

Programme on  
**Marketing Strategies for**  
**MSME**  
**Business**

**July 8 – 11, 2019**

*Coordinator*  
**Dr Sarita Bhatnagar**



**National Institute of  
Bank Management  
Pune, India**

# Programme on Marketing Strategies for MSME Business

The Micro Small and Medium Enterprises (MSME) sector in India today is a network of 63.4 million enterprises contributing 37.5 per cent of India's GDP, providing employment to 120 million persons. It contributes to 45 per cent of manufacturing output, and about 40 per cent of exports directly or indirectly. Recognizing the potential of the sector, both Government of India and Reserve Bank of India (RBI) have been laying substantial emphasis on means to energize the sector. Government schemes like Pradhan Mantri Mudra Yojana, Standup India, Make in India, etc., clearly indicate the significance attached by Government and RBI to the sector. Budget 2017 has provided further boost to growth of sector by doubling the lending target under PMMY, to Rs. 2.44 lakh crores. Traditionally MSME segment across the world has been facing credit access constraints, and in India according to fourth census of MSME, close to 96 per cent of MSME were dependent on informal sources. In addition to initiatives like establishing Small Finance Banks, setting targets for banks to strengthen lending, RBI has reiterated the need for development of new products, providing advisory and increasing the pool of trained human capital to effectively develop this very important sector.

Banks in turn are designing products, revamping processes and establishing specialized MSME branches and loan processing hubs.

In this context the programme has been designed to strengthen the banks' initiatives towards developing the MSME portfolio. The uniqueness of segment in terms of diversity, product expectations and service needs, demands the marketing initiatives to be streamlined accordingly.

Equipping the managers at all levels and particularly those handling the MSME portfolio with credit, marketing and relationship management skills in addition to understanding the dynamics of the vibrant MSME ecosystem and customer needs will be helpful to banks in increasing their share in the segment.

## Objectives

- To understand the MSME banking in the context of emerging opportunities and challenges
- To develop skills and strategies for effective handling of MSME portfolio
- To understand the perspective of stakeholders in MSME banking to realign the marketing initiatives.

## Course Content

- MSME Banking: Emerging Scenario
- MSME Business Development: Challenges and Solutions
- Marketing Strategies for MSME Business
- Stakeholders Perspective: MSME Banking
- Strengthening Bank Customer Relationships
- Financing MSME
- NPA Management
- Sales Management

## Inputs

The program has been designed to provide a holistic view of MSME Banking, customer needs and expectations, best practices in MSME business development and credit mechanisms. Interaction with stakeholders in the MSME banking segment in addition to practicing bankers will help develop skills for better handling of portfolio.

## Target Group

**Scale III, IV and V officers in MSME Department Head Office and from controlling offices, MSME loan processing centers, specialized MSME branches and branch managers of branches with MSME exposure.**

## Dates

July 8 – 11, 2019

The Programme will begin at 9.00 am on July 8 and will conclude by 5.00 pm on July 11, 2019.

## Venue

NIBM Campus, Kondhwe Khurd  
Pune, India.

## Accommodation

The programme is fully residential. Participants will be provided well-furnished single room AC accommodation in the Institute's hostel complex on the campus. However, they will not be permitted to bring their family members to stay on the campus. In case any Officer/Executive with physical/medical disability is being nominated, kindly inform us in advance with particulars of disability to facilitate necessary arrangements.

The Institute has facilities for outdoor and indoor games and a large walking/jogging trail for physical fitness besides a yoga centre. Participants are therefore encouraged to bring appropriate clothes/gear.

## Programme Coordinator

**Dr Sarita Bhatnagar**

Assistant Professor

(Strategic Planning, Marketing and Control Area Group)

## Last Date for Receiving Nominations:

June 28, 2019

## Last Date for

## Availing Early Bird Incentive of 5%:

June 22, 2019

(See fee structure on home page of the website)

## Nominations and Enquiries

Please address your enquiries and nominations to:

Dr Sarita Bhatnagar

Programme Coordinator

National Institute of Bank Management

NIBM Post Office, Kondhwe Khurd

Pune 411 048 (INDIA)

Tel. : 0091-20-26716000 (EPABX),  
26716130 (Direct)

Fax : 0091-20-26834478

E-mail : sarita@nibmindia.org

**For further details, visit us at Website:  
www.nibmindia.org**

## Programme Fee (per participant)

US \$ 1600 for foreign participant

(See fee structure on home page of the website for incentive)

|                    | Fee   | GST  | Fee+GST | TDS  |
|--------------------|-------|------|---------|------|
| Member Banks :     | 36000 | 6480 | 42480   | 3600 |
| Non-Member Banks : | 42000 | 7560 | 49560   | 4200 |

The fee includes the cost of tuition, board and lodging facilities, teaching material, etc. (Goods and Services Tax (GST) @ 18% and TDS @ 10%. Kindly send the TDS Certificate on priority to NIBM).

### Mode of Payment for Indian Participants

- The fee may preferably be transferred by RTGS/NEFT/ECS to our A/c No. 20002400021 with Bank of Maharashtra, NIBM Branch, Pune (IFSC Code MAHB0001124). NIBM PAN No. AAATN0040P and GSTIN No. 27AAATN0040P1ZJ.
- National Institute of Bank Management  
NIBM Post Office, Kondhwe Khurd, Pune 411 048, INDIA.

### Mode of Payment for Foreign Participants

#### Mode of Remittance: SWIFT\*

1. Name & Address of our Bankers : **Oriental Bank of Commerce  
C-2, Shop No. 4-5, Bramha Estate  
Kondhwe Khurd, Pune 411 048  
Maharashtra, India**
2. Name of the Account : **National Institute of Bank Management**
3. NIBM's Bank Account No. with Oriental Bank of Commerce : **Current A/C 11281131004402**
4. Bank's Swift Code : **ORBCINBBFCP**
5. Oriental Bank of Commerce A/c No. with Correspondent Bank : **36152559**
6. Preferred currency : **USD**
7. Correspondent Bank : **CITIBANK N.A.**
8. Swift code for Citi Bank : **CITIUS33**

**\* The Foreign Bank Charges/ SWIFT charges/Commission is to be borne by the remitter. The fees mentioned in the invoice/brochure is to be paid to NIBM, net of all bank charges.**

**\*Payments will be accepted only through electronic mode.  
Cheques/DDs/Pay Orders will not be accepted.**

- **For all electronic remittances, kindly send a confirmatory e-mail at: [accounts@nibmindia.org](mailto:accounts@nibmindia.org) giving details of the remitter and participant, name and dates of programme, etc.**

Please see programme fee structure on home page of the website for early bird incentive, incentives for SAARC and other developing countries, mode of remittance, Pune City route map and local conveyance.