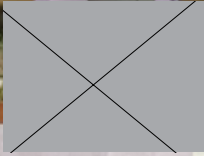


# ni-msme News Corner (NNC)



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

## Career Progression In-Service Training for IEDS Officers (Batch-3)

Career Progression through In-Service Training is essential for Government Officers as it not only benefits their personal and professional growth but also enhances their ability to effectively serve the public, contributing to the overall development and efficiency of Government services. ni-msme, with its rich experience & expertise in Capacity Building, organised two week Career Progression In-Service Training for Indian Enterprise Development Services (IEDS) Officers, sponsored by O/o DC-MSME, Ministry of MSME, Government of India from 14 to 25 October, 2024 at New Delhi to enhance the capacity building of officers for effective functioning at workplace and also to support for the growth of MSMEs. A total of 35 IEDS Officers from 20 states attended the program.

The objective of the training is to develop and refine the skills of officers which 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.



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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 to understand the industry best practices for the promotion and development of MSMEs. Dr. Ishitha G.Tripathy, ADC,O/o DC-MSME, MoMSME, GoI as Special Guest enlightened the officers to refine their skills for effective functioning at workplace and also to support for the growth of MSMEs. The program was concluded with vote of thanks proposed by Mr. Yash Arya, Founder & MD, IAM KHADI, New Delhi.

The training sessions focused on Industry Best Practices, ESG Initiatives, Digital Transformation, Emerging Technologies, Policy Updates, MSME Schemes & programs, Procurement Portals, Administrative & Financial matters, e-Office Management and Management skills. ni-msme Faculty and Senior Officials from Ministry of MSME, Eminent speakers from IIT, Delhi; CSIR; IRM; NIC; GeM; IGDTUW;

Senior Lawyers; Experts from Industry handled the sessions during the training. Valedictory session was scheduled on 25 October,2024. During the valediction, the officers shared their experiences & learnings from the training program. Shri Vaidya Jayant Yeshwant Deopujari , Chairman, National Commission for Indian System of Medicine (NCISM) graced the valediction and addressed the Officers. He mentioned that NCISM collaborates with institutions like National Institute for Micro, Small and Medium Enterprises (**ni-msme**) for capacity building and promoting traditional Indian medicine systems by creating an entrepreneurial eco system in the AYUSH Sector. He encouraged the officers to foster entrepreneurship in their states by supporting AYUSH innovations, facilitating collaborations and promoting traditional Indian medicine systems on a global scale.

Shri R. K. Rai, Additional Development Commissioner (ADC), O/o DC-MSME, MoMSME, GoI was invited as Special Guest congratulated the participants for the successful completion of the training program. He advised the Officers to apply the learnings in their work-place to enhance their role efficiency and improve their core competencies. Participation certificates were awarded to the Officers.



## 35<sup>th</sup> Executive Committee (EC) Meeting

The 35<sup>th</sup> Executive Committee (EC) Meeting of **ni-msme** was held on 08 October 2024 through Hybrid Mode at Ministry of MSME, Udyog Bhawan, New Delhi under the Chairmanship of the Secretary to Government of India, MoMSME. The Director General, **ni-msme**, while welcoming all the distinguished members of the Executive Committee, briefed them about progress of the academic activities and proposed activities.

The Secretary & Chairman, EC appreciated the spectrum of training activities and placed on record his appreciation for achievements of 3-Star Rating in Training & Capacity Building by the CBC and award for faculty. The Committee also approved Annual Report together with Audited Accounts for the FY 2023-24 and recommended to Governing Council.



The Committee discussed the all agenda items and other matters for improvement of academic activities including infrastructure development with the intention to improve the overall academic and financial status of the institute.

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## Livelihoods for De-Notified Tribes



The De-notified, Nomadic and Semi-nomadic Tribes are the most neglected, marginalized and economically and socially deprived communities. Most of them have been living a life of destitution for generations; and still continue to do so with an uncertain and gloomy future. These Tribes somehow escaped the attention of our developmental framework and thus are deprived of the support unlike Scheduled Castes and Scheduled Tribes.

Historically, these communities never had access to private land or home ownership. These tribes used forests and grazing lands for their livelihood and residential use and had "strong ecological connections. Many of them are dependent upon various types of natural resources and carve out intricate ecological niches for their survival. The changes in ecology and environment seriously affect their livelihood options. These tribes have barely benefitted from the planned developments since the Indian independence.

