

National Institute for MSME Bulletin



An in-house monthly magazine published by the National Institute for MSME (ni-msme)

MoU with Govt. of Karnataka



The Sanjeevini – Karnataka State Rural Livelihood Promotion Society has entrusted **ni-msme** as Project Implementing Agency for implementation of SVEP of Ministry of Rural Development to promote Socio Economic Development of three blocks namely Hunsur block of Mysuru District, Alur and Chanarayapatna Blocks of Hassan District, of Karnataka State. In regard, an agreement has been executed with SRLM on 22 December 2022 at Belagavi, Karnataka. Dr. S. Glory Swarupa, Director General, **ni-msme** exchanged an MoU with Dr. Raga Priya, Mission Director, National Livelihood Mission, Karnataka in the august presence of Hon'ble Chief Minister of Karnataka, Shri. Basavaraj Somappa Bommai. Also seen Dr. Ashwath Narayana Minister for IT, BT, Skill Development & Higher Education and Mr. K. Surya Prakash Goud, Faculty Member, **ni-msme**.

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Inauguration of Phase II International Programmes

ni-msme is organising Two International Programmes titled Promotion of Micro Enterprises (POME) and Women Entrepreneurship Development through Self Help Groups (WED-SHG) from 19 December 2022 to 27 January 2023 sponsored by the Ministry of External Affairs, Govt. of India. Altogether 26 participants hailing from 10 countries are participated in these programmes. The programme on Promotion of Micro Enterprises (POME) is to be Directed by Mr. K. Surya Prakash Goud, FM and Mr. J. Koteswara Rao, AFM of SED whereas Women Entrepreneurship Development through Self Help Groups (WED-SHG) directed by Mr. V. B. Rajendra Prasad, AFM, and Mr. Vivek Kumar, AFM of SEE.



A formal inaugural ceremony was conducted on 21 December 2022 at campus. After lighting of lamp by the dignitaries and brief introduction of the participants, Mr. K.S.P. Goud and Mr. V.B. Rajendra Prasad briefed about their respective programmes POME and WED-SHG respectively. Dr. S. Glory Swarupa, Director General, **ni-msme** in her address, urged the participants to take maximum benefits of the programme and promote enterprises in their respective countries. She narrated several initiatives being taken by **ni-msme** to double the number of Women Entrepreneurs in India. The Chief Guest of the inaugural function was Shri B. Venkatesham, IAS, Principal Secretary, Backward Classes Welfare, Govt. of Telangana. During his inaugural speech he highlighted Strengths & Resources of Africa and also major roles of Africans in Economic Development by quoting several examples. The motivated the participants for their active participation in the programme which would help them to take initiatives for Micro Enterprise Development in their countries. He also spoke on the Marketing and Financial Management to be learnt during the course. The inaugural function was concluded with a vote of thanks proposed by Mr. Vivek Kumar.

During six weeks programme, the participants will be imparted conceptual classroom sessions on Development of Micro Enterprises, Livelihood Development Approaches, Women Empowerment, Strengthening Micro Credit in Various Sectors, Banking in Promotion of Micro Enterprises, Motivational Aspects, Capacity Building, SHGs in India, Role of Agriculture, Handloom & Handicrafts in Promotion of Micro Enterprises along with feasibility studies. They will also be exposed to communication skills and personality development sessions. Apart from classroom inputs, various in-plant visits will also be arranged to have hands on experience for the participants. As part of study tour, they will also be taken to the city of Bengaluru and Mysuru to visit various Institutions and entrepreneurial ventures.



Management Development for Success



Today every organization wants to use management development programs for its executives to improve their managerial skills. Management Development has become an indispensable part of organizational functioning for the reasons viz., Develops Management Skills; Broadens the outlook of executives; Helps managers achieve career goals; Trains professionals for Leadership; Helps executives to realize corporate social responsibilities.

The organisation may gain from a career development system by increased employee loyalty, improved communication throughout the organisation, lower turnover rates, and strengthened human resource systems.

An effective management development program helps an organisation to attract and keep qualified employees. These programs provide employees with the tools and opportunities to enhance their skills resulting in a career resilient workforce, one that is capable of reinventing themselves to keep up with the fast pace of organisational changes. An effective executive development program helps employees acquire necessary organisational career information and enhance their personal growth and development.

