



PROGRAMME BROCHURE

FIRST MDP

MANAGEMENT DEVELOPMENT PROGRAMME (February 23-27, 2025)

SPONSORED BY: O/O DC-MSME, GOVERNMENT OF INDIA

CONDUCTED BY: NATIONAL INSTITUTE OF RURAL DEVELOPMENT & PANCHAYATI RAJ, NORTH EASTERN REGIONAL CENTRE, GUWAHATI (ASSAM)

ABOUT NIRDPR

The NIRDPR is an apex organisation under the Ministry of Rural Development, Government of India (GoI) for training, research, action research and consultancy in rural development. It is the think tank of the Government of India on issues pertaining to rural development. The Institute serves as a forum for discussion and debate on issues of common concern and attracts academics and development practitioners from all over the country and abroad. It is recognised nationally and internationally as a 'Centre for Excellence in Rural Development' in general and 'Centre for Excellence in HRD Research and Training' by the UN-ESCAP in particular, and has been actively engaged in organising and imparting international training, conducting workshops and carrying out consultancy works during the last four decades.



The North Eastern Regional Centre of the National Institute of Rural Development & Panchayati Raj (NIRDPR-NERC) came into existence in July 1983 in Guwahati with the aim to orient its training and research activities to the specific needs and potentials of North Eastern States. The Centre is located at Jawaharnagar, Khanapara, Guwahati adjacent to Assam Administrative Staff College and Veterinary College, & K K Handique Open University. It is located at a distance of about 15 km from Guwahati Railway Station and Central ASTC Bus Stand and is about seven km from the Lokpriya Gopinath Bordoloi International Airport.

THE MANDATE OF THE INSTITUTE

- Conduct training programmes, conference, seminars and workshops for senior development executives
- Undertake, aid, promote and coordinate research on its own or through other agencies
- Analyse & provide solutions to problems encountered in planning and implementation of the programmes for rural development, natural resource management, decentralised governance, IT applications, Panchayati Raj and related issues etc
- Disseminate information through periodicals, reports and other publications in furtherance of the basic objectives of the Institute

NOMINATION FORMAT

Title of the Training Programme:

*Management Development Programme
(February 23-27, 2025)*

Patron: Dr. R Murugesan

Course Coordinators: Dr. Ratna Bhuyan & Er.
S K Ghosh

Nomination forms duly filled in to be returned to:

Dr. Ratna Bhuyan/ Er. S K Ghosh
Programme Coordinators
National Institute of Rural Development
North Eastern Regional Centre
Jawaharnagar, Khanapara
Guwahati-781022, Assam
9854050437 (M); 9435349979 (M)

E-mail: [ratnabhuyan.nird@gov.in/](mailto:ratnabhuyan.nird@gov.in)
skghosh.nird@gov.in

1. **Name of the Participant:**
2. **Designation & Present Assignment:**
3. **Department/Organization:**
4. **Address for Communication
with telephone No. and proper codes:**

Tel: (O)

Tel: (R)

Fax:

1. **Age:**
2. **Educational Qualification:**

Date:

Place:

Signature of the sponsor with seal

MANAGEMENT DEVELOPMENT PROGRAMME

(February 23-27, 2025)

Sponsored by



Ministry of Micro, Small and Medium Enterprises
Government of INDIA

Organised by



**NATIONAL INSTITUTE OF RURAL
DEVELOPMENT AND PANCHAYATI RAJ
NORTH EASTERN REGIONAL CENTRE
NIRDPR LANE, NH-37
JAWAHARNAGAR, KHANAPARA
GUWAHATI-781022**

MANAGEMENT DEVELOPMENT PROGRAMME (MDP)

Promotion of entrepreneurship in any society is said to be the key to socioeconomic change and development. More so, worldwide there is a growing appreciation and interest on promoting rural entrepreneurship. Both farm and nonfarm sectors across the rural gamut in India hold huge potential to promote entrepreneurship. However, more often than not, these sectors are often viewed only as cushions for self-sustained economies. In India, although the different flagship programmes of the government like the NRLM, ASPIRE, FPO promotion schemes of NABARD, SFAC etc emphasises upon promotion of entrepreneurship among women and youth in the farm and non-farm sectors, many challenges adorn the path to promoting rural entrepreneurship. Only a right set of strategic interventions with right efforts can cut across these challenges.

Enterprise creation is a process wherein along with motivation and confidence building, one also needs to guide and disseminate knowledge on managing a business unit. Though strategic initiatives vary across different farm and non-farm enterprises, no enterprise can do without a business management plan. Having a business management plan which is viable and feasible needs acumen and knowledge on the different aspects of the enterprise which is proposed to be taken up. But even before, drawing the business management plan itself is a methodical exercise which one should have a-priori knowledge about. Focus should be on the different

Management aspects.

It is in the above light that the duly sponsored Management Development Programme under the 'Entrepreneurship and Skill Development Programmes (ESDP) scheme' of the Ministry of MSME, GoI is proposed for capacity building of the youth and existing/prospective entrepreneurs of Assam.

Objectives

- i. To orient the participants on the concept of managing a business for promoting micro enterprises.
- ii. To equip the participants on the process, approaches and strategies of drawing management plans in the micro-enterprise sector.

Course Content

The course content would cover the following broad areas:

- Business Planning and Identifying Business Opportunities
- Human Resource Management
- Marketing Management
- Documentation
- Materials Management
- Financial Analysis and Decision Making
- Information Technology & Digital Marketing
- Supply Chain Management
- Retail Management
- Managing Inventory & Materials
- Quality Management
- Leadership Fundamentals
- Managing Conflict and Change

Participants' Level

Youth and Existing/ Prospective Entrepreneurs

Methodology

Adult Learning Methodology would be followed in the Programme. The methodology shall include lectures, group discussions, group work, field visit etc. Audio visual aid and other TLMs would be extensively used in the programme to facilitate better understanding on the subject. Besides the Faculties from NIRD-NERC, subject experts from government and non-government organisations would take sessions in the programme.

Course Fee

There is no course fee.

Duration

Five Days (February 23-27, 2025)

Course Coordinators

Dr. Ratna Bhuyan & Er. S K Ghosh

Sponsored by: DC-MSME, MoMSME, GoI