

# ni-msme News Corner (NNC)

DIAMOND JUBILEE BHAWAN

राष्ट्रीय अल्प, मध्य, बड़े और बड़े उद्योगों के लिए  
 राष्ट्रीय अल्प, मध्य और बड़े उद्योगों के लिए  
 राष्ट्रीय अल्प, मध्य और बड़े उद्योगों के लिए  
 NATIONAL INSTITUTE FOR MSME, SMALL AND MEDIUM ENTERPRISES  
 AN ORGANISATION OF AN OFFICE OF GOVT. OF INDIA

डायमंड जूबिली भवन

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

## Refresher Training Programme for ni-msme Employees

A two day Refresher Training Programme was conducted for ni-msme employees on 22 & 23 June 2024. The objective of the training programme was to improve the work efficiency, Enhance confidence and motivation, Improve the interdepartmental communication, Commemorate 64 years, Fostering a culture of better learning and Serve MSMEs effectively.

The following topics have been covered during the training programme:

Discovering You As Person of Excellence: Break through the Shell, Knowing One Another, Discover Oneself and Others; Role of ni-msme in Viksit Bharat & Self-Reliant India; Test of Reasoning; Extempore-Express yourself; Importance of Health for Fitness & Wellness; Group Activity: Drawing the Road Map (Individuals & Institutions & Management Games and Creativity in Achieving the Targets: ni-msme to me & Setting the Goals.



### ni-msme family welcomes

#### Shri Jitan Ram Manjhi

on his assumption as Hon'ble Union Minister for MSME, GoI



#### Smt. Sobha Karandlaje

on her assumption as Hon'ble Minister of State for MSME, GoI



WE WISH THEM ALL THE BEST



Read on...

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## Denmark Officials Visit

On 24 June 2024, officials from the Denmark Patent & Trademark Office (DKPTO), Ms. Kirsten Kjaer Skott, Principal Adviser; Ms. Tina Dahlerup Poulsen, Principal Adviser and Dr. Louise Boisen, IPR Counsellor to India, Embassy of Denmark visited the Intellectual Property Facilitation Centre (IPFC) at the National Institute for Micro, Small and Medium Enterprises (ni-msme), Hyderabad. The visit aimed to facilitate interaction with IPFC beneficiaries and to gain an in-depth understanding of the IPFC setup, established under the IPR Component of the MSME Innovative Scheme.



Representatives from the O/o Development Commissioner (MSME), Shri Satish Kumar, Asst. Director and Shri Nitin Kumar Sharma, Asst. Director, were also present. The meeting commenced with a welcome address by Ms. V. Swapna, Associate Faculty Member and In-Charge of IPFC, ni-msme. Dr. S. Glory Swarupa, Director General of ni-msme, extended a warm welcome to the delegates and provided an overview of ni-msme, emphasizing its association with Denmark, particularly through collaborations with DCAC and Copenhagen University. Ms. V. Swapna then presented detailed information about ni-msme, its various activities, and the specific functions and achievements of the IPFC, including publications and case studies. The session also featured presentations from IPFC beneficiaries namely Shri Vithal Kumar, Founder of Safe Food & Sustainable Agriculture Solutions LLP (SFSAS LLP), and Mr. Raghava, Founder of Indy41. Additionally, incubatees Ms. Anusha Priya and Mrs. Swapna showcased their innovative ideas. IPFC congratulated environ the beneficiaries whose Patent & Trademark was registered. The Danish officials visited IPFC and seen the facilities available for MSMEs.

## FinRISE

Shri Sandeep Varma, CEO, CGTMSE and also CGM, PDI Vertical, SIDBI visited **ni-msme** on 10 June 2024.

He interacted with Shri A. Sreenivas, CHAIR, Centre of Financial Inclusion (CFI) regarding implementation of the MSME financial inclusion project. Shri V. Chandramouli, General Manager, Hyderabad Regional Office, SIDBI and other officials also visited the centre.



