



Ministry of Commerce & Industry
Government of India



MSME
MICRO, SMALL & MEDIUM ENTERPRISES
सूक्ष्म, लघु एवं मध्यम उद्यम

Online Certificate Course

on

Product Promotion & Packaging in post-COVID Era

(A dual certification programme for business owners, young entrepreneurs and packaging professionals)

(10th to 14th August 2020)

I - Batch



Organized by



National Institute for Micro, Small and Medium Enterprises

(An Organisation of the Ministry of MSME, Govt. of India and ISO 9001:2015 Certified)
Yousufguda, Hyderabad - 500 045, India.
Tel: 91-40-23608544, 23608546 - 218
E-mail: info@nimsme.org | Website: www.nimsme.org



भारतीय पैकेजिंग संस्थान Indian Institute of Packaging

An autonomous body under the Ministry of Commerce & Industry, Govt. of India

LUX-3, Industrial Estate, Sanath Nagar, Hyderabad-18,
Telangana. Tel.: +91-40-23814321, 29568021
E-mail: iiphyd@iip-in.com | Website: www.iip-in.com

About the Course

Featuring highly integrated online demonstration of LIVE units, the “Product Promotion & Packaging in post-COVID Era” certification program is designed to equip and strengthen the marketing and promotion efforts of MSMEs by introducing them to the latest available packaging technologies, e-marketing of products in COVID-19 era and testing of packaging materials.

This course will prepare MSMEs and their employees for the challenges and opportunities ahead. The 5 days (10 hour) program delves into essentials of product packaging, e-marketing, business fundamentals, emerging packaging technologies, best practices that are of special interest to entrepreneurial business leaders and MSME units.

The importance of packaging function in business realization is becoming widely recognized and accepted in the industry. Technical Knowledge in Packaging has thus become essential for all the stake holders.

Immersed in dynamic case studies, interactive faculty presentations, and individual and group exercises, you will focus on corporate growth, leadership expertise, and financial success. In addition to renowned industry guest speakers, the program features self-assessment and coaching sessions to help you balance your business objectives with your personal and professional goals.

The time between sessions is carefully structured for you to test new skills and ideas at work, gather feedback from colleagues, analyze the results online with faculty and peers.





About

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

ni-msme, the pioneer entrepreneurship development institute, is playing a pro-active role in providing techno-managerial services to foster the progress of MSMEs towards success and prosperity. The principal charter of this institute is policy advocacy to Government of India on MSMEs, help the practicing and potential entrepreneurs through a host of services like training, research, consultancy, education and extension. The institute also undertakes consulting assignments, evaluation/ impact studies, and preparation of detailed project reports for the benefit of different section of population.

Set-up in 1960, **ni-msme** has expanded its reach to embrace the entire developing world and also associated with prestigious organization such as ITEC, TCS-CO, UNIDO, UNESCO, ILO, CFTC, UNICEF, AARRO, GIZ. In line with the national objective of economic development through industrialization and based on the expertise available, **ni-msme** has identified Entrepreneurship Development, Skill Development, Policy Advocacy, Technology Up-gradation & Transfer, Quality Management Services, Information Services, Intellectual Property Rights (IPR), Cluster Development, Financial Services and Environment Concerns as thrust areas. Over the years **ni-msme** has built the capacity of several thousands of senior officials in Government of India, state governments, financial institutions, educational institutions and industry associations through executive trainings, workshops, seminars. With vast experience in MSME arena, we offer to organize entrepreneurship and skill development programs, executive programs, education programs, research and consultancy in your state for all stakeholders.

ni-msme Teaching

Our distinctive coaching method is highly integrated into the program to accelerate both individual and team growth. Individual coaching sessions and facilitated team meetings will help you develop your unique leadership style and create a personal action plan for ongoing development. All coaching sessions are strictly confidential, giving you the freedom to share your personal goals and professional challenges.

Indian Institute of Packaging: (IIP)

The Indian Institute of Packaging (IIP) is a National Apex Body which was set up in 1966 by the packaging and allied industries and the Ministry of Commerce & Industry (MoCI), Government of India (GoI), with the specific objective of improving the packaging standards in the country. The Institute is an Autonomous Body working under the administrative control of the Ministry of Commerce & Industry (MoCI).

