


Management Development Programme on **Business Development for Micro Enterprises**

 **March 19 - 21, 2025**







Background

In an ever-evolving business landscape, microenterprises face unique challenges in scaling operations and ensuring sustainability. This MDP is designed to equip microentrepreneurs, managers, and business leaders with tools, frameworks, and strategies to enhance business development capabilities and foster growth. This program is designed to address challenges faced by micro enterprises in scaling their businesses.



Objective

-  To build overall capabilities of leadership, finance, marketing, human resources and operations in owners/managers of micro enterprises.
-  To develop new strategies for expansion and diversification of micro enterprises.
-  To interact and learn from the experiences of several fellow entrepreneurs both among the co-participants as well as other guest speakers
-  To enhance managerial efficiency.

Content



Pedagogy

This is an offline residential programme with the blend of interactive lectures, discussions, and learning from practitioners. Sessions will be supplemented by video presentations, group work, experiential learning processes, hands on exercises, quiz, and case studies.

Who should attend?

The programme has been designed for the



Entrepreneurs, owner-managers, and top executives of SMEs who are concurrently responsible for major decisions in several basic and functional areas.



Executives of industrial and regional development agencies including banks and financial institutions which assist small and medium enterprises.

Programme Coordinator



Dr. Kajal Sitlani
Assistant Professor
School of Development Studies
IIHMR University, Jaipur

The programme will be offered by a team of national and international subject experts.



Nominations/Registration

Please send your nominations/registrations to the following address:

Programme Officer (Training)
IIHMR University
1, Prabhu Dayal Marg, Sanganer Airport,
Jaipur-302029, Rajasthan, India

Duration and Venue

The programme will start on Wednesday, March 19, 2025, and will conclude on Friday, March 21, 2025. The programme will be held at IIHMR University, 1, Prabhu Dayal Marg, Sanganer Airport, Jaipur – 302 029. The University campus provides a learning environment for the participants, who are welcome to use the library and recreational facilities at the campus.

Certificate

A certificate of participation on completion of the programme will be issued by IIHMR University, Jaipur.

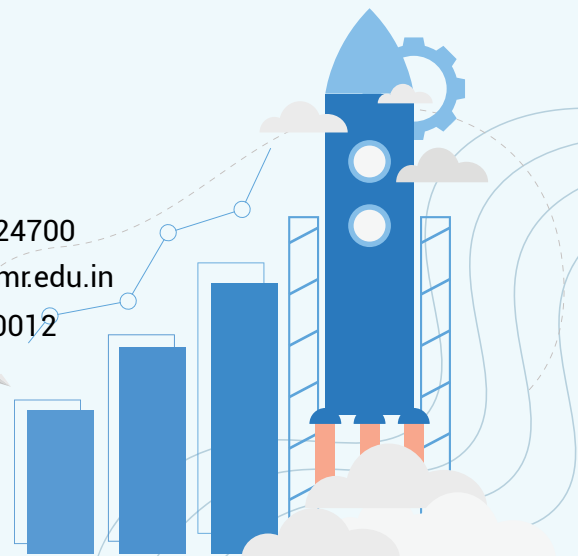
Programme fee

The programme fee for Indian participants is Rs. 24,750 plus GST (18% as applicable), and for international participants it is USD 462 plus GST (18% as applicable). The programme fee covers tuition, background reading material, lodging, and boarding.

Discounts on Fee

- ➔ **Early Bird Discount:** Nominations received with payments before four weeks will be entitled to a 10% early bird discount.
- ➔ **Group Discount:** Any organization sponsoring four or more participants to the programme will be entitled to a 20% discount on the total fee payable, provided that at least four participants attend the programme.
- ➔ **Maximum Discount:** Organizations can avail themselves of both the discounts subject to a maximum discount of 20%.

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