Module 10	Project Feasibility, Project Preparation and appraisal techniques & Business Plan
Module 11	Exposure visits
Module 12	Project Assignments

DELIVERABLES

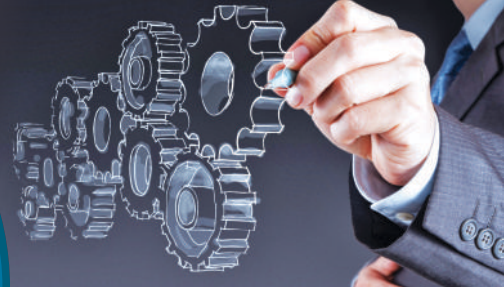
The participants will be able to design new programmes suitable to their regions and help prospective and practicing entrepreneurs to take benefit from various schemes of Government of India



Induction Programme in MSME Promotion for Industrial Promotion Officers of Northeastern States

Program Code: NER02

Duration: 4 weeks



RATIONALE

'The Seven Sisters' of North East and their one brother state Sikkim, collectively have nearly 4.3 lakh MSMEs, which provide employment for about 13.27 lakh people. The major advantages of this sector are higher employment generation and income potential at low capital cost. The North Eastern Region (NER) of India is among the major backward regions of the country. The main constraints of MSME sector in NER include land acquisition, climatic conditions, availability of power, skilled manpower, poor infrastructure, lack of knowledge on Government schemes, access to finance, lack of entrepreneurial zeal, and lack of marketing skills. Globally many nations particularly developed countries are focusing on number of strategies for MSME development. The Industrial Promotion Officers play an important role in motivating both prospective and practicing entrepreneurs and also facilitates in setting-up enterprises who need to understand various strategies of Government and familiar with programmes and schemes. In view of the above, ni-msme proposes to organize one week training programme for senior officials of Industries Department of North East States.

OBJECTIVES

The training programme enables the participants

- To exchange experiences in development of MSME sector
- To scan policies and programmes of Government of India vis-à-vis State Governments
- To identify key Institutions/ Organizations and their role in development of MSME sector
- To impart skills to motivate and guide the potential entrepreneurs
- To understand various strategies for MSME development
- To design new strategic approaches for specified region

CONTENT

Module 1	Concept of Industrial Policies of both State and Central Governments
Module 2	MSME Programmes/Schemes and Institutional support
Module 3	Innovation, Entrepreneurship and extension methods
Module 4	Business Opportunities – Opportunities in Traditional activities (Handloom & Handicrafts), Innovative Business Opportunities in sunrise sectors
Module 5	MSME strategies & Schemes - Innovation, Incubation, Skill Development, Infrastructure Development, Clusters, Micro finance, Export Promotion, e-commerce, Lean Manufacturing, IPR
Module 6	Resource scanning, Demand Assessment and Marketing Strategies
Module 7	Waste Minimization and Waste management
Module 8	Project Feasibility, Project Preparation and appraisal techniques & Business Plan
Module 9	Quality standards, TQM
Module 10	Exposure field visits to various industrial products
Module 11	Project Assignments

DELIVERABLES

On completion of the programme the participants will be able to understand the concept and role of MSMEs in the economic prosperity of the region, acquire skills and knowledge for effective implementation of MSME schemes, identifying gaps in industrial infrastructure and the preparation plan



Intellectual Property Rights: Strategies & Approaches for MSME Growth



Program Code: NER03

Duration: 1 week

RATIONALE

Intellectual property rights play an important role in MSME development and its protection. Intellectual property support the MSMEs in every part of business development and enables to have competitive strategy which ranges from product development to design, marketing to service and from raising financial resources to export, even mounting business abroad through intellectual property assignments including franchising and licensing. MSMEs can identify various potential ways such as enhancement in market value by improving competitiveness and through generating income by assigning intellectual property of protected products. Intellectual property helps in enhancing value of the enterprise in the eyes of investors and financial institutions. In order for MSMEs to make rapid progress and development, it is necessary for them to establish their own intellectual property strategies and use them effectively. It is, therefore, necessary to acquire a much better understanding of the tools of intellectual property system to protect and exploit the assets they own, or wish to use, for their business models and evolve competitive strategies in domestic and international markets. The proposed programme coverage includes such aspects as concept of intellectual property and rights, utility and importance, documentation and procedures for effective implementation.