It helps the management to utilise the internal resource effectively by teaching newer skills to the current workforce, rather than hiring people from outside for higher-level positions. It also helps organisations by improving the communication between employees and supervisors. It enhances organisation's image and results in improved employee morale, low employee absenteeism and reduced turnover rates.

Thus, it can be said that the following are the main factors that emphasise the importance for management development programmes

- Technological and Social Changes
- Professionally Managed Enterprises
- Research Orientation
- Recognition of Social and Public Responsibilities
- Increased Size and Complexity of Organisations

All organisations to make sure that the career development programs are integrated with other human resource programs of performance appraisal.

National Institute for MSME is organizing series of Advanced Management Development Programs in collaboration with reputed Technical and Management Institutions/Universities for the benefit of working professionals from Industry, Academia, R&D Institutions and MSME stakeholders. The programs cover several aspects on MSME development such as Innovation & Incubation, Circular Economy, MSME Financing, Green Technologies, Tele-Medicine in Rural Healthcare, Artificial Intelligence for SMEs, Startup & Scaleup in International Trade, Analytics in Marketing, Lean Manufacturing Techniques, Advanced Management Techniques, Techno-preneurship for Sustainable Development and Leadership Skills & Crisis Management.

The readers are suggested to visit www.nimsme.org for details on programs, to register, participate to improve their management skills to attain success.

*Dr. S. Glory Swarupa
Director General*

MSME Minister's Biography

Director General, **ni-msme** was honoured to receive Biography of Shri Narayan Raneji, Hon'ble Union Minister for MSME, Govt. titled "NO HOLDS BARRED -MY YEARS IN POLITICS" in his office at Udyog Bhawan, New Delhi.



Press Meet - Launch of MBA-MSME Management

The National Institute for MSME (**ni-msme**), Hyderabad arranged a press meet at **ni-msme** campus on 09 December 2022 in partnership with the ASBM University, Bhubaneswar to launch an MBA programme in MSME Management.

Dr. Glory Swarupa, Director General, **ni-msme** talked about the apt timing when MSME sector requires tremendous readymade manpower. MSME is the backbone of the economy and this course is inspired by the Hon'ble Prime Minister, Shri Narendra Modi when he talks about "Atma Nirbhar Bharat". Initially this MBA course starts with 60 selected people. Prof. Biswajeet Pattanayek, President ASBMU talked about the course admission process through JATT, MAT and CAT. This is two year full-time residential MBA programme focusing on producing Managers for MSME's as well as the Founders for Start-ups. The course fee is only Rs. 4.36 Lakhs. All the details are available at www.nimsme.org and www.asbmu.ac.in.

Mr. Ramkrishna Mukkavilli, Founder & Managing Director, Maithri Aquatech has shared his experience as an entrepreneur and all the challenges. He had been specific about the modern day managers who start working in MSME segment initially as part of their career. However, is not aware about MSMEs in India nor have learnt any case studies of MSMEs



from India. Therefore, when they land a job in MSME they remain dissatisfied and miss out on the opportunities to even start enterprise if even they wanted to leave a job. Mr. Peter H Jayakumar, OxyZen Logistics, Director & CFO was remembering his employment days when he was with Gati Logistics company and left that job to start this enterprise. He said this course is designed so meticulously that a pass out of this course will definitely be 100% market ready and he will be either job employed, or self-employed on the day of his graduation.