## The Essence of Training



Bypassing knowledge gaps among staff members can lead to severe errors in day-to-day work. There can be miscommunication or, worse, ignorance about essential job roles and office rules.

Refresher training keeps up compliant and ensures employees are happy, productive, and armed with the resources they need to do their best work. The Refresher Training or Retraining is a training programme designed for the existing employees with a purpose to acquaint them with the new skills, methods, and processes required to improve their performance on the jobs.

The purpose of refresher training is to review and reinforce knowledge that employees have previously learned, either on the job or during formal education programs. The Refresher training is based on the assumptions that the skills with the existing employees become obsolete or outdated. Not only does this improve competence, reduce errors, and encourage continual growth, but it also ensures that organization remains compliant with the relevant rules and regulations. The Refresher Training facilitates an employee in

- Increasing work efficiency and excellence
- Making fewer mistakes

As with all other training interventions, it is necessary to do some analysis before deciding if an employee refresher training program would be beneficial to an organization or not. To begin with, here are six key indicators that could show that refresher training is a good idea.

- Repeated mistakes being made by multiple employees
- Employees are underusing, misusing, or not using their potential
- New and renewed policies are not being followed
- Productivity decreases, and employee churn increases

Refresher training courses are designed to take learners back to basics so they can review fundamentals they may have forgotten or upskill on new information they may be unaware of. It is estimated that employees forget:

- 50% of what they learn within one hour
- 80% of what they learn after two days
- 90% of what they learn after 31 days

### Benefits of Refresher Training

- Increased efficiency and knowledge retention
- Fewer mistakes
- Fostering a culture of continuous learning
- Creating parity in employee knowledge
- Increased employee confidence

With this proven positive effects, National Institute for MSME (ni-msme), Hyderabad has organised a first ever Off-campus Refresher Training Program for its employees. Training Objectives, Training Methodology and Training Effectiveness were rated Excellent by majority of the participants. Most of the participants have given Excellent rating to overall impression about the program. Further, it was expressed that the training is highly useful for personality development and beneficial for official work as well as Institutional growth.

***“Practice is the hardest part of learning, and Training is the essence of transformation.” - Ann Voskamp***

*Dr. S. Glory Swarupa*  
Director General



## Career Progression In-Service Training for IEDS Officers (Batch-2)

Indian Enterprise Development Service (IEDS) cadre was instituted in the O/o DC-MSME, Ministry of MSME to enhance the capacity and efficiency of the organization and also helps in achieving the growth in MSME sector through a focused and dedicated cadre of technical officers. In line with the objective of new cadre, National Institute for MSME (ni-msme) is organising Career Progression In-Service Training for IEDS Officers (Batch-2), sponsored by O/o DC-MSME, Ministry of MSME, Govt. of India from 17 to 28 June 2024 at Bengaluru to enhance the capacity building of officers for effective functioning at workplace and also to support for the growth of MSMEs. A total of 32 IEDS Officers from 18 states are attending the program.

The objective of the training program is to develop and refine the skills of officers and allows them to stay updated with the latest methodologies, technologies and best practices relevant to their field of work.

The training assists the officers in adapting to changes in policies, regulations and technology. It equips them with the knowledge needed to implement new initiatives effectively and efficiently. During the inauguration, Dr. E. Vijaya, Faculty Member & Program Director, ni-msme gave a brief overview about two weeks training program.

Director General, **ni-msme** enlighten the participants about the responsibilities of IEDS officers under various schemes of Ministry of MSME and also the need for capacity building of officers for the promotion and development of MSMEs. Dr. Ishitha G. Tripathy, ADC, O/o DC-MSME was invited as Special Guest and enlightened the officers to refine their skills for effective functioning at workplace and also to support for the growth of MSMEs. Dr. S. K. Pattanayak, IAS (Retd.) was the Chief Guest for the inauguration and addressed the officers to build their capacity on industry best practices to support the MSME eco system in their respective states.