OBJECTIVES

- Impart adequate knowledge in different aspects of intellectual property.
- Develop necessary skill sets for effectively managing intellectual property.
- Encourage MSMEs to more effectively use intellectual property as part of their business strategy.
- To promote Branding & Brand Protection among MSMEs
- To Promote Make in India
- Improve the quality of intellectual property rights adoption and management among MSMEs.
- Enable to provide guidance/support in the domain of IPRs to Enterprises going for upgradation, MSMEs, Startups & Innovators,

CONTENT

Module 1	Introduction to Intellectual Property Rights
Module 2	Introduction to various IPR tools
Module 3	National & International IP Laws – Filing procedures & Prosecution
Module 4	Recent Amendments in IPR Laws
Module 5	Effective IP management
Module 6	Competitive Strategies for MSMEs
Module 7	Enforcement of IP rights-case study presentations
Module 8	IP commercialization and deployment
Module 9	National IPR Policy
Module 10	NMCP schemes on IPR and other government initiatives

DELIVERABLES

The programme helps the participants to acquire the necessary skills to protect their innovations and creativity and helps in disseminating the information regarding the importance of IP among Start-ups/MSMEs/innovators for wealth creation, generating employment opportunities and business development which in turn leads to the economic development of the country.



Export Market Entry Strategies for MSE's

Program Code: NER04

Duration: 1 week

RATIONALE

International trade involves the professional practitioner operating within a complex environment of marketing techniques and methodologies which are evolving in an ever changing global marketplace. A mode of international market involvement has the importance in understanding the entry strategies into the markets in order to provide the ways for organisations to establish themselves for a longer term. Different business models including international business management models are the ways and means to build the organisation's transnational businesses to globalise and their suitability to enhance the chances for their long term sustainability.

The Export Market Entry Strategy involves assimilation, understanding and application of the skills of market research, assessment, selection, planning and entry. This structured learning process leads to the development and implementation of a successful export market entry strategy. All the steps from initial market research, right through entry and distribution policies are examined in detail. The learner will be capable of developing and implementing an export marketing plan at the end of the programme.

OBJECTIVES

- Knowledge of managing export related business activities effectively and understanding the globalisation concept.
- Understanding the field of international marketing and international policies of product, price and promotion.

CONTENT

Module 1	Exporting – procedures, market entry strategies
Module 2	International marketing
Module 3	Intercultural management
Module 4	Country image – Export houses
Module 5	International product policy
Module 6	International pricing policy
Module 7	International promotion policy
Module 8	Global supply chain management

DELIVERABLES

Through case studies, executives will be exposed to a wide variety of practical issues including modes of international business, international marketing, global supply chain management, acquisitions and mergers, import/export methods, foreign exchange risks.

Corporate Social Responsibility (CSR), Corporate Governance (CR) & RTI Practices

Program Code: NER05

Duration: 1 week



RATIONALE

Corporate social Responsibility is a form of corporate self-regulation integrated into a business model. CSR policy functions as a built-in, self-regulating mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. CSR is a process with the aim to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere who may also be considered as stakeholders.

The aim of the Corporate Governance module is to equip the participants with the knowledge and key skills necessary to act as adviser to governing authorities across the private, public and voluntary sectors. The advice of the Chartered Secretary will include all aspects of the governance obligations of organisations, covering not only legal duties, but also applicable and recommended standards of best practice. The module will enable participants to develop a sound understanding of corporate governance law and practice in a national and international context. It will also enable you to support the development of good governance and stakeholder dialogue throughout the organisation, irrespective of sector, being aware of legal obligations and best practices.

Right to Information Act 2005 is a landmark legislation passed by the Government of India "to provide for setting out the regime of right to information for the citizens". It mandates timely response to citizen requests for government information. The Act extends to the whole of India except the State of Jammu and Kashmir. It includes the right to-inspect work, documents, records, take note, extracts or certified copies of documents or records, take certified sample of material, obtain information in form of printouts, diskettes, tapes, videos or in any other electronic mode or through printouts.

The entire training programme focuses on three important topics viz. CSR, CG and RTI.

OBJECTIVES

The programme aims to:-

- Discuss the requirements of Right To Information Act 2005.
- Define systems and procedures for implementing of the Act.
- Discuss roles and responsibilities of Public Information Officer (PIO) and power with functions of Central Information Commission (CIC).
- Attain higher levels of awareness about modern office management.
- Technique for improving office productivity.

