

## PROGRAM STEERING COMMITTEE:

Dean (R&D), I.I.T. Delhi (Chairman)  
Dr. Anil Wali, MD, FITT, IIT Delhi  
Shri Pradeep Jolly, Jt. MD, Fena Ltd.  
Shri Rajive Chawla, President, IamSMEofIndia  
Prof. Sudhir K. Jain, Coordinator, SIDBI Program, I.I.T. Delhi (Member Secretary)

Shri K.R. Arya, Ex-DG, NIESBUD, GoI  
Shri H.K. Mittal, Advisor, DST, GoI  
Chief General Manager (P&D), SIDBI

The **SIDBI Program in Entrepreneurship** was established at I.I.T. Delhi in 1996 with corpus support from SIDBI for organizing various programs for the benefit of the SMEs through imparting sound training to the managers/supervisors and suitably qualified children of entrepreneurs who would get the desired training in a shorter duration and simultaneously add on on-the-job experience win the family business enterprises. Entrepreneurship Awareness Camps (EACs) and Skill-cum-Technology Up-gradation Programs (STUPs) have been the other activities which have been regularly organized under the **SIDBI Program**. The first formal recognition of this area by the Board of Governors of IIT Delhi came in 1987 when an Entrepreneurship Development Cell (EDC) was set up at the Institute with Prof. Vinayshil Gautam as its coordinator. Support for entrepreneurship activity at IIT Delhi has been merited from Ministry of Human Resource Development, Department of Science and Technology, Ministry of MSME, Banking Institutions and the Corporate World. It has institutional linkages both within and outside the country.

Entrepreneurship related other activities conducted under this **Program** include: Research Project on “**Problems & Training Needs Assessment of SMEs**”, Development of Case Studies, Publication of **SSI Management Vision**, short term programs on Managerial skill development, Business Plan Competitions etc. Publication of the book “**Technical Entrepreneurship: Issues of Research and Applications**” was also published as the result of serious initiatives on past coordinators of the Program. Faculty of DMS has been associated with National Entrepreneurship Parks, National S&T Entrepreneurship Development Board and various other committees. **Prof. Sudhir K. Jain**, Former Head of the Department of Management Studies, I.I.T. Delhi has actively nurtured this Program and strongly carried forward the entrepreneurship activity at I.I.T. Delhi.

## For further details, contact:

*Project Assistant*

*SIDBI Program, Room No. 605 (6<sup>th</sup> Floor)*

**Department of Management Studies  
Vishwakarma Bhawan\***

**Indian Institute of Technology Delhi**

**Hauz Khas, New Delhi – 110 016.**

Tele : 011-26596267, 26591168

E-Mail : [sidbiprogram@gmail.com](mailto:sidbiprogram@gmail.com)

Website : [www.iitd.ac.in](http://www.iitd.ac.in)

\*direct & easy entry to Vishwakarma Bhawan is from Shaheed Jeet Singh Marg, i.e. the road on which Qutab Hotel and Technology Bhawan (Ministry of Science & Technology) are located.

## MANAGEMENT SKILL FORMATION PROGRAM FOR ENTREPRENEURIAL VENTURES

### MODE OF SELECTION:

Last Date for receiving Applications	: 14.06.2016	(5 p.m.)
Interviews	: 15.06.2016	(9 a.m.)
Interview Result	: 15.06.2016	(6 p.m.)
Program Fee payable by	: 17.06.2016	(3 p.m.)
Offer to waitlisted applicants	: 17.06.2016	(4 p.m.)
Course Commencement	: 20.06.2016	(8 a.m.)

## HOW TO APPLY

Apply on A-4 size plain paper alongwith one page bio-data, one PP size photograph & photocopy of graduation or equivalent certificate to: SIDBI Program Coordinator, Department of Management Studies, Vishwakarma Bhawan, I.I.T. Delhi, Hauz Khas, New Delhi – 110016

## Continuing Education Program INDIAN INSTITUTE OF TECHNOLOGY DELHI



SIDBI Sponsored

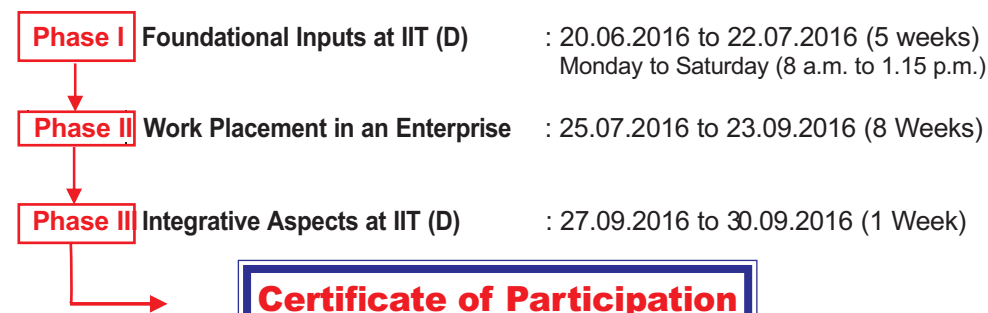
## 23<sup>rd</sup> Small Industries Management Program (SIMAP)

**Extremely Beneficial Program for  
SME Managers & Budding Entrepreneurs**

## MANAGEMENT SKILL FORMATION PROGRAM FOR ENTREPRENEURIAL VENTURES

**(20<sup>th</sup> June 2016 to 30<sup>th</sup> September 2016)**

*A unique non-residential Part-time Course  
on developing skill competencies  
for small & medium industries management*



Co-ordinator: **Prof. Sudhir K. Jain**

Department of Management Studies, I.I.T. Delhi

**Venue: Department of Management Studies,  
Vishwakarma Bhawan, I.I.T. Delhi**

## THE NEED

With the ongoing and impending liberalization of the Indian Economy, the domestic industry would be facing an increasing competition as well as large opportunities due to entry of large number of multinationals, which would require high quality vendor support and ancillarization. Thus, there is an obvious need for higher level of professionalism in sensing opportunities, making plans, and managing the entrepreneurial ventures to succeed. The need to manage the entrepreneurial enterprises more effectively in the present era is more than ever before.