## IPR Registration

Intellectual Property Facilitation Centre at ni-msme facilitated the following Registrations during June Month:

Sl. No.	Trademark	Company Name
1.	SAFE BOND	Vyshnavi Techno Polymers
2.	HARWAWES	Harwawes Ahaar Industries
3.	VEHA Ayurveda	Raga Herbals
4.	Indy 41	G. V. S. Raghavendra Rao
5.	ni-msme	National Institute for Micro, Small and Medium Enterprises (ni-msme)
6.	ni-msme Logo	National Institute for Micro, Small and Medium Enterprises (ni-msme)



## ToT-ED for Doctors, Ministry of AYUSH

SEE conducted three 5 day Training Programmes for Coordinators of Research and Innovation Cell of Ayurveda, Siddha, Unani and Sowa Rigpa Colleges (ASUS Colleges), at ni-msme campus. The programmes were organized from 10 to 14; 17 to 21 & 24 to 28 June 2024. These programmes were sponsored by National Commission for Indian System of Medicine (NCISM). The objective of these programs were to provide coordinators with essential skills and knowledge to effectively promote entrepreneurship among ASUS college students.



During this programme sessions on Entrepreneurship Motivation, Business Games, Opportunities in Ayush Sector, MSME Policy & Schemes, Functioning of ED Cell, Digital Branding, IPR, Financial Management, Enterprise Registrations, Legal Formalities and Business Plan Preparation were delivered by ni-msme faculty and industry experts. As part of the program, the participants have visited T-hub, T-Works and Ayurvedic Drugs Manufacturers (Rasendra Rasashala). An interaction with successful entrepreneurs was organized to understand the practical aspects and challenges faced by an entrepreneur. The programmes were appreciated by Vaidya Jayant Deopujari, Chairperson, NCISM; Dr. K. Jagannathan, President, BUSS and Dr. S. M. Kudari, Member, NCISM, who interacted with the participants. Dr. Shreekant Sharma, FM, SEE Department, Mr. V. B. Rajendra Prasad, AFM and Mr. Vivek Kumar, AFM were the Programme Directors.

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## National Seminar on Biochar Manufacturing and Carbon Credits

ni-msme, Hyderabad in association with Progressive Biochar Society and Rainbow Bamboo Academy, hosted a National Seminar on Biochar Manufacturing Equipment and Carbon Credits. Dr. P. Chandra Shekara, Director General, MANAGE, Hyderabad, graced the occasion as the Chief Guest, while Dr. L. Venkat Ram Reddy, Former Commissioner of Horticulture, Telangana, presided over the event sharing insights on integrating biochar into horticultural practices. Dr. S. Glory Swarupa, Director General of ni-msme, Hyderabad, attended as the Guest of Honor.

Dr. P. Chandra Shekara emphasized the importance of raising awareness about Biochar Manufacturing and Carbon Credits. He advocated for maximizing the utilization of Government schemes and institutions



to bring more stakeholders on board. This collaborative effort, will create a larger impact and encourage people to set up Biochar Manufacturing units. Over 110 participants including farmers, experts and industry leaders explored the potential of biochar in mitigating climate change and enhancing soil fertility. The seminar covered topics like cutting-edge biochar technologies, biochar production equipment, scaling up production and the potential of carbon credits in the biochar industry. The event concluded with an engaging question and answers.

This seminar marks a significant step forward in India's efforts to combat climate change and promote sustainable agriculture. As biochar gains traction as a powerful tool for carbon sequestration and soil improvement, events like these pave the way for wider adoption and innovation in the field.





## Promoting Sustainable Energy Solutions in MSMEs

Shri Sarath Muthyala, Associate Faculty Member, National Institute of MSME (ni-msme), Hyderabad, participated in the "Trainers Training Programme" on Concentrated Solar Thermal (CST) technology for industrial process heating and cooling from 25 to 28 June. This involvement underscores the institute's commitment to promoting sustainable practices among MSMEs in the region. The training program, organized by the United Nations Industrial Development Organization (UNIDO)



and Ministry Of Micro, Small and Medium Enterprises (MoMSME), is a key component of the UNIDO-GEF-MSME project. It aims to equip participants with the expertise necessary to support Micro, Small, and Medium Enterprises (MSMEs) in adopting sustainable energy solutions.