CONTENT

Module 1	Introduction and Importance of CSR
Module 2	Provisions under Companies Act for CSR activities
Module 3	CSR Role in growth of corporate sector, practices and examples
Module 4	Introduction to Corporate Governance
Module 5	Appraise the frameworks underlying governance law and practice in a national and international context. Strategic Planning and Governance of Risk
Module 6	Perspective of a Chartered Secretary, provide authoritative and professional advice on matters of corporate governance



Corporate Social Responsibility (CSR), Corporate Governance (CR) & RTI Practices



Program Code: NER05

Duration: 1 week

Module 7	Principles of risk management and appraise the significance of risk management for good governance.
Module 8	Compare the responsibilities of organisations to different stakeholder groups, and advise on issues of ethical conduct and the application of principles of corporate responsibility or corporate citizenship
Module 9	Introduction to Rights To Information Act 2005
Module 10	Role of organization in implementing the Act
Module 11	Methodology for implementing the Act
Module 12	Roles and responsibilities of PIO
Module 13	Powers and functions of CIC

DELIVERABLES

The Participants can able to motivate the companies to adopt CSR, promote CG and able to implement RTI in their respective offices.

Public Procurement Policies and VDP for MSMEs

Program Code: NER06

Duration: 3 Days

RATIONALE

In the section 11 of the Micro, Small and Medium Enterprises Development (MSMED) Act, 2006, the Central Government through all its ministries notified the “Public Procurement Act” where the mandate is to procure 20% from the MSEs for every Central Ministry and its relevant departments, PSUs/PSEs from the year 2012-13. Annual goal of 20% procurement also include sub-contracts to MSMEs by large enterprises and consortia of MSEs formed by NSIC for the betterment and holistic development of MSMEs in India. After a period of three years i.e., from 1st April, 2015, overall procurement goal of minimum of 20% will become mandatory for all PSUs. Hence, there is a requirement to understand the procurement policy and implement it across the organisation vis-a-vis adopt vendor management strategies locally as well as country wide to promote overall growth for MSMEs in India. In practicality, there is a gap of implementation of this act. Many of the PSUs have limitations of sourcing scheduled 358 items notified, enterprises in usage of EM-II certification from DIC- manufacturer or services, etc.

OBJECTIVES

The participants will be able to appreciate:

- Increased levels of expertise. This provides sourcing enterprises (PSUs) with a greater depth to their supply chain and allows for the potential of inter-firm learning and co-operation.
- Ability of enterprises to draw together complementary skills in order to bid for large pieces of work that as individual enterprises they would be unable to compete for the potential for economies of scale to be realised by further specialising production within each enterprise, by joint purchasing of common raw materials to attract bulk discounts or by joint marketing.
- Strengthening social and other informal links, leading to the creation of new ideas and new businesses.
- Improved information flows within a cluster, for example, enabling finance providers to judge who is the good entrepreneur and business people to find who provides good support services.
- The very substantial divide between the current outdated procurement and provisioning practices in government and the new integrated supply chain management function necessitates a phased implementation approach through effective vendor management.

CONTENT

Module 1	Understanding the Public Procurement Policy and Vendor Development and Management with MSME clustering in India and the key attributes for policy making.
Module 2	Vendor Development and its challenges under globalisation.
Module 3	Capacity building and bringing larger corporate to develop and involve in vendor development in India.
Module 4	Understanding challenges and strategies of procurement planning and development.
Module 5	Understanding private sector participation in infrastructure projects under Public Private Partnership (PPP) especially infrastructure, power, roads & bridges, health, tourism, education sectors.
Module 6	Understanding the simplification of rules & procedures, certification and use of Information & Communication Technology (ICT) for hassle-free, timely procurement of goods and services to meet the aggressive procurement plan.
Module 7	Best practices for the Vendor Development process in other Industries.
Module 8	Revenue generation for MSME's
Module 9	Creating upstream and downstream Industries
Module 10	Standardization of the process flow and different certifications

DELIVERABLES

The participants can able to understand the entire eco system of the VDP and link it with the National Procurement plan which would boost the upstream and the downstream industries.



