



DEPARTMENT OF MANAGEMENT STUDIES,
NATIONAL INSTITUTE OF TECHNOLOGY SILCHAR

ADVANCED MANAGEMENT DEVELOPMENT PROGRAM

***“From Vision to Victory: Advanced
Techniques for Business Growth”***

1st - 6th March, 2025



ENTREPRENEURSHIP AND SKILL DEVELOPMENT PROGRAM (ESDP)
OFFICE OF DEVELOPMENT COMMISSIONERATE
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES (MSME), GOVERNMENT OF INDIA



सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय
MINISTRY OF
MICRO, SMALL & MEDIUM ENTERPRISES

INSTITUTION BACKGROUND

NIT Silchar is recognized nationwide as one of the leaders of Engineering and Research Institutes. The developments over the years speak volumes about the quality of education imparted in the Institute. This is also well reflected in the faith the companies have reposed in the students as they keep on visiting the Institute for recruitment. NIT Silchar is ranked 40 (Engineering) and 83 (Overall) in 2023 NIRF Ranking. Internationally it is ranked at band of 601-800 by THE and 401-450 by QS Asia in the year 2024.

Starting its journey in 1967 as Regional Engineering College, in 2002 it was upgraded to the status of National Institute of Technology and was declared as Institute of National Importance under the National Institutes of Technology Act, 2007. The sprawling lush and opulent campus covers an area of almost 700 acres, accommodating more than 3500 students (B.Tech, M.Tech, M.Sc, MBA, and PhD Scholars), state of the art support system accompanied by an excellent infrastructure adds up to its reputation.



ABOUT THE DEPARTMENT

The Department of Management Studies (DoMS), National Institute of Technology Silchar started its journey on August 21, 2012, and operates in a dedicated facility equipped with smart classrooms, a comprehensive library, computer labs, and seminar halls, all supported by a committed faculty. Student performance is closely monitored, ensuring consistent feedback and improvement. Regular interactions with industry leaders and frequent industrial visits enrich the learning experience.

The department has a remarkable success placement record for the graduating batches each year. The department organizes various management events through the “Management Society,” a platform for aspiring managers to brainstorm and implement their ideas while engaging in meaningful events. The departmental magazine, “AAGHAZ,” also provides students a venue to share their innovative thoughts and creative insights. The department also engages in various research and consultancy projects, seminars, academic conferences, and publications.





ABOUT THE PROGRAM

"From Vision to Victory: Advanced Techniques for Business Growth" is a dynamic and intensive program designed to equip entrepreneurs with the strategic tools and insights needed to navigate the complexities of modern business landscapes. This comprehensive training initiative delves into advanced methodologies and tactics essential for transforming visionary concepts into tangible business success stories. Participants will explore cutting-edge strategies for market expansion, product innovation, sustainable scaling, effective resource management, fintech solutions, digital marketing, IPR, and retail and logistics management. Through a blend of interactive lectures, case studies, and mentorship sessions, attendees will gain invaluable skills in strategic planning, risk management, and decision-making, empowering them to lead their ventures to new heights of growth and profitability. This program will offer entrepreneurs and business leaders a transformative learning experience tailored to drive real-world results and turn entrepreneurial visions into triumphant realities.



DESCRIPTION OF THE TOPIC

"From Vision to Victory: Advanced Techniques for Business Growth" is a specialized training program meticulously crafted to equip entrepreneurs and business leaders with the essential skills and strategies needed to propel their ventures to new heights of success. In today's rapidly evolving business landscape, merely having a vision is not enough; it requires advanced techniques to turn that vision into a reality. This program goes beyond the basics, delving into the intricacies of strategic planning, market expansion, innovation, risk management, and resource optimization.

Through a blend of interactive workshops, real-world case studies, and expert mentorship, participants will gain invaluable insights into navigating complex challenges and seizing growth opportunities. This program targets entrepreneurs and business leader aiming to take their organization to the next level. This program provides a transformative learning experience tailored to drive tangible results. The journey from vision to victory, where entrepreneurial dreams are transformed into triumphant realities.





PROGRAM OBJECTIVES

The Entrepreneurship and Skill Development Program (ESDP) of MSME is designed to empower aspiring entrepreneurs and business leaders with the essential skills and strategies needed for success in today's dynamic market. By focusing on key areas such as strategic planning, innovation, decision-making, and leadership, the program aims to foster the growth of small and medium enterprises. Participants will not only enhance their individual capabilities but also contribute to the overall vitality of their organizations. Below are the specific objectives of the program, outlining the skills and knowledge participants will gain.