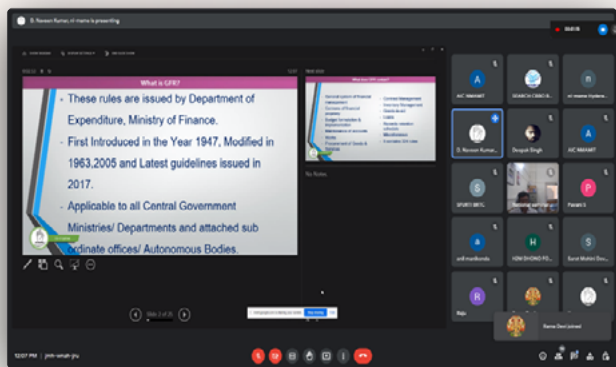
CEO, KVIC Visits ni-msme Campus

Shri Vinit Kumar, CEO, KVIC has visited **ni-msme** on 23 December 2022. He interacted with **ni-msme** Faculty Members. He promised to take up collaborative programs in the area of Rural Development and Artisans with **ni-msme**. He was keen to revive the Training Centers of KVIC in association with **ni-msme**. All the Faculty expressed their interest in doing collaborative programs & projects for entrepreneurs & Official sponsored by KVIC. Later he also interacted with International Executives of Phase-II programs under ITEC scheme. He explained the role of KVIC in development of India. He answered the questions of participants on Rural Entrepreneurship and Development of Artisans in India. He also informed the steps taken by KVIC during the COVID-19 pandemic for development of rural enterprises.



Training Programme on Bid Process Management

National Resource Center for Cluster Development (NRCD) Team has organised an online training programme on "Bid Process Management" from 27 to 29 December 2022. Total 11 participants participated. Mr. D. Naveen Kumar, consultant has welcomed all the participants and Dr. S. Glory Swarupa, Director General, **ni-msme**. He briefed about the programme objective and topics to be covered during the programme. Dr. S. Glory Swarupa has inaugurated the programme. She has expressed that tender process for procurement of machinery, selection of contractor for civil works, hiring of consultants is most important activity in Government Projects. She also focused on specifications to be mentioned in tender document, publicity of NIT, evaluation of tenders. Mr. D. Naveen has explained about CVC Guidelines, procedure to prepare tender document, EMD, Security Deposit, Tender Committee, Evaluation of Technical Bids, Financial Bids, Preparation of minutes of tender, issue of letter of aware, Agreement, Issue of work order. Mr. B. Pradeep Kumar, Assistant Registrar, **ni-msme** has taken session on General Finance Rules (GFR). He has explained in detailed Purpose of Tender, types of tender, tender procedure, etc.



Refresher Training Programme on Cluster Development

National Resource Center for Cluster Development (NRCD) had organised virtual training programme on Cluster Development in Agriculture from 27 to 29 December 2022 which was sponsored by National Institute of Agricultural Extension Management (MANAGE), Hyderabad. Total 35 participants including Agripreneurs, representatives of Farmer Producer Organizations, Academicians and Entrepreneurs were attended from different parts of the country. The objectives of Virtual Training Programme were to appreciate Cluster Development Models to promote Agriculture clusters, significance of Cluster Diagnosis, Design Strategy for effective implementation of cluster interventions, preparation of Detailed Project Report, understand, role of Government, Development Organizations & NGOs in Cluster Development and create awareness on Cluster Development Schemes. Mr. K. Surya Prakash Goud, Programme Director gave brief introduction on design and content of training programme. Dr. S. Glory Swarupa in her inaugural address highlighted experience of **ni-msme** in cluster development with focus on Agro & food processing Clusters and advised to take advantage of the programme to promote Agri Clusters in their regions for the benefit of farmers. The sessions were handled by Mr. Goud, Mr. D. Naveen Kumar and Mr. L. Vijay Kumar.

Advanced MDP on Lean Manufacturing Techniques

School of Enterprise Management has conducted Advance Management Programme on Lean Manufacturing Techniques in Textile and Apparel Industries in association with University College of Technology, OU, sponsored, Development Commissioner, Ministry of Micro, Small and Medium Enterprises under ESDP scheme, from 19 to 24 December 2022. Total 25 participants from different parts of the country participated in the programme. Majority are from textile industry & Academia.

During inauguration, Chief Guest Prof. D.Ravinder, Vice Chancellor, Osmania University, Guest of Honour Dr. S. Glory Swarupa, Director General, **ni-msme**, Hyderabad, Prof. Chintha Sailu, Principal University College of Technology, Osmania University; Dr. Ayodya Kavitha, Director, Training and Placement Cell, University College of Technology, Osmania University, Programme Director Ms. V. Swapna, Associate Faculty Member, **ni-msme** were present during the programme.



