

• Learn • Collaborate • Transform

## Empowering MSMEs for Sustainable and Competitive Growth

5 Days - One Week  
Management Development Programme (MDP)

On

Financial Management for MSME



NIIT University, Neemrana

December 15-19, 2025



### About MSME Development Institute, Jaipur

MSME Development Institute, Jaipur (under the Ministry of Micro, Small and Medium Enterprises, Government of India) supports the growth and competitiveness of MSMEs in Rajasthan. Established to provide technical, managerial, and policy-related assistance, the institute offers training programmes, project guidance, technology upgradation support, cluster development, and facilitation of government schemes and incentives. It plays a key role in fostering entrepreneurship, skill development, and sustainable industrial development across the state.

### About NIIT University, Neemrana

NIIT University (NU), established in 2009 in Neemrana, Rajasthan, is a premier not-for-profit institution committed to nurturing talent through industry-linked, research-driven, and technology-integrated education. The university emphasizes digital transformation, sustainability, and experiential learning. With a strong collaboration network across leading industries and research organizations, NU offers programmes that integrate classroom learning with practical exposure, internships, and live industry projects. The campus is designed as a fully green and carbon-conscious learning environment, providing students and professionals with a space that fosters innovation, collaboration, and growth.

### About Laghu Udyog Bharati

Laghu Udyog Bharati (LUB), founded in 1994, is more than an organization—it is a national movement for micro and small enterprises. With over 61,000 members across 590+ districts, we are India's largest voluntary industrial network. Laghu Udyog Bharati (LUB) is a national organization dedicated to the growth and development of Micro, Small, and Medium Enterprises (MSMEs) across India. With a strong grassroots presence, LUB works to promote industrial entrepreneurship, support local businesses, and strengthen MSMEs through networking, knowledge sharing, policy representation, and capacity-building initiatives.

### Key Services Provided

- Entrepreneur Support & Guidance for starting and expanding MSME units.
- Awareness Programs & Workshops on technology, finance, markets, and government schemes.
- Policy Advocacy & Representation to address MSME challenges with government and regulatory bodies.
- Market and Business Networking Platforms connecting MSMEs with buyers, suppliers, and collaborators.
- Assistance for Registration & Compliance including Udyam, GST, GeM, and other Compliance measure.
- Promotion of Women & Youth Entrepreneurship through training, mentorship, and exhibitions.



## About the Programme

MSMEs are the backbone of India's industrial and economic development. However, challenges in financial planning, cost management, and strategic decision-making often limit their growth. To support capacity building and business excellence, a One-Week Management Development Programme (MDP) is being organized jointly by the Ministry of MSME (Government of Rajasthan), Laghu Udyog Bharati, and NIIT University, Neemrana. This programme aims to strengthen the managerial and financial skills of MSME owners, managers, and entrepreneurs through practical sessions, expert lectures, case studies, and interactive discussions. Participants will gain actionable insights and tools to improve profitability, operational efficiency, and long-term sustainability.

## Key Features of the MDP

1. Financial expertise sessions by NIIT University faculty, industry professionals, and MSME officials.
2. Practical, case-based learning focussed on real scenarios faced by MSMEs.
3. Hands-on financial tools for costing, budgeting, pricing, and profitability analysis.
4. Guidance on MSME schemes, subsidies, and regulatory compliance.
5. Interactive discussions & peer learning among MSME owners and managers.
6. AI-Driven Financial Planning & Risk Assessment for MSMEs
7. Certificate of participation issued by MSME department subject to minimum attendance of 80%.

## Programme Objectives

- To enhance financial and managerial decision-making abilities of MSME entrepreneurs.
- To develop understanding of cost structures, pricing strategies, and financial planning.
- To familiarize participants with government support schemes and incentives.
- To improve operational efficiency and sustainability of MSME enterprises.
- To strengthen strategic thinking for growth, competitiveness, and innovation.

## Learning Outcomes

**After completing the programme, participants will be able to:**

- Analyze financial statements and use financial ratios for decision-making.
- Apply costing and budgeting techniques to control expenses and improve profitability.
- Evaluate business investments using tools such as NPV, IRR, and Payback.
- Manage working capital effectively to ensure smooth business operations.
- Identify and utilize relevant MSME government schemes, incentives, and support systems.
- Prepare actionable business improvement plans based on financial insights.