In our country there is no dearth of resources, whether material or human. What is essentially lacking is **effective management**. It is a myth that management skills are primarily required for large sized firms. There is a great need for imparting managerial skills to a very large number of persons who are either currently employed in, or are potential/operational owner-managers of small business enterprises. Management techniques applied in large firms cannot just simply be 'scaled down' to be applied to the small-scale firms. There is a need for appreciating the issues, problems and prospects of small business firms/enterprises/factories in more realistic setting.

## OBJECTIVE

The objective of the program is to facilitate the creation of a managerial cadre uniquely equipped to handle the operation and growth process of small sector undertakings through the tested and scientific methods of renewal.

On successful completion of the course the participants will be able to:

- i) Appreciate the key managerial inputs essential for successful entrepreneurial and enterprise functioning.
- ii) Develop first hand perceptions, under suitable guidance, of field conditions in this sector.
- iii) Develop self-learning capacities and specialisation for themselves for future growth and thereby assist more meaningfully the enterprises to which they relate.
- iv) Develop skills for managing and starting entrepreneurial ventures.

## FOR WHOM

**Fresh and young graduates, entrepreneurs, owner-managers, senior and middle level managers of small & medium enterprises. Especially useful for S&T background students and graduate/graduating children of entrepreneurs.**

## PROGRAM FEE

The program is being sponsored and highly subsidised by **Small Industries Development Bank of India** as well as I.I.T. Delhi. The fee for the whole program payable through **bank draft** favouring **"Registrar, IIT Delhi"** is: Rs. 28,500 (Rs. Twenty Eight Thousand Five Hundred only)

**NUMBER OF SEATS: 40** (can be extended up to maximum of 50)

## PROGRAM DESIGN

The Package Design of the Programme is modular and sequential in three phases, the successful completion of which will lead to the award **Certificate in 'Enterprise Management'**.

**Phase I:** Foundational Inputs in Management Concepts, Techniques & Practices w.r.t. Entrepreneurial Enterprises

**Phase II:** Skill formation for Management Cadre of Entrepreneurial Ventures in an Enterprise.

**Phase III:** Project Report, Presentation and Integrative Aspects.

Classroom Instructions in Phase I would be at I.I.T. Delhi from Monday to Saturday, from 8 a.m. to 1.15 p.m. with 75% attendance requirement along with and clearing the 'Test of Learning' for entitlement of award of '*Certificate of Participation*'. The work placement in Phase II should preferably be in small or medium enterprise. Participants will be required to prepare and submit "Phase II Project Report" and present the same through Power Point in Phase III.

## TOPICS FOR DISCUSSION

### I Business Economics, Enterprise Development General Management Module:

India's Industrial Policy & economic development; Role of SMEs in Indian economy; Venture Idea generation; Project feasibility analysis & Business Plan preparation; Starting an enterprise; Intellectual Property Rights & their use & importance for SMEs; Technology sourcing & selection; General management principles and functions.

### II Manufacturing Services and Operations Management Module:

Enterprise production systems; Relevant factors for facilities location, layout and design; PPC in Small firms; Materials and inventory management; work study and value engineering; Total Productivity; Quality standards; Total Quality Management; Supply Chain Management; MIS.

### III Accounting and Financial Management Module:

Fundamentals of accounting, book keeping, management and cost accounting; Balance sheet, P&L Statements, preparation and interpretation; Working capital management; Capital budgeting; Sources of finance; Tax planning; Governmental interface.

### IV Organisation and Human Resources Management Module:

Organisation design and structure; Human resources selection and induction; Performance Appraisal; Inter-personal relations; Leadership; Communication; Motivation; Stress Management; Industrial relations & labour laws; Team building; Time management; Organizational culture.

### V Marketing Management Module:

Marketing challenge and opportunities; Market measurement and segmentation; Marketing Planning; Marketing Mix; Product attributes, branding & packaging; Pricing; Distribution Channels; Advertising & sales promotion; Personal selling; Sales force management; Services Marketing; Rural marketing; International marketing; Consumer Protection Act; Case studies.

### VI Information Technology Module:

Information technology applications in SMEs; E-commerce with specific reference to SMEs.

### VII Strategic Management Module:

SWOT Analysis; Strategic analysis; Strategy development and implementation; Strategic Alliances; Balanced Score Card; Strategic change & flexibility.

➤ **Instructional Methods include lectures, discussions, field visits, on job exposure, management games, case analysis, interactive sessions, panel discussions, other relevant audio-visuals.**

## FACULTY

Faculty members, experts and guest speakers would be both from within I.I.T. Delhi and from outside institutions specializing in small and medium sector enterprises. Owner-managers & Managers of SMEs are also invited to interact with the participants. Govt. officials in the ministries of MSME, S&T etc. are invited for SME policy inputs to the participants. Successful entrepreneurs provide extremely useful inputs to the participants of the program so as to ensure that they succeed well and escape the possible failures.