Ms. V. Swapna, Associate Faculty Member and Program Director, addressed the participants, briefed about the activities of the National Institute for MSME and gave an brief overview of the Advance Management Development programmes under ESDP scheme. Director General, spoke of the various initiatives by MSME and future goals of MSME and its vision for 2030. Chief Guest, Vice Chancellor, Osmania University, Prof. D. Ravinder addressed the participants about the Osmania University Initiatives to train the professionals for the requirements of the market needs. During 6 days, various guest speakers from industry were engaged to equip the participants with Lean & advance quality concepts. Sessions on MSME schemes & **ni-msme** Cluster Development initiatives were also delivered.

Exposure visit to Shahi Exports Pvt. Ltd., Nacharam gave an idea about the practical aspects of Lean manufacturing techniques in Textile sector. During the valedictory on 24 December 2022, the participants shared overall experience of the programme .The participants expressed their satisfaction on the programme content and informed that the learning will be helpful in their workplace. Later, certificates were awarded to each participant in the presence of Prof. Chintha Sailu, Principal University College of Technology.



MDP on SME Financing –Approaches & Strategies

School of Enterprise Management, National Institute for MSME (**ni-msme**) has organized Management Development Program on “SME Financing –Approaches & Strategies”, sponsored under ESDP Scheme, O/o Development Commissioner, Ministry of MSME, Gol from 12 to 16 December 2022 at **ni-msme** campus.

A total of 25 participants from various streams such as Management Professionals, Entrepreneurs and Academicians have attended the programme. The Programme Director was Dr. E. Vijaya, FM, SEM. The objective of the programme is to improve the operational skills to assess the credit requirements of borrowers, scrutinize and appraise loan proposals and to develop suitable systems of supervision and follow-up to ensure proper utilization of funds by the borrowers and prompt recovery. The sessions were handled by **ni-msme** faculty and also well-experienced bankers, industry officials and rating officials and they enlightened the participants on the topics such as Financing Small and Micro Enterprises, Risk in Financing, Monitoring, Recovery Financial Services, Sickness & Rehabilitation and Credit Rating, etc.



The participants expressed their views about the programme. They said that the programme was very useful and informative. The participants also appreciated the faculty, **ni-msme** and Guest Speakers and rated the programme as Very Good.



Export – Import Management and Documentation Procedures

ni-msme has organised National Executive Programme on Export – Import Management and Documentation Procedures from 12 to 16 December 2022. A total of 7 trainees have been nominated by DC-MSME, Ministry of MSME and one participant from Shipping Corporation of India. Dr. K. Visweswara Reddy, Faculty Member and Programme Director during the inaugural session welcomed the participants and briefed about genesis of National Institute of MSME and gave an overview of the programme. Dr. S. Glory Swarupa, Director General, **ni-msme** has given insights about the prominence of Export Promotion through MSMEs. She had elaborated on the initiatives taken by the Govt. of India in general and Ministry of MSME in particular for the MSME Exports.



The broad areas that covered during the training include the Procedure for Starting Export Business, International Commercial and Payment Terms, Pre & Post Shipment Procedure and Documentation, Government Benefits, EXIM Finance, Insurance & Risk Management, International and Local Bodies, Types of Transportation, Containers and Packing, International Product and Market Selection. Domain experts from the DGFT, ECGC, IIP, ICICI and CONCOR have handled the sessions and focused on the themes of self-reliant India and Vocal for Local. The programme was well appreciated by the participants and requested to provide advance training in the area of International Trade.



EDP for SC Youth in Aquaculture and Fisheries

ni-msme has been entrusted with conducting 30 Training Programmes on Promotion of Entrepreneurship among SC Unemployed Youth in Aquaculture and Fisheries Sector sponsored by National Fisheries Development Board (NFDB). The training programme was supposed to be organised at 25 locations covering 9 states/ UT. The States to be covered are Andhra Pradesh, Karnataka, Kerala, Maharashtra, Odisha, Puducherry, Tamil Nadu, Telangana and West Bengal.