## Target Audience

**This MDP is designed for:**

- MSME Owners and Entrepreneurs.
- Production, Finance, and Operations Managers.
- Supervisors and Team Leaders.
- Start-up Founders and Emerging Business Leaders
- Members of Laghu Udyog Bharati

## Eligibility

- Minimum 18 years of age
- Minimum qualification: 12th Pass
- Preference will be given to MSME Representatives / Entrepreneurs
- Last Date to Apply: 11 December 2025

**Programme Fee: No Registration Fee**



## Resource Persons



**Dr. Gurendra Nath Bhardwaj**

Dr. Gurendra Nath Bhardwaj is a distinguished Professor of Economics at NIIT University, Neemrana, with over 28 years of experience spanning academia, industry, and community-focused development initiatives. He earned his PhD in Applied Economics from the Faculty of Commerce, University of Lucknow, in 2003. A prolific academician, Dr. Bhardwaj has presented and published more than 100 research papers in collaboration with undergraduate and postgraduate students across nationally and internationally reputed platforms. His scholarly interests include economic policy, labour economics, rural development, financial literacy, MSME growth, and sustainable socio-economic models. Dr. Bhardwaj plays a pivotal role in industry-academia engagement, currently working closely with MSMEs, farmers, and community stakeholders to help improve livelihoods through efficient resource utilisation and capacity-building. His recommendations on policy frameworks for rural development and labour economics have been submitted to both state and central government bodies. He is also actively involved in grassroots entrepreneurship and value-chain development. As a mentor to craftsmen, artisans, and micro-enterprises under the One District One Product (ODOP) initiative of the Government of India and the Government of Uttar Pradesh, Dr. Bhardwaj contributes to empowering local producers and strengthening rural economies. Highly committed to education, research, and societal transformation, Dr. Bhardwaj continues to drive meaningful impact through mentorship, policy advocacy, and community development initiatives.



**Dr. Vikas Upadhyaya**

Dr. Vikas Upadhyaya is currently serving as an Associate Professor and Area Head – Electronics and Communication Engineering in the Department of Electronics and Communication Engineering, as well as the Faculty In-Charge of the Centre for Innovation, Incubation, and Entrepreneurship at NIIT University. He earned his Ph.D. in Electronics and Communication Engineering from NIIT University, Neemrana, with a specialization in a multiple-sensor approach for security and surveillance. Before joining NIIT University, he worked as an Assistant Professor at Techno India NJR Institute, India. Dr. Upadhyaya has published 3 patents, 10 journal papers, and 26 conference papers in reputed journals and conferences. He has guided numerous projects in Electronics, Robotics, and Image Processing, including a student project supported by the Defence Research and Development Organisation (DRDO), Government of India, on Automated Vehicle Detection using an Integrated Sensor Approach. His research interests include Artificial Intelligence, Machine Learning, Computer Vision, Sensors, and Intelligent Transportation Systems.



**Dr. Sanjeev Kumar**

Dr. Sanjeev Kumar is Professor & Dean Department of Management Raffles University Neemrana, Ph.D , CFA(ICFAI), M. Com, Diploma in Business Finance, He has over 17 years of teaching experience. His teaching interest includes subjects like Financial Management, Securities Analysis, Portfolio Management, Financial Accountings, Economics, Derivative Analysis and Valuation, International Financial Management, Management accounting, Income Tax Law, Project Finance, Strategic Financial Management, Fixed Income Securities, Quantitative Method in Finance etc.



**Dr. Anil Kumar**

Dr. Anil Kumar is an Assistant Professor of Commerce and Management at the Tribhuvan College, Nalanda University Centre, Neemrana. With a robust academic foundation, Dr. Kumar holds a Ph.D., an MBA, and an M.Com degree. Demonstrating expertise in his field, he is also qualified in the UGC NET in both Commerce and Management. Dr. Kumar brings 14 years of extensive teaching experience, specializing in the subjects of Economics and Finance.



**Samreen Rehman**

She is a doctoral researcher with an academic background in Accountancy and Business Statistics. Her research focuses on the socio-economic vulnerability of migrant workers, with a special emphasis on labour market challenges and the barriers created by domicile status in accessing employment and state-sponsored benefits. She holds an M.Com in Accountancy & Business Statistics and has cleared CA-PCC. In addition to her research, she has worked as a Subject Matter Expert and contributed to the design and development of coursework in Operations Management. Her academic interests include labour economics, social welfare policies, and financial management, with a focus on policy-driven solutions to reduce exclusion and improve the portability of rights for migrant workers.

### Organising Committee

**Chairperson**

**Prof. Parimal Vijay Mandke**  
Vice President, NIIT University

**Patron**

**Prof. Prakash Gopalan**  
President, NIIT University

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**Mr. Krishan Kumar Yadav**

State Executive Committee  
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