Innovative Product Development for MSEs

Program Code: NER07

Duration: 3 Days



RATIONALE

In business and engineering, new product development (NPD) is the complete process of bringing a new product to market. A product is a set of benefits offered for exchange and can be tangible (that is, something physical one can touch) or intangible (like a service, experience, or belief). There are two parallel paths involved in the NPD process: one involves the idea generation, product design and detail engineering; the other involves market research and marketing analysis. Enterprises typically see new product development as the first stage in generating and commercialising new product within the overall strategic process of product life cycle management and used to maintain or grow their market share.

Innovation and product development services cover the end-to-end spectrum of the product and service life cycle, from discovery and execution to the commercialisation and termination. This revolves **around the end-to-end process development model, supported by proven performance diagnostics and a compelling business case and the Intellectual property creation and recording.**

OBJECTIVES

Ideas for new products: Can be obtained from basic research using a SWOT analysis (Strengths, weaknesses, opportunities & threats). Market and consumer trends, R & D, competitors, focus groups, employees, sales people, corporate spies, trade shows, or ethnographic discovery methods (searching for user patterns and habits) may be used to get an insight into new product lines or product features.

CONTENT

Module 1	Idea Screening: The object is to eliminate unsound concepts prior to devoting resources to them.
Module 2	Concept Development and Testing (Develop the marketing and engineering details and Investigate intellectual property issues and search patent databases.)
Module 3	Business Analysis (Estimate likely selling price based upon competition and customer feedback and Estimate sales volume based upon size of market and research tools, such as the Four-Woodlock equation)
Module 4	Beta Testing and Market Testing (Produce a physical prototype or mock-up and Test the product (and its packaging) in typical usage situations)
Module 5	IPD Management Consulting to improve innovation and product development capabilities where it matters most. Focus areas include fast innovation, frugal engineering, product life cycle management, R&D efficiency and more.
Module 6	IPD Managed Services to better execute parts of our client's IPD work at lower cost. Focus areas include engineering services, IPD analytics, Content-Management and embedded software development.
Module 7	Co-Innovation to help clients and their value chains create, build and operate new innovative businesses.
Module 8	Copy-Right Protection: Intellectual Property Rights are to be protected and registered with the right Govt. Body and the registration process.
Module 9	Field Visit: Understanding the product idea and prototyping from firms

DELIVERABLES

The participants can able to design appropriate products and services as per their Vision & Innovation.



Branding and Marketing Strategies through Internet for MSEs

Program Code: NER08

Duration: 1 week



RATIONALE

Micro, small and medium enterprises have found that internet and social media helps them get increased exposure for growing into the market. Internet as well as social media has caused an unprecedented shift in the way business is done to-day. The explosive growth of social media sites is overwhelming proof that this arena is ideal for connecting with existing customers and engaging with prospects. Few excellent insights enable to get an organisation on the path to branding success. The necessity of communicating with customers through online channels and the role that internet and social media could play in both obtaining and retaining customers is enormous. Websites are now the brand ambassadors as well as gateway for all the customer orientations.

OBJECTIVES

The programme is designed to enable participants:

- Comprehend changes in the consumer behaviour and its imperatives on advertising, branding, and ultimately how all these yielding return on investment (RoI).
- Understand value of website and traffic generations and utilise website as a valuable tool for marketing.
- Assess implications of Porter's 5 Ms to RoI
- Utilise search engine optimisation and marketing to generate traffic and monitoring tool especially drawing the benefits of social networking and building market expertise.

CONTENTS

Module 1	Consumer behaviour, branding and advertising
Module 2	Search engine optimisation (SEO) and search engine management (SEM)
Module 3	Create strategic partnerships and generating revenues
Module 4	Identify and recruit influencers and its implications
Module 5	Gain competitive intelligence and apply for competitive advantage
Module 6	Be an industry leader - not a follower by differentiation strategy
Module 7	Get your message out to many – FAST.

DELIVERABLES

The participants will be in a position to support MSMEs to reach domestic and global markets using IT and e-commerce techniques

Ecommerce and Online Retailing for MSEs

Program Code: NER09

Duration: 1 week

RATIONALE

This intensive course focuses on behaviour and engagement, throughout the customer lifecycle and is the best place to start the training in ecommerce. Viewing retail from the customer's perspective and examining multichannel challenges and trends participants will learn the building blocks of online retailing, understanding how to increase customer value online and off-line.

This course is a highly retail-focused and more strategic alternative to offline business models.

