

## **PRESS RELEASE**

### **IMGC & REM**

NIESBUD completed successfully two international programmes viz, International Marketing & Global Competitiveness (IMGC) & Rural Enterprise Management (REM) from 1st July – 8th August 2014. There are a total of 21 participants from countries namely: Afghanistan, Egypt, Ghana, Ethiopia, Mauritius, Uzbekistan, Tanzania and Zimbabwe have been attending these programmes.

The six weeks programmes included the classroom sessions of intensive experimental learning blended with structural exercises and skill practice, role play, business games and group discussion. The 10 days study visit to various organizations and business enterprises at Ahmedabad, Gandhinagar, Dehradun, Massourie and Agra provided them the opportunity to see in the real life situation the Indian varied experience in international marketing and rural enterprise development.

The valedictory function of these two programmes was held on 8th August 2014 at 12.15 P.M. in the Institute Campus. Shri Arun Kumar Jha, Director General while welcoming the dignitaries and the participants highlighted the importance of the training learning during the programmes and its uses in back home situation. The Programme Director appreciated the hard work of the participants who worked during the whole training course as a family and prepared the back home action plan for using their learning in the back home situation for the betterment and development of people of their countries. The News Letter prepared, designed and layout by the magazine committee from the participants was appreciated by all the people present there.

In the valediction, the chief guest Shri Alak Niranjana Singh, Economic Advisor, PNC Bank, the First Secretary, Embassy of Lesotho, Counsellor Embassy of Myanmar, First Secretary Nigeria High Commission and Dy. Chief De Mission, Embassy of Afghanistan, participated and expressed their great satisfaction with the impressive feedback given by the all eight countries participants.