The Institute endeavors to improve the standard of packaging needed for the promotion of exports and create infrastructural facilities for overall packaging improvement in India. This is achieved through the Institute's multifarious activities which are today, in line with those of premier packaging institutes the world over. The Institute aims to make India a focal point for contemporary developments in Art, Science, Technology and Engineering, with respect to the field of Packaging.

The Institute began in a very humble way, with an office at Mumbai. It has now expanded, with its Head Quarter and Principal Laboratories at Mumbai and Regional Centers located at Chennai, Kolkata, Delhi, Hyderabad and Ahmedabad.

The Institute has linkages with International organisations and is a founder member of the Asian Packaging Federation (APF); member of the Institute of Packaging Professionals (IOPP), USA; the Institute Packaging (IOP), UK; Technical Association of Pulp and Paper Industry (TAPPI), USA and the World Packaging Organisation (WPO), Austria.

Over the last 54 years, the Indian Institute of Packaging has been able to establish well-equipped laboratories for testing of various packaging material and packages at its principle laboratory at Mumbai and also its branch offices at Chennai, Kolkata, Delhi, Hyderabad and Ahmedabad, with continuous efforts towards up-gradation. The laboratory has got the facility for testing over 300 parameters covering different areas like mechanical, chemical and physico-chemical properties of packaging material and packages. IIP also issues UN Certification for export packages for hazardous goods and equipment calibration standardization certificates.

The Hyderabad Center of the Institute was established in the year 2006. Like the Head Office, Hyderabad Centre and other centers extend testing facilities to the packaging industry for domestic distribution and export, as per National and International Standards like the Bureau of Indian Standards (BIS), International Organization for Standardization (ISO), British Standards (BS), American Society for Testing Materials (ASTM) and others.

In addition to testing & certification services, IIP also provides the following:

- ◆ Education Services:
 - Two Years Post Graduate Diploma in Packaging (PGDP)
 - Eighteen Months Diploma in Packaging through Correspondence (DPC)
 - One/ Three Months Intensive Training Course (ITC)
 - Customized Training Programs
- ◆ Consultancy services to packaging industries
- ◆ Research & Development Projects



Course Modules & Sessions Details

Module 1 : Management & Promotion of Products in Post COVID-19 Era

Session Details—Each session shall be of 1-hour duration

Faculty—Renowned faculty from **ni-msme**

Session 1 : Analyzing and Pursuing Opportunities in COVID-19

- Expand your knowledge of key frameworks and approaches for analyzing your current business
- Identify opportunities as well as threats and develop a plan to address them
- Assess your leadership style and your organization's ability to implement your plan

Session 2 : Leading Growth through e-Transformation

- Understand the analytical and leadership capabilities needed to drive profitable growth
- Develop a plan for leading e-transformational change and sustaining profitable growth
- Assess the leadership, organizational, and governance capabilities needed during periods of profitability or expansion



Session 3 : Planning e-Future Transitions

- Develop your business strategy going forward and a game plan for executing it
- Identify future business and personal transitions as well as strategic approaches or navigating them strategically
- Balance your business objectives with your personal and professional goals

Session 4 : e-Entrepreneurship: Drive high growth while reducing uncertainty and risk during COVID-19

- Identify and prioritize opportunities and risks
- Use business analytics to turn a viable opportunity into a focused strategy
- Experiment to refine the business model and improve operations
- Attract top talent and key resources to turn your vision into reality
- Build the capabilities and organization to launch and scale a business

Session 5 : Global e-Markets: Gain e-strategic insight into the international business environment

- Recognize the e-opportunities and challenges of doing business across borders.
- Analyze country context and risk and decide where to locate your business.
- Explore the economic, political, cultural, and social challenges of conducting business globally.
- Examine approaches for growing your company in an uncertain world economy.

