

INTERNATIONAL PROGRAMME ON

# Promotion and Development of Micro, Small and Medium Enterprises (PDMSME)

ORGANIZED BY

**National Institute for Micro, Small & Medium Enterprises (ni-msme)**

under the aegis of **Indian Technical and Economic Cooperation (ITEC)** programme of the Government of India

**26 October – 07 November 2026**

ni-msme, Hyderabad, Telangana, India

**10**

Modules

**12 Days**

26 October – 07 November 2026

**30**

Seats

## ABOUT THE PROGRAMME

Employment generation and poverty alleviation remain the central challenges for governments in developing countries, where agriculture can no longer absorb the gainful employment needs of a growing population. As a result, occupational transfer to secondary and tertiary sectors has become inevitable, and the promotion of micro-enterprises among economically weaker sections has emerged as a proven, scalable strategy for inclusive growth and livelihood creation. Globally, MSMEs account for about 90% of businesses, 60–70% of employment, and roughly 50% of GDP, making them indispensable to job creation, poverty reduction, and sustainable development.

India has built a strong track record in supporting targeted groups — including the educated unemployed, tribal communities, ex-servicemen, persons with disabilities and women — through dedicated schemes and support ecosystems for micro-enterprise creation. With over 8.39 crore registered MSMEs supporting more than 37 crore livelihoods, contributing nearly 30% of GDP and around 45–49% of exports, India's experience offers valuable lessons for other developing nations seeking to harness the MSME sector for employment-intensive growth and poverty alleviation.

In view of the above, National Institute for MSME (ni-msme), with its rich experience of conducting various capacity-building programmes in general and having organized various MSME-promotion-specific customized programmes, proposes this exclusive training programme on Entrepreneurship for officers involved in MSME promotion in their respective countries.

## Objectives

- Identify low-investment, high-employment income-generating activities aligned with the skills and aspirations of target groups, including women, youth, tribal communities, ex-servicemen, and persons with disabilities.
- Understand and apply contemporary techniques for promoting and scaling micro and small enterprises across diverse socio-economic contexts and target segments.
- Acquire practical skills to design, implement, monitor, and evaluate MSME promotion programmes for effectiveness, inclusion, and sustainability.
- Familiarize participants with evidence-based strategies for MSME development, covering access to finance, technology adoption, market linkages, regulatory compliance, and digital enablement.
- Share India's experience and best practices in MSME development — including policy reforms, targeted support schemes, and institutional frameworks — to enable adaptation and replication in other developing countries.



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## BROAD CONTENT

The programme is delivered through following TEN structured modules combining policy perspectives, planning tools, institutional linkages, project appraisal techniques and field exposure.

01

### Policies and Programmes of MSMEs

National and state-level policies, classification reforms, and flagship schemes (PMEGP 2.0, CGTMSE, Udyam Assist, SFURTI, Export Promotion Mission) with international benchmarks.

02

### Planning and Promotion for Micro Enterprises

Market scanning, opportunity mapping, cluster/value-chain approaches, and the role of DICs, MSME-DIs, and startup ecosystems.

03

### Institutional Support for Enterprise Development

Functions of NSIC, SIDBI, NABARD, and state agencies; single-window facilitation, Udyam registration, and technology/quality support.

04

### Identification of Viable Enterprises

Selection criteria (demand, skill match, raw material, profitability), sector-specific opportunities, and use of databases and market surveys.

05

### Feasibility Study & Project Report Preparation

Technical, financial, market, and risk analysis; structuring bankable DPRs with cost estimates, means of finance, and break-even analysis.

06

### Project Appraisal Techniques

Financial methods (NPV, IRR, payback, sensitivity), non-financial appraisal (social impact, employment, sustainability), and bank/agency appraisal processes.

07

### Promotion of Micro Enterprises through Livelihood Business Incubators

LBI models, incubation support (mentoring, prototyping, market access), and case studies from tier-2/3 and rural clusters.

08

### Self-Help Groups (SHGs) & Micro Finance

SHG formation and bank linkage, microfinance products (JLG, MUDRA), and financial literacy with digital payment adoption.

09

### Micro-Enterprise Development through PPP and CSR

PPP models for skill/infrastructure/market linkage, CSR-funded enterprise promotion, and best practices from India and abroad.

10

### In-plant Exposure Visits and Project Work Assignment

Visits to micro-units/incubators/CFCs, hands-on DPR preparation and appraisal simulation, and documentation of learnings for replication.



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## EXPECTED OUTCOME

- Understanding of the Indian MSME ecosystem: Participants will gain insights into India's MSME policies, institutional support systems, schemes, and development initiatives.
- Exposure to MSME promotion practices: Participants will understand Indian approaches to entrepreneurship development, technology adoption, cluster development, skill development, and market access.
- International knowledge sharing: Participants will exchange experiences and identify good practices that can be adapted to promote and develop MSMEs in their respective countries.

## TARGET PARTICIPANTS

Personnel associated with policy formulation, planning, promotion, and development of micro-enterprises and income-generating activities in government, non-governmental and voluntary organizations devoted to weaker sections.