OBJECTIVES

- To understand the basics of ecommerce and online retailing for MSEs
- To practice and learn about the online applications

CONTENT

1. Service touch points will be looked at, in the context of how brands make implicit and explicit promises to customers.
2. The key channels for marketing and acquisition i.e. email, display, search, affiliates, aggregators, social and mobile, will be examined, with a view to optimising their use in SMEs.
3. Online merchandising and selling, through data management, usability and testing is covered along with channel integration and customer services. The course consideration is performance frameworks for creating e-commerce successful teams and a profitable businesses in SMEs.
4. Lab time would be provided for hands on experience.

This course is ideal for participants working within the retail and ecommerce sectors but is also suitable for the digitally minded/quick learners who are new to working in ecommerce looking to approach the subject from a strategic perspective.

Module 1	Setting the scene
Module 2	Product, stock and proposition
Module 3	Marketing and acquisition - overview of key channels
Module 4	Online merchandising and selling
Module 5	Retention and insight
Module 6	Usability, testing and user experience
Module 7	Integration across channels
Module 8	Service, focus and touch points
Module 9	Performance Frameworks
Module 10	Recap on key learning points
Module 11	Lab Hours

DELIVERABLES

- An understanding of the retailing basis for ecommerce, along with a recognition of additional skills required
- An understanding of the issues and interactions demanded by multichannel and cross-channel retailing
- An understanding of what it takes to bring your brand proposition to life, increasing customer value



Internet & Social Media Marketing Strategies

Program Code: NER10

Duration: 3 Days



RATIONALE

Around 88% of micro and small enterprises have found that social media helps them get increased exposure for growing into the market. Internet as well as social media has caused an unprecedented shift in the way business is done today. The explosive growth of social media sites is overwhelming proof that this arena is ideal for connecting with existing customers and engaging with prospects. Few excellent insights enable to get an organisation on the path to social media success. The necessity of communicating with customers through online channels and the role that social media could play in both obtaining and retaining customers is huge.

OBJECTIVES

The programme is designed to enable participants:

- Understand value of website and traffic generations.
- Appreciate a website is a valuable tool for marketing.
- Utilise Search Engine Optimisation and marketing to generate traffic and using an website as billboard.
- Benefits of social networking and building market expertise.

CONTENT

Module 1	Google as Search Engine
Module 2	SEO & SEM
Module 3	Create strategic partnerships
Module 4	Identify and recruit influencers
Module 5	Gain competitive intelligence
Module 6	Be an industry leader - not a follower
Module 7	Get your message out to many - FAST

DELIVERABLES

Through case studies, executives will be exposed to a wide variety of practical issues including modes of international business, international marketing, global supply chain management, acquisitions and mergers, import/export methods, foreign exchange risks.



Development of Enterprises through Cluster Development in Northeastern Region

Program Code: NER11

Duration: 1 week

RATIONALE

The importance and contribution of the micro, small and medium enterprise (MSME) sector to the economic growth and prosperity is well established in most of the developed and developing countries. The role of MSME sector in terms of employment creation, upholding the entrepreneurial spirit and innovation has been crucial in fostering competitiveness in the economy. To support, encourage and strengthen small enterprise sector, Government of India has been taking many proactive steps. It is proved all over the world that MSME sector can boost its competitiveness through networking and this process is easier and more sustainable if the enterprises work very closely with one another in clusters. Also they can build their competitive strength through cost reduction, up-gradation in value chain and utilization of collective economies of scale when they co-operate with each other and build linkages with private or /and public service providers. The application of cluster approach has given very good results for sustainable development of MSME sector in both developed and developing nations.

MSME clusters have existed in India for several decades and at present there are more than 6400 in number including rural and artisan clusters. Recognizing their economic potential, the Governments at both central and state have decided to promote cluster development as one of the main pillars of Micro and Small Enterprises Development Policy. A good number of clusters especially artisan and rural based clusters exist in the Northeastern states. Many handloom and handicraft clusters are having potential for development through cluster approach. Because of availability of raw materials, there is a vast scope for development of induced clusters in the area of agro and food processing.

Keeping in view the prospects for development of enterprises in Northeastern Region through cluster development, NRCDC proposes to organize a one-week training programme for implementing officers of clusters of Northeastern Region.