The comprehensive instruction provided in the program covered the features, economics, design, operation, and maintenance of CST systems. This in-

depth approach ensures that participants gain the necessary expertise to effectively guide MSMEs through the implementation of these advanced technologies. Shri Muthyala's participation in this program signifies a significant step forward for the National Institute of MSME, demonstrating its dedication to advancing sustainable energy practices and supporting the transition of MSMEs towards more environmentally friendly operations.

## Training Programme for Tribal Youth, Chhattisgarh

In a significant initiative aimed at empowering local communities in Chhattisgarh, the School of Entrepreneurship and Extension (SEE) has successfully conducted 3 day 'Training Programme for Establishing of Micro and Small Enterprises' from 18 to 20 June 2024, at ni-msme campus, Hyderabad. The training programme was sponsored by Bijapur District Administration, Govt. of Chhattisgarh. The programme was attended by 35 participants representing four blocks of Bijapur District, Chhattisgarh, which was coordinated by Mr. Gaurav Pandey. The programme schedule and the sessions were thoughtfully designed and delivered in Hindi medium for the understanding and convenience of participants. Under the guidance of the Programme Director, Dr. Shreekanth Sharma, FM. various sessions on Entrepreneurship: Creating Innovative Idea, Digital Economic Literacy, Social Media Marketing for Transactions and Cyber Security, Feasible investments in agriculture and food processing sectors, Government schemes and programmes, Honey Beekeeping for Livelihood Development, Cluster Development Methodology for Micro Enterprises and Micro Enterprise Promotion, Enterprise registration for micro, small and medium enterprises, legal formalities, licenses and approvals for MSME's, Marketing Skills for Business Development were delivered by ni-msme faculty and industry experts. Exposure visits were arranged to have a practical understanding about innovation, incubation & startup ecosystem and also about micro & small enterprise establishment and promotion.



## Joint Workshop on IPR

The workshop commenced with a welcome address from Ms. Nanditha, who is the programme officer at the Embassy of Denmark. Following this, Mr. Shyama Prasad Roy, Secretary of the Capacity Building Commission, delivered the keynote address, underscoring the crucial role of capacity building in enhancing the performance, productivity, and professional growth of all MSME stakeholders. Mr. Vinamra Mishra, the Director of MoMSME, then presented on several key aspects including IP-focused institutions, the MSME Innovative Scheme, and the role of the Intellectual Property Facilitation Centre (IPFC). His presentation included case studies and explored potential collaborations with DKPTO.

Ms. Kirsten Kjaer Skott, Principal Adviser, DKPTO; Ms. Tina Dahlerup Poulsen, Principal Adviser, DKPTO; Dr. Louise Boisen, IPR Counsellor to India, Embassy of Denmark, followed with a presentation detailing the Danish Patent System and its support activities for SMEs.



They emphasized networking and collaboration opportunities available to SMEs through their initiatives. Mr. Rakesh Kumar, Joint Director at MoMSME, provided the concluding remarks for the workshop. Each IPFC present shared insights into their activities, opportunities, plans, and challenges.



Mrs. V. Swapna, Associate Faculty Member, participated in the workshop representing IPFC at NIMSME. She highlighted the achievements and case studies of IPFC beneficiaries. Her presentation also focused on expectations from DKPTO and possible collaborations. She also emphasized about the SEDME journal encouraging all participants to submit research papers on innovation, IPR, and MSME aspects. Overall, the workshop

was highly insightful, deepening participants' knowledge of the DKPTO IP system. It facilitated valuable networking opportunities among various IPFCs, allowing them to share experiences and foster collaborations.



