

**Office of the Development Commissioner
(Micro, Small & Medium Enterprises)
Nirman Bhawan, New Delhi
Admn (P&T) 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;
- Training Need Analysis/ Training evaluation techniques/ Training Methodologies;
 - Competitor Appraisal/ Strategic Segmentation/ Brand Positioning Strategies;
 - Integrated Marketing Communication/ Models of Communication;
 - Digital Marketing/ Concept of Market Led Extension.
3. It is requested to kindly nominate the suitable official(s) for the said training programmes to this division latest by **19.01.2016**.



(Surender Kumar)
Dy. Director, Admn (P&T)

1. ADC(AK)/ ADC(KS)/ JDC(SRS)/ JDC(SB)/ AIA(SS)/ Dir(AM)/ Dir(UCS)/ Dir(RKR)/ Dir(SVS)/ Dir(OPM)/ Dir(SKS).

2. All Divisions (as per list) – Hqrs. office.

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

dated 18.01.2016