OBJECTIVES

The programme aims to enable the participants to

- ◆ Familiarize the concept of the cluster development approach
- ◆ Scope for development of traditional industries through cluster development methodology
- ◆ Methodology in conducting diagnostic study and Prepare diagnosis report and Validate diagnosis report
- ◆ Develop soft skills useful for cluster development
- ◆ Prepare an action plan for the development of cluster
- ◆ Learn monitoring and evaluation techniques.
- ◆ Promote BDS providers

CONTENTS

The training is divided into six sections involving classroom training and visit to clusters functioning on cluster development mode.

Development of Enterprises through Cluster Development in Northeastern Region

Program Code: NER11

Duration: 1 week

Module 1	Cluster Concepts & Methodology
Module 2	Scope and Dynamics of Cluster Development Process
Module 3	Business Potential – Identification Methods and Other Tools
Module 4	Techniques of Conducting Diagnostic Study
Module 5	Preparation of Strategic Action Plan, and Implementation
Module 6	Monitoring & Evaluation
Module 7	Various Cluster Development Programmes of Government of India

In addition to the above classroom inputs, the participants would be visiting a few clusters to understand cluster development interventions in the areas of Technology, Marketing, Finance and Human Resources.

DELIVERABLES

The proposed training programme would help the officials to understand basics of cluster development methodology, selection of clusters, conducting diagnostic study, preparing action plan and also field visits help them in understanding opportunities for developing enterprises through various interventions.

MSME Clusters Development through Innovation and Incubation

Program Code: NER12

Duration: 1 week



RATIONALE

Innovation is universally accepted as a catalyst for the growth and would benefit Micro, Small and Medium Enterprises (MSMEs), if they adopt innovative ideas. These innovative ideas need the support from the Government too, which plays a key role in facilitating linkages between MSME clusters and R&D institutions. Incubation is a strong instrument for innovation and entrepreneurship. It provides expected resources and value added services for incubates from office space to management support and knowledge. The innovators and start-ups are preferred to locate at Incubators which stimulate and nurture growth process of these enterprises.

Cluster Strategy helps in enhancing industrial competitiveness and innovativeness, if the concerned government institutions assist, mobilize and network the strong cluster stakeholders like entrepreneurs, incubators, cluster executives, industry associations, technical and management institutions and policy makers. These stakeholders try to foster innovation through dense knowledge flows and spillovers. Today most of MSME clusters are facing problem due to lack of access to latest technology, research and development facilities, insufficient finance and workforce imbued with poor technical and managerial skills which are affecting their growth and productivity. New and emerging technology clusters provide huge opportunities for business incubation for a set of required services in the area of technology and management. The firm level and cluster level networks with incubators also may lead to many innovations.

In order to create awareness among key stakeholders on promoting innovation in the clusters and relationship between incubation and clusters, and also sharing some of the experiences, ni-msme proposes to conduct one week Training Programme on “MSME Clusters Development through Innovation and Incubation” for the benefit of the officials of Industries Departments of NE states.

OBJECTIVES

The training programme enables the participants

- To appreciate concepts of innovation and incubation
- To understand the present cluster strategy
- To realize need and importance of networking
- To discuss global initiatives on promotion of innovation in clusters
- To know the advantages accruing through collaboration for collective R&D and innovation
- To familiarize with schemes of Government of India related to Innovation, Incubation and Clusters

CONTENT

Module 1	Cluster Concepts & Methodology
Module 2	Innovation & Incubation
Module 3	Innovative Clusters & IPR
Module 4	Cluster Networks
Module 5	Cluster Branding
Module 6	Innovation Schemes

DELIVERABLES

The participants will be able to design new programmes suitable to their regions and help prospective and practicing entrepreneurs to take benefit from various schemes of Government of India



Infrastructure Development through Public Private Partnership

Program Code: NER13

Duration: 1 week

RATIONALE

MSMEs are engine of growth in growing economy and play a significant role in creating employment for rural and urban population, promotes innovation, and increase global trade. In today's competitive and challenging global village, an extremely vibrant MSME sector is essential for the economic development of developing countries. In spite of best efforts of the Government to promote MSMEs, they face numerous problems that make them vulnerable and prevent their growth. Now-a-days, PPP is a well-known approach for development of private sector and has an important place in Government Industrial policies. PPPs bring public and private sectors together for long term partnership for mutual benefit. Through PPPs, the SMEs get benefit by way of procuring latest technologies and creating physical and social infrastructure. The Governments provide opportunities for young generation/women/industrial staff to enhance their technical skills where as entrepreneurs/artisans go for value addition/ product diversification as well as development of new products. Hence, PPPs will help Governments to meet their objectives. In developing countries, the inclusive growth of SMEs may be achieved through PPP interventions where, the private sector brings skills and core competencies, while government, donors and businesses jointly bring funding and other resources.