## Faculty with Indian High Commissioner to Nigeria

Dr. Dibyendu Choudhury, Faculty Member, ni-msme, interacted with Shri G. Bala Subramanian, Indian High Commissioner to Nigeria, Abuja, and West Africa, as he met with Mr. Chales Odii, Director General of SMEDAN, Nigeria. This significant meeting, hosted on 06 June 2024, focused on strengthening bilateral diplomatic relationships and discussions around deputation of Dr. Dibyendu Choudhury from the Ministry of External Affairs (MEA), Government of India.

Shri G. Bala Subramanian visited the SMEDAN clusters dedicated to apparel and furniture. The visit underscored the collaborative efforts between India and Nigeria in promoting micro and small enterprises, fostering innovation, and enhancing economic ties. The discussions were fruitful and highlighted the shared commitment to supporting MSMEs in both countries, aiming to create more opportunities for entrepreneurs, boost local economies, and encourage cultural exchange and mutual growth.



## Training Programme on Waste Management & Control

ni-msme organized 5 day Training Programme on Waste Management & Control for Senior Officials of Directorate of MSME, Govt. of West Bengal, at ni-msme campus from 24 to 28 June 2024. A total of 10 Officials including Deputy Directors and General Managers across West Bengal attended the programme sponsored by Directorate of MSME, Govt. of West Bengal.

The sessions delivered by ni-msme faculty and industry experts included a wide range of topics like Circular Economy, Biofuel, Industrial Waste Management, e-Waste Management, etc. The program also included an exposure visit to Anaerobic Gas Lift Reactor (AGR) at IICT, Uppal; Hyderabad Industrial Waste Treatment Plant; and Waste to Wealth Plant.

The participants applauded the programme and appreciated the efforts by ni-msme in designing and organizing the programme.



## Meeting with Bihar Rural Livelihoods Promotion Society

In an exciting move to promote rural entrepreneurship, ni-msme is collaborating with Jeevika-BRLPS, also known as the Bihar Rural Livelihoods Promotion Society (BRLPS). On 25 June 2024, key officials from both organizations came together for a virtual meeting. Dr. S. Glory Swarupa, Director General, Mr. K. S. P. Goud and Mr. Vivek Kumar, Faculty Members represented ni-msme, while ACEO and key functionaries of Jeevika was presented to discuss the future of the Start-up Village Entrepreneurship Programme (SVEP) in Bihar.

The meeting highlighted ni-msme's wealth of experience and strategic insights on SVEP, focusing on how to enhance rural livelihoods through innovation and entrepreneurship. The discussion focussed on capacity building and preparation of Detailed Project Reports (DPRs) aimed at promoting sustainable development in rural areas. This partnership marks a promising step forward, combining ni-msme's expertise with Jeevika's grassroots reach to make a real difference in the lives of rural communities in Bihar. Together, they aim to empower local entrepreneurs and catalyst economic growth through the SVEP initiative.

## Implementation of SEED Scheme



ni-msme, is serving as the implementing agency for implementation of SEED Scheme in Andhra Pradesh. National Scheduled Caste Finance & Development Corporation (NSFDC) has assigned ni-msme for forming 300 Self-Help Groups (SHGs) in Six Districts of Andhra Pradesh. This initiative is part of the Livelihood Component of the SEED scheme, which focuses on empowering Denotified Tribes (DNT) communities through economic development.