Session 6 : e-Marketing: Formulate the key components of a successful social media marketing strategy

- Identify market opportunities that create value for customers.
- Build effective go-to-market programs that attract and retain customers and capture value.
- Include digital marketing tools and strategies to enhance profitability.
- Evaluate and adjust your firm's marketing plan and allocation of resources.
- Manage your company's two key marketing assets—customers and brands.
- Develop growth and change approaches to address unique market dynamics.

Module 2 : Packaging of Products in Post COVID-19 Era and Testing of Packaging Materials

Session Details – Each session shall be of 1-hour duration

Faculty – Renowned faculty from IIP

Session 1 : Overall Scenario of Packaging Industry

- Expand your knowledge about packaging industry and product packaging
- Identify opportunities to establish your own packaging unit

Session 2 : Types of Packaging Materials and their Testing

- Understand various types of packaging materials and identify the best suitable packaging material for your product
- Know about the testing techniques of various packaging materials – paper, plastic, CFB, wooden pallet, etc. including transport worthiness tests

Session 3 : Latest Developments in Packaging

- Identify the probable challenges to be faced by the packaging industry in post-COVID era as well as strategic approaches or navigating them strategically
- Develop a plan for transformational change and sustaining profitable packaging

Session 4 : Challenges for Packaging Industry in post-COVID Era

- Know about the latest techniques in product packaging
- Assess the organizational capabilities needed to adopt the new packaging methods



The Fee Structure and the Course Duration is as follows:

Batch - I	:	10 th August to 14 th August 2020
Mode	:	Online
Minimum Batch Size	:	50
Hours, Days	:	10 hours, 5 days
Schedule	:	2 hours per day (16:00hrs to 18:00 hrs)
Course Fees	:	Rs. 9500/- (excluding taxes).

Registration along with payment of fees should be done Online.

Website	:	www.nimsme.org/course
URL	:	https://nimsme.org/RegistrationForm-2238



Conclusion Session:

Putting the Pieces Together

- Identify opportunities and threats in your company's strategic position.
- Analyze the strengths and weaknesses of your company's e-capabilities and resources.
- Compare your company's financial performance with that of your competitors.
- Practice pitching an opportunity and receive feedback from your peers.
- Conduct a country analysis and present the results.
- Assess the value and growth options for your company.
- Analyze the potential benefits and risks of strategic projects.
- Improve your leadership style through actionable peer feedback.
- Develop an action plan for leading growth and e-transformation.
- Assess current and future strategy based on your progress
- Evaluate your ability to execute your strategy upon completing the program.
- Prepare for e-transitions in your business and in your personal situation.
- Expand your knowledge about packaging industry and product packaging
- Identify opportunities to establish your own packaging unit
- Understand various types of packaging materials and identify the best suitable packaging material for your product
- Know about the testing techniques of various packaging materials
- Identify the probable challenges to be faced by the packaging industry in post-COVID era
- Know about the latest techniques in product packaging

Contact Details of Indian Institute of Packaging

Head Office & Principal Laboratories

Director : Dr. Tanweer Alam

E-2, MIDC Area, Andheri (E), Mumbai – 400 093, Maharashtra

Tel: 022-28219803 / 6751 / 9469 | Fax: 022-28375302 / 28328178

E-mail: director-iip@iip-in.com

Hyderabad

Joint Director & Regional Head: Dr. Gaurav Madhu

Address: Lux-3, Industrial Estate, Sanath Nagar, Hyderabad – 500 018

Tel: 040-23814321 | E-mail: iiphyd@iip-in.com

Contact Details of ni-msme

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

(An Organisation of the Ministry of MSME, Govt. of India)

Yousufguda, Hyderabad – 500 045

Phone : +91-40-23608544-218, +91-40-23608317-217

Fax: +91-40-23608547, +91-40-23608956, +91-40-23541260

Email : info@nimsmc.org

Director (Marketing & Business Development)

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

(An Organisation of the Ministry of MSME, Govt. of India)

Yousufguda, Hyderabad – 500 045

Email : directormarketing@nimsmc.org

Registrar

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

(An Organisation of the Ministry of MSME, Govt. of India)

Yousufguda, Hyderabad – 500 045

Email : ar@nimsmc.org