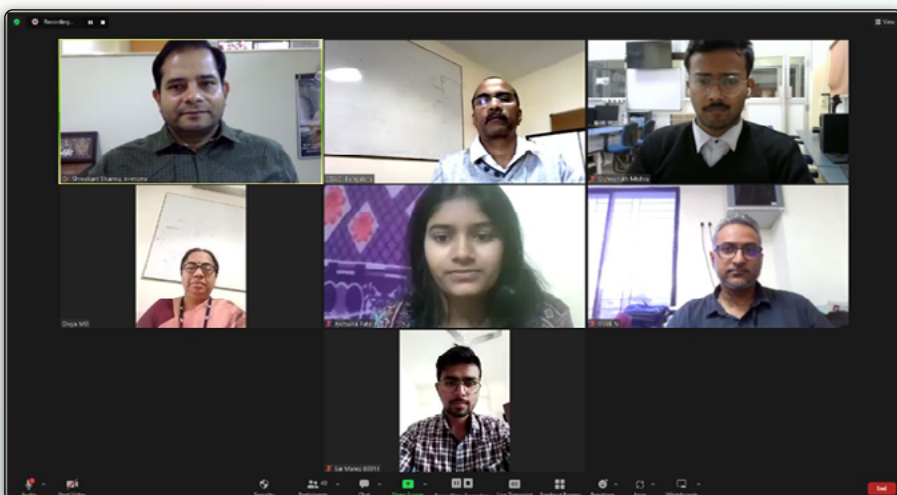
The last programme in the series concluded at Nitte, Karnataka. The programme was organised from 05 to 21 December 2022. All together 25 participants attended the programme. The objective of the programmes was to inculcate entrepreneurial zeal among SC youth in fisheries and aquaculture sector. The programmes boosted the participants skills in the areas not limit to the technical coverage on fish and aquaculture but also covered business plan preparation, feasibility study, innovative



measures, and promotional government schemes related to the sector. Dr. Shreekant Sharma, FM and Mr. Vivek Kumar, AFM of SEE were the Programme Directors.

Workshop on High Performance Computing

An Introductory Workshop on High Performance Computing (HPC) was organized by **ni-msme** and C-DAC, Bengaluru in which more than 40 participants got to know about PARAM Utkarsh Supercomputing Facility which is dedicated to MSMEs. Participants from all across the country including MSMEs, students and academicians attended this virtual workshop held on 22 December 2022. Dr. Shreekant Sharma, Faculty Member and Programme Director while formally inaugurating the workshop, welcomed Dr. M. G. Divya, Associate Director, C-DAC and Mr. Sreekantha B.A, Joint Director, C-DAC, Bengaluru and also addressed the participants and gave an overview of the programme. The faculty from C-DAC discussed about Super Computers; Param Utkarsh Architecture



and Software Stack Application, HPC Scheduler and running jobs in SLURM. Mr. K. Ramkiran, Young Professional, **ni-msme** coordinated the programme. The participants in their feedback found the training to be useful and expressed their need for detail understanding of the PARAM Utkarsh Supercomputing Facility by means of physical programme in the days to come.

Advanced MDP on Circular Economy -Emerging Trends in Waste Management

School of Enterprise Development, **ni-msme** has organized 06 days Advanced Management Development Programme on “Circular Economy -Emerging Trends in Waste Management” from 12 to 17 December 2022 sponsored under the ESDP Scheme, DC-MSME, MoMSME, GoI. Total 25 participants including budding and prospective entrepreneurs and Environmental Engineers, Recycling Unit Managers in the industry with an opportunity to seek critical insights into the rapid expansion, challenges and market opportunities in the waste management sector have attended the programme. The programme was jointly directed by Mr. J. Koteswara Rao, AFM, SED and Mr. Vivek Kumar, AFM, SEE.

Dr. K. Visweswara Reddy, Faculty Member and Rector welcomed the participants, briefed about the genesis of the National Institute of MSME and gave an overview of National Programme. The program was inaugurated by Dr. S. Glory Swarupa, Director General, **ni-msme**. She addressed the participants about the circular economy and waste-to-wealth aspects. In recent years, the exponential population growth, high density of urban areas, diverse culture, changing food habits and lifestyles have seen an unresolved problem in terms of Municipal Solid Waste Management (MSWM) in India. Consequently, the municipalities have been facing many other issues related to the collection, treatment and management of solid waste. Mr. J. Koteswara Rao highlighted that landfill is one of the most popular methods of waste disposal in India, as more than 50% of the total solid waste generated is untreated and dumped into landfills, primarily due to inefficient waste management systems in India.