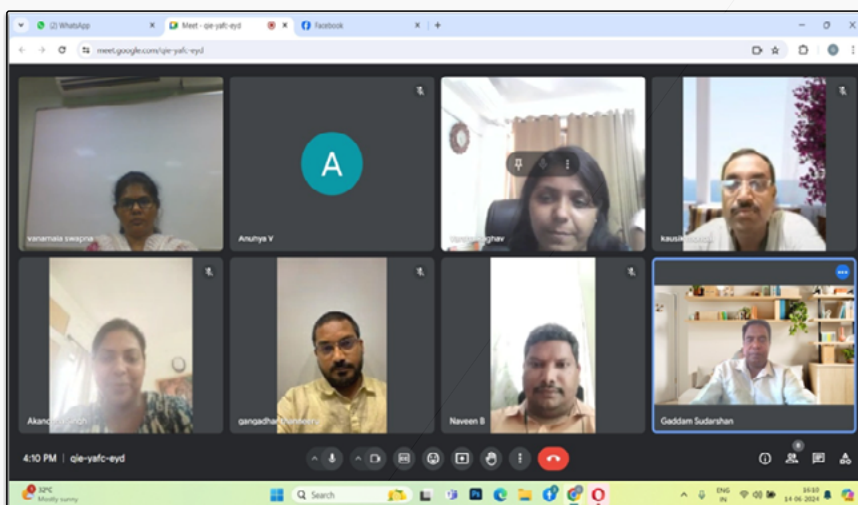
The officials observed the socio-economic conditions of the local tribes and initiated the formation of SHGs and Community Clusters in Guntur and Prakasam districts. As part of the implementation of the scheme, ni-msme has initiated formation of SHGs in Guntur and Prakasham Districts. Mr. Thota Satheesh, Assistant General Manager of NSFDC, and D. Tejeswara Rao Co-ordinator, ni-msme assessed the progress of the SEED project during their visits to Ongole and Guntur on 17 & 19 June. The visit underscored the commitment to enhancing the livelihoods of DNT communities, ensuring they receive the support needed for sustainable development. The ongoing efforts by ni-msme and NSFDC would help to transform the socio-economic landscape of these communities, self-reliant and economic resilience.





## Entrepreneurship Development Program

The SEM Department has organized an online Entrepreneurship Development program for prospective and practicing entrepreneurs from 27 May to 21 June 2024 in collaboration with M/s. Shasrith Infotech Pvt. Ltd. A total of 7 participants from 3 States have attended the program. The program aims to provide information on How to start an enterprise, the Registration process, Project report preparation, the Loan process, and Startup registration. ni-msme faculty and domain experts took the sessions. In the feedback, participants said they were ready to start the business. Program Director, Ms. Vanamala Swapna AFM, coordinated by Dr. Gaddam Sudarshan, CEO of Shasrith Infotech Pvt. Ltd.



## Start-up Village Entrepreneurship Programme

In a move to boost rural entrepreneurship and economic development, the National Institute for Micro, Small and Medium Enterprises (ni-msme) announced a strategic collaboration with the Madhya Pradesh State Rural Livelihoods Mission (MPSRLM). The key representatives from both organizations discussed virtually the future of the Start-up Village Entrepreneurship Programme (SVEP) in Madhya Pradesh. ni-msme was represented by faculty member Mr. KSP Goud, and NRPs. State officials from MPSRLM joined the meeting for a productive exchange of ideas.

This partnership between ni-msme's experience and MPSRLM's extensive reach has the potential to make a significant impact on rural communities in Madhya Pradesh. By working together, aim to empower local entrepreneurs, propel economic growth, and create a brighter future for rural areas in the state.

## Agri-Entrepreneurship Awareness Programme

SEE organized an Agri-Entrepreneurship Awareness Programme on 28 June, 2024. The programme was attended by 10 enthusiastic 3rd year B.Sc. (Horticulture) students from Malla Reddy University, which was coordinated by Dr. Ramakrishna, Faculty (Agri. Extension), Malla Reddy University. Dr. Shreekanth Sharma, FM, SEE delivered session, interacted and shared information on MSME Policy, Schemes and Institutional support within the realm of agri-entrepreneurship.

The students engaged in insightful discussions and gained valuable information to navigate the entrepreneurial landscape in horticulture. An exposure visit was arranged to the students to Livelihood Business Incubator (LBI) in ni-msme which added a practical dimension to the learning experience, allowing students to gain insights into livelihood projects and acquire hands-on experience with different business models.

## Visitor's Gallery

Dr. Bhagwan Prasad, Former Principle Director (1990-1992), ni-msme visited campus and interacted with Faculty Members. He also donated his books to SENDOC Library for reference.



## Director General Visits

DG, ni-msme participated in National Conference on PRANA (Protecting Rights and Nobilities in ASUS) organized by NCISM at New Delhi. ni-msme is being felicitated by Padmashri Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush, Gol for imparting training in entrepreneurship.



