

Setting and Promoting Small, Medium and Micro Enterprises / Entrepreneurship and Initiating Self Employment: A joint program of HDF School of Management, Bhubaneswar & XIMB

Introduction

Worldwide, the *micro, small and Medium Enterprises (MSMEs)* have been widely acknowledged as the economic growth engine and promoting inclusive and equitable development. The MSMEs constitute over 90% of the total enterprises in most of the economies and are credited with generating the highest rates of employment growth and account for a major share of industrial production and exports. In India too, the MSMEs play a pivotal role in the overall industrial economy of the country. It is estimated that in terms of value, the sector accounts for about 39% of the manufacturing output and around 33% of the total export of the country. Further, in recent years the MSME sector has consistently registered higher growth rate compared to the overall industrial sector. The major advantage of the sector is its employment potential at low capital cost and all comprehensive boosts given to rural development. As per available statistics, this sector employs an estimated 31 million persons spread over 12.8 million enterprises and the labour intensity in the MSME sector is estimated to be almost 4 times higher than the large enterprises. With Micro Finance and Self Help Group promotion in a massive scale in India, the sector has further been witnessing widening of horizon and facing a large number of constraints and challenges at the same time. With such a radical paradigm shift, the need of the hour is to develop the managerial capability of the entrepreneurs and Enterprise promoters to sustain their efforts over a long period of time.

Objectives

- To upgrade & update the technical and managerial skills of MSMEs/ managers running enterprises/ persons seeking to generate self-employment.
- To cross-fertilise their ideas to use different transformational technologies to address the product demand of a future society and take advantage of Globalization.
- To encourage the MSMEs develop a high quality information base and management system to facilitate their fast growing promotional services and partnership opportunities to achieve a multiplier effect.
- To carve out a realistic road map and action agenda with business strategy plan to follow up at back home situation both at individual or organizational level.

Coverage

- Global Trends, scope and opportunities of MSMEs- An overview.
- Growing Micro Finance and other 21st Century Enterprises-shift to a new Paradigm.
- Sensing, introducing and setting Business Plan Enterprises -An Analysis.
- Formulation, planning and management of Business Plan Enterprises-Introduction of a Project cycle relating to MSMEs.
- Resourcing and Building and Managing Team and Finance; Inter-personal development and Motivation, Managing time.
- Managing Change and building leadership.
- Future product orientation, Market research and Market Management.
- Writing a Project plan.
- Setting An Effective MIS - Makes the Enterprise Grow.
- Developing alliances & partnerships with Global Networks; An Introduction to INSME

- E-Commerce.
- Carving out realistic road map for business strategy plan to follow up at back home situation.

Methodology

The Approach to training will follow a dozen of cross participatory-academic methods. However, there will be a few conceptual sessions coupled with case study analysis, with interactive learning. It will also include multi-media use with display of best practices across the country and the Globe.

Expected Outcomes

- Participants developed critical confidence and required techno-managerial skills in developing and managing their enterprises.
- Participants became more informed managers and strategised for developing appropriate future products including conducting marketing research and developing own project plans and building effective project teams.
- They could build INSME alliances and became a part of such Global networks.
- They prepared an appropriate Business plan to follow up at back home situation.

Expected Participants

Project Leaders, Entrepreneurs, farm/non-farm Owners and Managers at Senior and middle level involved in setting or launching any micro, small or medium business enterprises/employment/Vocations irrespective of representing Govt., NGO, CBO, Panchayati Raj, Corporate houses or Individuals.

Programme Directors

Mr. S. M. Roul
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Duration

5 days: September 21-25, 2009

Venue

Bhubaneswar