## ELIGIBILITY CRITERIA

- Educational qualification: Graduation in any discipline.
- Work experience: Minimum 5 years of relevant work experience.
- Age: Between 25 and 55 years.

## Guidelines to Apply for the Course

- Create a login to apply for the course and furnish all the requisite information. Submit the application online and download the submitted application form.
- Take a printout of the submitted application form and obtain appropriate signatures at all signature placeholders throughout the form, including the English proficiency certificate, medical report, candidate undertaking form and the Employer nomination form.
- Scan the complete application document and submit the physical copies — including the undertaking form and employer nomination form — to the Indian High Commission in your country and e-mail the scanned copy of the executed application form to [ar@nimsme.gov.in](mailto:ar@nimsme.gov.in) with a copy to [vivek@nimsme.gov.in](mailto:vivek@nimsme.gov.in).

Please note that we have very limited seats for the course and the eligible applications will be shortlisted by the Ministry of External Affairs, Government of India on a First Come First Serve basis. If you are interested, we recommend that you submit your application immediately without any delay.

In case you face any technical difficulties in applying — portal issues, login issues or website-related errors — please screenshot the errors and email [ar@nimsme.gov.in](mailto:ar@nimsme.gov.in) with a copy to [vivek@nimsme.gov.in](mailto:vivek@nimsme.gov.in)

## Contact for further details

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## National Institute for Micro, Small and Medium Enterprises (ni-msme)

An Organisation of the Ministry of MSME, Govt. of India, An ISO 9001:2015 Certified  
Accredited as UTKRISHT / उत्कृष्ट, 3-Star Rating by Capacity Building Commission (CBC)  
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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 Innovation, Entrepreneurship & MSME Development for providing pro-business environment to foster the progress of MSMEs towards success and prosperity. The mandate is to assist the Government in formulating policies for growth and promotion of MSMEs. **ni-msme** provides a host of services like training, research, consultancy, information, education and extension for Union/State/UT Governments and all MSME stakeholders including practicing & potential entrepreneurs. **ni-msme** is awarded with National Standards for Civil Services Training Institutions (NSCSTI).

Set up in 1960, **ni-msme** has made valuable contributions by creating an impressive record of achievements beyond Indian shores, enabling several countries to get the benefit of 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 Development (SED), 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 (NRCDC) to help MSMEs through Cluster Development Approach. NRCDC has intervened in the development of more than 150 clusters. The institute is implementing around 50 Rural/Artisan/ Handloom/Handicraft/Agro-Food Processing/Textile clusters across the nation and supporting KVAFSU/Coir Board/NBCFDC/NSFDC. 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 benefited from IP registrations such as Trademarks, Patents and Industrial Designs. Entrepreneur Development Cell (EDC) and Livelihood Business Incubator (LBI) provide mentoring and handholding services to startups/entrepreneurs.

**ni-msme** established FinRISE, A Center of Excellence for Financial Research and Innovation for Sustainable Enterprises to cater the needs of MSEs in enhancing their credit worthiness, promote best practices, inculcate financial discipline and prudence in MSEs ecosystem. **ni-msme** has set up a Centre for Biochar as a climate change mitigation tool for sustainable green remediation practices.

The **Centre for Digital Branding and Marketing (CDBM)**, **ni-msme** empowers MSMEs, FPOs, DFPDs, SHGs, and rural entrepreneurs through digital branding, AI, e-commerce, and social media training. With continuous mentoring and handholding, it enables enterprises to strengthen their digital presence, expand market access, and improve sales. By promoting digital innovation and inclusive entrepreneurship, CDBM supports sustainable economic growth and contributes to the vision of **Viksit Bharat 2047**.

Since 1962 the Institute has trained 6,05,294 participants by organizing 17,618 programmes for Officials from various Ministries of Govt. of India and State Governments. Implementing ITEC Scheme of Ministry of External Affairs, Govt. of India since 1967 and trained 11,032 International Executives representing 145 developing countries. **ni-msme** has completed 962 research and consultancy projects. Imparted skill training to 2,08,622 educated unemployed youth by conducting 6,815 Entrepreneurship & Skill Development Programmes (ESDPs). A National Centre of Excellence for Facilitation of Exports and Technology is envisaged at UDYAM ALOK, **ni-msme** Second Campus.

The management of **ni-msme** rests with the Governing Council (GC) and Executive Committee (EC) appointed by Govt. of India. Shri Jitan Ram Manjhi, Hon'ble Union Minister of MSME, Govt. of India is the Chairman of GC. Sushri Shobha Karandlaje, Hon'ble Minister of State (MoS) for MSME is the Co-Chairman of GC. Shri Bharat Khara, IAS, Secretary, MoMSME, Govt. of India is the Vice Chairman of GC and Chairman of the EC. Ms. Mercy Epat is the Joint Secretary (SME), MoMSME, Govt. of India and Dr. Ashutosh A. Murkute is the Director General of the Institute.



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