• Dr. Glory Swarupa, DG, ni-msme, participated in the presentation about MoMSME Chaired by new Hon'ble Union Minister & Minister of State. Establishment of Center of Excellence for Exports & Technology enablement has been listed in 100 days target of MoMSME.

• Director General, ni-msme delivered a special address at Regional MSME Summit 2024 by Institute of Directors, Hyderabad on 07.06.2024. Dr. B. V. R. Mohan Reddy, Founder Chairman and Board Member, Cyient Limited; Chairman, Board of Governors of IIT Hyderabad and IIT Roorkee was the Guest of Honour.

• Dr. S. Glory Swarupa, Director General, ni-msme participated in the Panel Discussion for International MSME Day organized by Bridge Policy Think Tank through online on 17.06.2024.



• Director General, ni-msme, Hyderabad enlightened the participants in the Panel Discussion on Opportunities, Challenges and Expectations towards Inclusive Growth of MSMEs organised by FLO, Hyderabad on 24 June 2024.



## International MSME Day

ni-msme celebrated International MSME Day on 27th June 2024. The programme started with documentary of ni-msme, focusing contribution of ni-msme for development of MSME sector. Dr. Shreekant Sharma, FM, SEE welcomed all faculty, staff and participants. He said that the theme for International MSME Day 2024 is "Leveraging Power and Resilience of Micro, Small and Medium Enterprises (MSMEs) to Accelerate Sustainable



Development and Eradicate Poverty in Times of Multiple Crises." He said that to achieve sustainable development, it is required to adopt healthy practices including healthy lifestyle for everyone. He invited Dr. Avinash Jadhav, Assistant Professor, Dhanwantari Ayurved College, Latur, Maharashtra to session on healthy life style. Addressing to the gathering, Dr. Avinash Jadhav said proper food, exercise, social relations, workplace conditions and spirituality are essential for wellbeing.

## International Yoga Day

International Day of Yoga (IDY) is celebrated on 21 June every year from the last nine years. This year as per directions of Ministry of AYUSH, an IDY countdown event is also being conducted at various places in India and parts of the World. ni-msme also conducted the pre-event i.e. IDY countdown event on 20 June 2024 and on the main event day i.e. 21 June 2024. The event was organised at ni-msme campus. The participants of the current programme along with ni-msme staff also participated. A professional trainer was also engaged for the event. Other staff performed yoga practice session at their homes at the designated date and time mentioned.



## World Environment Day

On this occasion of World Environment Day, the Director General of ni-msme, along with faculty and non-teaching staff, came together to pledge their commitment to environmental protection. The focus of this year's World Environment Day, "Land Restoration: From Desertification to Transformation," resonated deeply with the institute.



The event focused on key environmental issues like water conservation, global warming, and land restoration. The Director General highlighted the theme of World Environment Day 2024: "Land restoration, halting desertification, and building drought resilience." She emphasized ni-msme's role as part of #Generation Restoration

and the importance of creating awareness within the MSME sector to reduce carbon footprint and minimize environmental impact. DG along with staff members, participated in a tree planting initiative within the Utsav premises. This initiative exemplifies ni-msme's dedication to sustainability and its commitment to a greener future.

## SUCCESS STORY

Dr. Sneha C Shekar, an Ayurveda Doctor, Health Coach & Entrepreneur started her own Skin and Hair Care Brand- "TAPIKA". She started this journey in 2022, where her reach was just limited to her neighbours and close circle of friends but today the reviews and the results attained by them had craved her path where it has reached now to more than 10k people. The journey of "TAPIKA" is marked by relentless efforts and continuous growth. Driven by a passion for Ayurveda and a commitment to natural wellness, she embarked on a mission to create products that blend ancient wisdom with modern needs. From meticulously formulating each product to ensuring the highest standards of quality, every step has been a testament to dedication and attention to detail. She has also presented her start-up and got appreciated by Dr. Vaidya Rajesh Kotecha, Secretary, Ministry of AYUSH, and Shri. Ramappa Timmapur, Karnataka's Excise Minister and Smt. Latha ji District Commissioner of Bangalore (Rural). In this journey, the positive reach of her Tapika products in the public has gained her so much of confidence to grow up more and give the society the best it needs. Above all of this she is proud that "TAPIKA" is completely bought up and has been nurturing by the women group!