- **Strategic Growth Plans:** Participants will create tailored growth strategies to identify new market opportunities and expansion paths.
- **Innovative Product Development:** By engaging in workshops, participants will foster creativity within their organizations to develop products or services that meet market demands.
- **Improved Decision-Making:** Participants will enhance their decision-making skills using data analytics and market insights to navigate uncertainties and seize new trends.

- **Optimized Resource Allocation:** The program will teach participants how to allocate financial, human, and technological resources effectively for maximum return on investment.
- **Effective Leadership:** Leadership training will equip participants with the skills to inspire their teams and promote a collaborative and accountable work culture.
- **Enhanced Competitive Edge:** Participants will learn advanced strategies to gain a competitive advantage in their industries and achieve sustained growth.
- **Networking and Collaboration:** The program will facilitate connections with industry experts and peers, fostering valuable networks for new business opportunities.
- **Measurable Business Impact:** The program aims to achieve tangible results, such as revenue growth, increased market share, and enhanced brand recognition, demonstrating the effectiveness of the skills learned.





ELIGIBILITY

The program intends to impart practical business skills and knowledge to early-stage and experienced entrepreneurs willing to grow their businesses.

- Minimum Qualification: **Graduation**
- Must have their own **existing business**
- Entrepreneurs must be from **North East Region of India**



PROGRAM DURATION AND DATE

The program will be conducted for 1 week

March 1 to March 6, 2025.



PROGRAM FEES

No program fees for the eligible participants.



PARTICIPANTS

The program has a limited seat of 25 participants only.

Participants from all categories (General, OBC, SC, and ST) can apply.

Women and participants from weaker sections of society are encouraged to apply for this program.



PROGRAM VENUE

NIT Silchar, Silchar, Cachar, Assam - 788010.



AMENITIES & FACILITIES

The participants will be provided with **free** in-campus accommodations and food.

**Accommodation will be given only to outstation participants as per availability.*

[Click HERE to Register](#)





SESSION EXPERTS



Dr. Binita Tiwari
Assistant Professor
Indian Institute of
Technology Kharagpur



Dr. Deepika Pandita
Associate Professor
Symbiosis Institute of
Business Management,
Pune



Dr. Bhairab Chandra Patra
Assistant Professor
Indian Institute of
Management Sambalpur



Prof. Debomalya Ghosh
Professor
Assam University, Silchar



Dr. Siddharth Misra
Assistant Professor
XIM University



Mr. Ankur Deb
Branch Manager
NEDFi, Silchar



Dr. Saurabh Verma
Assistant Professor
National Institute of
Technology Silchar



Dr. Binoti Patro
Assistant Professor
National Institute of
Technology Silchar



Mr. Anil Jain, CA
Chartered Accountant
Anil & Hitesh
Associates, Silchar



PROGRAM COORDINATOR



Dr. Dibya Nandan Mishra
Assistant Professor,
Department of Management Studies,
National Institute of Technology, Silchar

PROGRAM CO-COORDINATOR



Dr. Ashim Kumar Das
Associate Professor,
Department of Management Studies
National Institute of Technology, Silchar

NODAL OFFICER



Dr. Sumit Bhowmik
Associate Professor,
Department of Mechanical Engineering,
National Institute of Technology, Silchar



HOW TO REACH NIT SILCHAR

Silchar is directly connected by rail to Lumding and Guwahati, with numerous daily train services operating between Silchar and Lumding. The NIT campus is approximately 10 kilometers from Silchar railway station. The preferred mode of transportation to the campus is auto-rickshaw, with an estimated fare of around Rs. 200-300.

Silchar is conveniently connected to several cities by road. A 326 km National Highway links Silchar directly to Guwahati, with numerous day and night buses operating between the two cities every morning and evening. Upon arriving at ISBT-Silchar, you can take a taxi to the NIT campus, with an estimated fare of Rs. 200-250.

There are daily direct flights to Silchar from cities such as Kolkata and Guwahati, operated by various airlines. The Institute campus is about 35 km from the airport. Private taxi services are available for hire, with the total fare to the NIT campus ranging from approximately Rs. 700 to Rs. 750.





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CONTACT:

Dr Dibya Nandan Mishra

(Program Coordinator)

Assistant Professor

Dept. of Management Studies

NIT Silchar

+91 9886893380/ dibya@mba.nits.ac.in



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