PPP is the most efficient and effective mechanism as the partners works together and own responsibility in implementation and management for promotion and development of MSMEs. PPP create a sense of co-responsibility and co-ownership for the promotion of small enterprises. In order to respond to international competitive environment which becomes more severe in today's economic globalization, the competitiveness of local SMEs in developing countries needs to be improved. This improvement is not possible only through private sector's efforts. The Governments in the developing countries also need to contribute and help SMEs in private sector to improve their competitiveness. To achieve the objective of improving competitiveness, public private partnerships (PPP) are very much needed. The Government Agencies are also implementing a good number of schemes to support MSMEs and also for their own requirements like reducing procurement cost etc,

With this back ground **ni-msme** proposes to organize One Week Training Programme on **Infrastructure Development through Public Private Partnership**

OBJECTIVES

- To create awareness on need and effectiveness of PPP
- To scan programmes and schemes related to PPP
- To identify the areas of interventions for PPP
- To help Government Agencies/ Development organizations/ SMEs for PPP interventions
- To discuss role of Public sector enterprises/ SMEs/ NGOs/ Technical Institutions for creation of infrastructure through PPP
- To identify viable PPP

CONTENT

Module 1	Concepts: Public Private Partnership	Module 2	Models of Public Private Partnership
Module 3	SME Development Strategies	Module 4	Principles of Implementation
Module 5	The PPP Process	Module 6	Institutional & Governance Mechanism
Module 7	Government Schemes & Opportunities for Public Enterprises		

DELIVERABLES

The participants will be able to understand and design PPP models/ projects suitable to their regions and help practicing entrepreneurs to take benefit from various schemes of Government of India



General Information



METHODOLOGY

The training approach and tools deployed are typically interactive, designed to facilitate participative learning. Discipline specific theme papers as background material set the tone for introspective learning. Lecture-cum-discussions, case studies, use of IT and video presentations form the major tools. Inclusion of field study visits and in-plant studies in the curriculum ensures an appropriate mix of theory with practice. Renowned subject experts and experienced field level functionaries from the core resource faculty.

MEDIUM OF INSTRUCTION

The medium of instruction is English. Adequate knowledge of English is necessary for the effective participation in the programme.

FIELD VISITS AND STUDY TOUR

Participants will be taken on field visits, and study tour depends on training programme to various organizations.

PARTICIPANTS' ASSIGNMENT

Each participant is required to submit a report on a broad aspect of MSME promotion and to indicate as to how the knowledge acquired would be utilised in his/her back home situation.

CERTIFICATE

Each participant will be given a certificate on successful completion of the programme with satisfactory record of attendance and performance.

The Institute is located near Yousufguda Police Check-Post in the west of Hyderabad city.

VENUE

The programmes will be organised at **ni-msme** campus, which is 35 km away from the Hyderabad International Airport (Shamshabad). Hyderabad city is well connected by rail, road and air with all metro cities of India.

CLIMATE

Hyderabad city is situated in the Deccan Plateau and has varied climate conditions. December and January are cold with night temperature of 10°C. During July - December the maximum temperature ranges from 20°C to 30°C and during February and March the maximum temperature varies between 25°C and 31°C.

COURSE FEE

The programmes are sponsored by the Office of the Development Commissioner (MSME), Ministry of MSME, Govt. of India, New Delhi. Lodging & Boarding will be provided at **ni-msme** campus. However expenditure towards TA/DA would be borne by the respective Departments / State Governments. Please note that no DA will be paid by **ni-msme**.

NOMINATIONS

The number of slots per programme is limited to 30 only. The acceptance of nominations will be on first come first serve basis.

The nominations may please be forwarded to the following address with intimation to the nearest MSME Development Institute:

The Registrar
ni-msme
Yousufguda, Hyderabad – 500 045. India.
E-mail: registrar@nimsme.org / ar@nimsme.org
Phones: +91-040-23608544 (3 lines) 23608316 (4 lines),
Fax: +91-040-23608547 / 23608956, Website: www.nimsme.org.

