

**Office of the Development Commissioner
(Micro, Small & Medium Enterprises)
Nirman Bhawan, New Delhi
(Admn Division)**


Subject: - Training Programme for the MSME-DO officials.

Following training programme is being organised by NIESBUD, Noida as per schedule given below;

S.	Training Institute	Training Programme	Venue	Duration
1.	NIESBUD, Noida	Training of Trainers (Strategic Marketing)	Noida (U.P.)	8 th to 12 th February, 2016

2. The main contents of the aforesaid training programme are;
 - (a) Training Need Analysis/ Training evaluation techniques/ Training Methodologies;
 - (b) Competitor Appraisal/ Strategic Segmentation/ Brand Positioning Strategies;
 - (c) Integrated Marketing Communication/ Models of Communication;
 - (d) Digital Marketing/ Concept of Market Led Extension.

3. It is requested to kindly nominate the suitable official(s) for the said training programme to this division latest by **15.01.2016**.


(R.C. Tully)
Director, Admn

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1. All Divisions (as per list) – Hqrs. office.
 2. All Director(s) & I/C's – MSME-DIs/ TCs/ Br. MSME-DIs/ TIs.
 3. SENET Div. – to upload the same on the website.
 4. Notice Board.

DC(MSME) I.D. No. A-35012(5)/2015-IC&CD

dated 04.01.2016