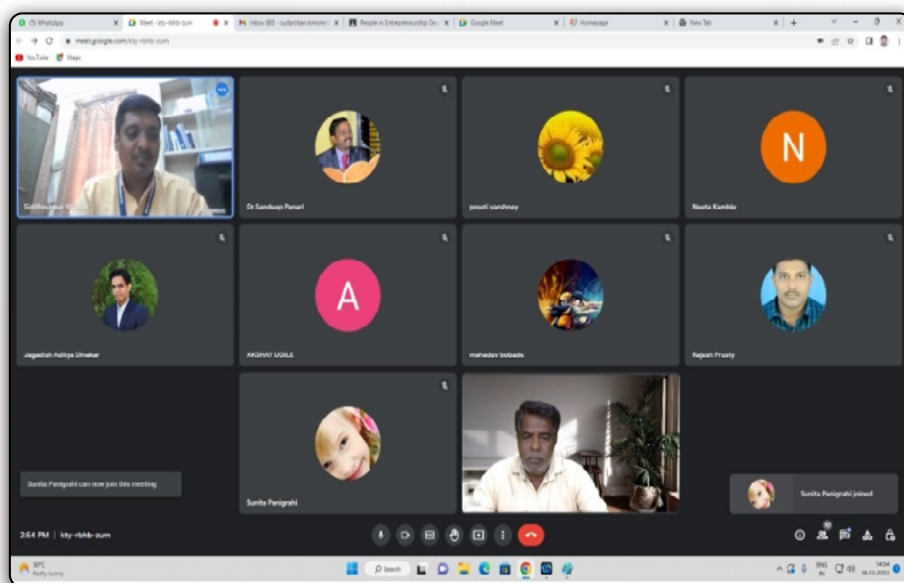
The participants were also taken on exposure visits to CSIR - Indian Institute of Chemical & Technology (IICT). Dr. Sameena Begum, Senior Project Associate briefly explained the concepts of Waste Management and Resource Recovery projects illustrated with suitable examples. Later, participants visited Hyderabad Industrial Waste Management Plant located at Dundigal. Project Head briefly explained about Waste Management Plant step by step. During valedictory function held on 17 December 2022, Director General addressed the participants, advised the participants to make their best efforts to implement their learning and promote waste-to-wealth aspects at their respective worksites. She also emphasized networking with National Institutes and Implementing agencies for supporting budding and prospective entrepreneurs in the field of recycling units/waste-to-wealth aspects. The participants gave excellent feedback about the program and submitted their back to work plan. The programme was concluded with vote of thanks proposed by programme Co-Director Mr. Vivek Kumar.



FDP on Entrepreneurship Development

The SEE conducted Faculty Development Programme on Entrepreneurship Development from 05 to 16 December 2022, sponsored by the Department of Science & Technology. A total of 30 participants from 6 states attended the programme. The Valedictory was attended by Dr. S. Glory Swarupa, Director General, **ni-msme**. In her valedictory address, she appreciated the participants who have attended the programme and asked to transform their students from job seekers to job generators.

Participants have thanked **ni-msme** for conducting a wonderful programme. The programme was coordinated by Mr. G. Sudarshan, Faculty Member, SEE.



Hindi Workshop

ni-msme observed monthly Hindi Day on 14 December 2022 as per guideline given by the Ministry of MSME, GoI. On this occasion Hindi Workshop was conducted for the benefit of the Officers and employees of the Institute. The subject of the workshop was measures to overcome the shortfalls in implementation of Official Language Hindi. Dr. Shirirsh Prabhakar Kulkarni, Hindi Translator given brief information of the objective of observance of Hindi Day and the subject of the workshop. Dr. Shreekant Sharma, FM, SEE and Member of the Official Language Implementation Committee appealed to increase the usage of Official Language Hindi in day to day Official work as well as in other areas. He also highlighted the efforts made by **ni-msme** for effective implementation of official language Hindi.



During the workshop detailed information was given to the participants regarding contribution of Hindi in freedom movement of India, Provision of Official Language Hindi in Indian Constitution, Presidential orders 1960, Official Language Act 1963, Official Language Resolution 1968 and Official Language Rules 1976. Hindi Translator gave information on Annual Programme 2022-23 issued by the Department of Official

Language and highlighted the measures to avoid shortfalls in achieving targets.

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ni-msme wishes

HAPPY NEW YEAR

2023

to all readers



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