Securing MSME (Micro, Small & Medium Enterprises) registration has been instrumental in Tapika's journey. It has provided numerous advantages, including financial assistance, priority sector lending, and access to various government schemes. This registration has not only streamlined operations but has also enhanced credibility and opened new avenues for growth. Central to my success story is the unwavering support of SDM College of Ayurveda and Hospital. The College's Entrepreneur Development Cell provided crucial guidance and resources, nurturing our entrepreneurial spirit right from inception. This platform not only encouraged innovation but also instilled a deep-rooted belief in our mission to promote Ayurveda globally. Five years down the lane she has a dream to see a day where people switch to sustainable body care, which would be a part of tribute to mother Earth, with that she would dream to make sure she reach the best essence of Ayurveda to homes and bringing up our traditional system. She has registered "Tapika" on Instagram, Youtube and also has own website [www.tapika.in](http://www.tapika.in), which are very cost-effective for capturing national and international markets. Dr. Sneha C Shekar can be reached over mobile - +91 6361919298, Email ID - [snehacshekar7@gmail.com](mailto:snehacshekar7@gmail.com), Instagram handle - @ayuraura\_with\_sneha She thanked ni-msme and NCISM for their initiatives, support and guidance in this journey.





## World Environment Day at NRIUM

National Research Institute of Unani Medicine for Skin Disorders, an Autonomous Organization of Ministry of AYUSH, Govt. of India, Hyderabad organized World Environmental Day 2024 programme on 05 June 2024 in the Institute premises. Dr. S. Glory Swarupa, Director General, ni-msme was participated in this programmes as Chief Guest. She inaugurated west water treatment plant established by NRIUM on this occasion. Dr. Shreekant Sharma, FM, SEE and Dr. Shirish Prabhakar Kulkarni, Hindi Translator, ni-msme have also present on this occasion. A special programme focusing clean and pollution free environment was also conducted in conference hall of NRIUM on this occasion. In the beginning Dr. Mohd Kashif Hussain, Research Officer welcomed all the Guests, Officials and staff members present and invited Dr. Younis Iftikhar Munshi, Director, NRIUM Chief Guest Dr. S. Glory Swarupa, Director General, ni-msme, Hyderabad and Dr. Arjeena Zabeen, Assistant Director to dies. Dr. Younis Iftikhar Munshi felicitated Dr. S. Glory Swarupa, Director General, ni-msme with shall and flower bouquet. He also given brief information of the activities conducted by NRIUM for clean and Healthy environment within the campus. Addressing on this occasion, Dr. Younis Iftikhar Munshi, Director, NRIUM highlighted the efforts being made by NRIUM for clean and pollution free environment within the campus of the Institute. Ha also said that the west water treatment plant is also a step of the institute to reduce the water pollution and also to increase the efficiency of water utilization of the resources available in the Institute. He also appreciated the support being given by National Institute for MSME to the Institute from time to time and expressed the hope that both organization will work together for better mutual cooperation.



Addressing as Chief Guest, Dr. S. Glory Swarupa appreciated the efforts made by NRIUMSD under various initiatives to reduce pollution and increase clean and healthy environment. She also said that being a Research Institute and Hospital for Skin Disorders and other diseases, it is necessary for NRIUM to ensure healthy environment with proper disposal of biological west material and other type of west materials. She also complemented Director Dr. Younis Iftikhar Munshi for his efforts to recycle west water by establishing west water treatment plant in the institute. She said that now days, proper utilization the each and every drop of water is the necessity for better future. She assured that ni-msme will extend each and every possible to NRIUM for mutual and public benefit.

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