



Government of India

**National Remote Sensing Centre**

Indian Space Research Organisation

ISO 9001:2015



**National Institute for Micro, Small and Medium Enterprises**

(An Organization of the Ministry of MSME, Govt. of India and ISO 9001-2015 Certified)

**Location-Based Services**



**Online Certificate course in  
“Location Based Services through Bhuvan”  
(A certification program for MSMEs, Start-ups,  
Entrepreneurs, Students)  
27 Sep – 1 Oct 2021**

Bhuvan is a Geo-Platform of ISRO showcasing Multi-Sensor, Multi-Platform and Multi-Temporal Satellite Imagery data for the entire country. Location based services (LBS) are software applications built on web or mobile platforms that capture and enable intelligence based on position in real time. From cab aggregation, logistics management, navigation, tracking, weather updates etc., many applications use geographic position to provide information to users. Businesses worldwide now rely on LBS and its analytics to get breakthrough insights and patterns leading to new opportunities to explore.



## About

### National Institute for Micro, Small and Medium Enterprises

National Institute for MSME (ni-msme), the pioneer institute in the field of MSME is playing a major role in providing pro-business environment to foster the progress of MSME towards success and prosperity. The raison detre of this Institute is to assist the Government in formulating policies for micro, small and medium enterprises and to help the practicing and potential entrepreneurs through a host of services like training, research, consultancy, information, education and extension.

Set up in 1962, National Institute for MSME (ni-msme) has made valuable contributions by creating an impressive record of achievements beyond the Indian shores, enabling other developing countries to get the benefit of the Institute's facilities and expertise. The Institute is associated with prestigious world bodies such as UNIDO, UNESCO, ILO, CFTC, UNICEF, AARDO and GIZ.

ni-msme's intellectual activities are pursued by its four Schools of Excellence, viz., School of Enterprise Development (SED), School of Enterprise Management(SEM), School of Entrepreneurship & Extension (SEE) and School of Enterprise Information & Communication (SEIC). The Institute has been publishing Small Enterprise Development and Management Extension (SEDME) Journal since 1974 in the domain of small enterprises, attracting contributors and users not only from every corner of the country but also from other developing as well as developed nations.

## About the course



The joint training program organized by National Institute for MSME (ni-msme) and NRSC will be focused on the usage and benefits of Location-based services within the web and mobile applications and will cover the following areas:

- Bhuvan Web Geoportal
- Location-based intelligence
- Mobile Mapping
- Navigation & Vehicle Tracking
- Incident Mapping
- Geotagging Apps

## About



### National Institute for MSME (...contd)

The Institute is having theme focused Centers like National Resource Centre for Cluster Development (NRCD) for helping the MSMEs by implementing the Cluster Development Approach. At present, the Institute is involved in development of more than 50 Rural, Artisan, Industry clusters across the nation and supporting to KVIC, Coir Board, NBCFDC, NSFDC and various state Governments for development of Handlooms, Handicrafts, Food Processing and Textiles Clusters. Intellectual Property Facilitation Centre (IPFC) provide IP advisory services to various research and academic institutions, Clusters, SMEs, Start-ups & Individual innovators. Around 350 SMEs & Start-Ups got benefited from IP registrations including 102 Trade Marks, 41 Patents, 4 Copyrights, 6 Industrial Designs and one Geographical Indication. Goods & Services Tax Cell (GSTC) provide GST registrations and tax compliances, Entrepreneur Development Cell (EDC) and Livelihood Business Incubator (LBI) supports MSMEs for creating a favorable ecosystem for entrepreneurial development in the country. The Institute stores and supplies information that helps to make a successful entrepreneur who is well versed in the intricacies of business and can participate in business activities intelligently and diligently through its Small Enterprises National Documentation Centre (SENDOC).

The Institute has trained more than 5,48,815 participants by organizing around 16,198 programmes which includes prospective/existing entrepreneurs and officials from various Ministries of Govt. of India and State Governments. ni-msme has also imparted skill training to 1,18,531 educated unemployed youth by conducting 3908 Entrepreneurship & Skill Development training programs (ESDPs). The Institute is implementing ITEC Scheme of Ministry of External Affairs, Govt. of India since 1967 and trained more than 10,585 International Executives from 143 developing countries. The Institute has also completed more than 947 research and consultancy projects. The management of the Institute rests with the Governing Council appointed by the Government of India. The governing body acts through the Director General.

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## About



### National Remote Sensing Centre

National Remote Sensing Centre (NRSC) has the mandate for establishment of ground stations for receiving satellite data, generation of data products, dissemination to the users, development of techniques for remote sensing applications including disaster management support, geospatial services for good governance and capacity building for professionals, faculty and students.

National Remote Sensing Centre (NRSC) is one of the primary centres of Indian Space Research Organisation (ISRO), Department of Space (DOS)

NRSC operates through multiple campuses to meet national and regional remote sensing data and applications needs of the country.

- Main Campus at Balanagar, Hyderabad,
- Campus at Shadnagar for Satellite Data Reception, Data Processing and Dissemination, Earth and Climate Studies and Disaster Management Support.
- Five Regional Centres for promoting remote sensing applications for various states.
- Outreach facility at Jeedimetla in Hyderabad for providing training for professionals, faculty and students and for general outreach.
- Aircraft operations facility at Begumpet Airport, Hyderabad



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### About TEOG:

Training Education Outreach Group comprises of TEG and ORF, Jeedimetla. Training Education Group (TEG) caters to capacity building activities of NRSC by imparting training in Geospatial technology domain to professionals from Govt. Depts., industry and academia. The aim is to promote enhanced utilization and adoption of technology for effective Natural resource management, Disaster management and Governance based applications. The duration of the training range from 3 day, 1-week to 2-weeks.

Outreach Facility (ORF), Jeedimetla is the interfacing unit dealing with users from Academia, Industry, public, NGOs, by providing platform to conduct geospatial research. The aim is to bring students, scholars and professionals from schools, colleges, Industries and public enterprises to contribute to the growing geospatial ecosystem through training and collaboration.

It also houses state of the art computing infrastructure labs for outsourcing projects, student research work, and proposed cell for incubation and start-ups. Space science exhibitions, competitions and workshops are organized periodically for schools and colleges as part of outreach activities.

### About Bhuvan:



Bhuvan is a Geo-Platform of ISRO showcasing Multi Sensor, Multi Platform and Multi Temporal Satellite Imagery from 56m to 1m spatial resolution data for the entire country. It provides a platform to create, visualize, share, analyze Geospatial data products and services towards Spatial Mashups - Urban, Tourism, irrigation, Forestry, E-Governance, Crowd Sourcing, Agriculture, and timely information on various events.

This platform aims to support Central/ State government departments in realization of Governance with the help of spatial data at National and State level for implementing public scheme.

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<b>Date &amp; Time</b>	<b>Title of the Lecture</b>	<b>Faculty</b>
<b>Day-1</b>		
0930 - 1000 hrs	Online Registration of Delegates	NI-MSME
10:00-10:30 hrs.	Inaugural Session	NI-MSME & NRSC
10:30-11:20 hrs.	Location Based Intelligence: The game changer for Retail Businesses	NRSC & NI-MSME
11:20-12:10 hrs.	Satellite Navigation Systems: Indian Perspective	ISRO HQs, Bangalore
1210 - 1300 hrs.	Location Based Services (LBS) concepts and utility	ASDMG, NRSC
13:00 -14:00 Lunch Break		
1400-1530 hrs.	Mobile Apps for Field data collection	GID, MSA, NRSC
1530-1630 hrs.	Web Geoportals: Architecture, Tools & Apps	RC-West, NRSC
<b>Day-2</b>		
1000 - 1100 hrs.	Web GIS and Bhuvan Overview	BG & WSG, NRSC
1100 - 1200 hrs.	Bhuvan Applications, Downloads and Services	BG & WSG, NRSC
1200 - 1300 hrs.	Open Layers, Bhuvan Framework, API	BG & WSG, NRSC
13:00 -14:00 Lunch Break		
14:00 - 1530 hrs.	Bhuvan Crowd Sourcing, Mapper, GIS Viewer	BG & WSG, NRSC
1530 - 1545 hrs.	Feedback and Closeout	

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<b>Date &amp; Time</b>	<b>Title of the Lecture</b>	<b>Faculty</b>
<b>Day-3</b>		
1000 - 1100 hrs	Bhuvan Mobile Applications and Demonstration (Emphasis on Pocket Bhuvan and other apps)	BG & WSG, NRSC
1100 - 1200 hrs	Bhuvan Location Based Services (Emphasis on Postal, Vaccination Centres, NTR Vaidya etc. , Navigation)	BG & WSG, NRSC
1200 - 1300 hrs.	Vehicle Tracking Applications (Emphasis on Election, Mobile Rythu Bazaar, etc.)	BG & WSG, NRSC
1300 -14:00 Lunch Break		
14:00 -1500 hrs.	Mapping using Mobile Applications (Emphasis on Incident Mapper, Geotagging Apps etc.)	BG & WSG, NRSC
1500 - 1530 hrs.	Participants Presentations	Participants

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<b>Date &amp; Time</b>	<b>Title of the Lecture</b>	<b>Faculty</b>
<b>Day - 4</b>		
1000 - 1100 hrs.	Brand creation and Media management	Sandeep Bhatnagar ni-msme
1100 - 1200 hrs.	Understanding market needs-segmentation/targeting & market plan	Dr. Akanksha Shukla National Institute of Rural Development
1200 - 1330 hrs.	Protection of Intellectual Property Rights & Trademarks	Swapna ni-msme
1330 -14:30 Lunch Break		
14:30 -1600 hrs.	Business Plan/ Idea presentations	All participants
<b>Day - 5</b>		
10:00 - 1100 hrs.	Global Markets – International business environment – Trade, Logistics, EXIM policies & procedures	Dr. V. Reddy ni-msme
1100 - 1200 hrs	Importance of Printing & Designing in Branding of Products	Dr. Gaurav Madhu Indian Institute of Packaging
1200 - 1330 hrs.	e-commerce & location-based marketing	Sandeep Bhatnagar ni-msme
1330 -14:30 Lunch Break		
14:30 - 1530 hrs.	Learning from Experiences: Interaction with Successful Entrepreneur	Entrepreneur Speak
1530 - 1600 hrs.	Feedback & Valedictory	ni-msme& NRSC



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### The Fee Structure and the Course Details are as follows:

Mode: Online

Batch Size: 25

Days: 5

Course Fees: Rs. 5000/- (Inclusive of GST)

Registration along with the payment of fees should be done online.

Website: [www.nimsme.org](http://www.nimsme.org)

Registration & Payment Link: <https://nimsme.org/RegistrationForm-2359>

#### **Contact Details:**

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