More than 10 crore Indians from over 1,400 communities are either denotified (settled in various States of the country), nomadic (continue to be largely nomadic) or semi-nomadic. According to the report of National Commission for Denotified, Nomadic and Semi Nomadic Tribes 2017, there are a total of 425 Denotified Tribes, 810 Nomadic Tribes and 27 Semi-nomadic Tribes in India. Various efforts are being undertaken by the government for bringing these communities in the mainstream. The Ministry of Social Justice & Empowerment, Govt. of India launched Scheme for Economic Empowerment of DNTs (SEED) scheme. The scheme was launched in (February) 2022 by the Ministry of Social Justice and Empowerment, with an allocation of Rs. 200 crore, to be spent over five years from FY 2021-22 to FY 2025-26.

### Objectives of the Scheme:

- To provide coaching of good quality for DNT candidates to enable them to appear in competitive examinations;
- To provide health insurance to DNT Communities
- To facilitate livelihoods initiative at community level to build and strengthen small clusters of DNT/NT/SNT Communities institutions.
- To provide financial assistance for construction of houses to members of the DNT Communities

### Components of the Scheme

- **Educational Empowerment:** Providing free competitive exam coaching for DNT candidates
- **Health:** Health insurance (through PM Jan Arogya Yojana)
- **Livelihoods:** Through National and State Rural Livelihood Missions (NRLM and SRLMs)
- **Land & Housing:** Financial assistance for construction of houses through PM Awas Yojana

National Institute for MSME (ni-msme) is being actively engaged for implementation of SEED scheme in the state of Andhra Pradesh with following specific activities under Livelihoods component: Formation of DNT/NT Self Help Groups (SHGs)

- Formation of DNT/NT Community Based Organizations (CBO)
- Skill development / field exposure visit including training / tool kits distribution for value addition
- Strengthening knowledge
- Improving administrative capacity
- Focused Livelihood Development models
- Livelihoods collectives
- Backward and forward linkages
- Access to information, credit, technology, markets

It is envisaged that the interventions of ni-msme through SEED scheme will improve the livelihoods and increase income of the DNT Tribes.

*Dr. S. Glory Swarupa*  
Director General

## Uganda Delegation Visit

**ni-msme** welcomed a high-profile delegation from Uganda, accompanied by Dr. Rebbie Harawa, Global Research Program Director - Africa & Country Representative, ICRISAT and Ms. Lydia Murimi, Director – Business Development, ICRISAT along with their team, on 04 October 2024. This visit aimed at fostering collaboration between Government of Uganda, ICRISAT and ni-msme to enhance the agricultural value chains and promote sustainable development in rural sectors of Uganda.

The primary focus of the visit was to explore avenues for capacity building, skill development, and knowledge transfer in areas related to MSMEs and Agribusiness. Dr. S. Glory Swarupa, Director General of ni-msme, emphasized the importance of international partnerships in promoting inclusive economic growth. She expressed optimism about the collaboration with Uganda and ICRISAT, highlighting ni-msme role in developing MSMEs through specialized training, consulting and research services. The delegates from Uganda, led by key officials, engaged in productive discussions with **ni-msme** faculty members Dr. Shreekant Sharma, FM, SEE; Mr. Surya Prakash Goud, FM, SED; Dr. E. Vijaya, FM, SEM and Mr. Gudela Devan Sai, FA, SEE. The discussions focused on exploring potential partnerships and customized training programs aimed at empowering Uganda's Small and Medium Enterprises (SMEs).



## Re-certification Audit of ISO 9001:2015



The ISO 9001:2015 Re-certification Audit of **ni-msme** was conducted by TUV Nord on 03 & 04 October 2024, led by Senior Lead Auditor Mr. Manish Prakash Sharma. During the opening meeting, Mr. Sharma outlined the audit process, schedule, and introduced TUV Nord. Ms. V. Swapna, Faculty Member (QMS Coordinator), efficiently coordinated the audit process, providing necessary inputs.

The audit team reviewed ni-msme's Quality Policy, on-site activities, Quality Manual, internal audits, management reviews, organization context, and risk assessment documents. Auditors interacted with process members from all departments and evaluated documented evidence to

ensure compliance with SOPs and ISO standards. Dr. S. Glory Swarupa Director General, Faculty Members, ISO Consultants Mr. Rajesh Srivastava and Dr. J. K. Srivastava along with administrative staff, were present during both the opening and closing meetings. In the closing meeting, Mr. Sharma presented his audit findings, commended **ni-msme's** activities, and suggested improvements for the canteen. Ms. Swapna expressed gratitude for the valuable feedback aimed at enhancing quality in the organization.



## PMKVY 4.0 Special Project in NER

**ni-msme** is conducting Skill Development Programmes under PMKVY 4.0 Special Projects in five states across Northeast region, sponsored by the National Skill Development Corporation (NSDC). The project includes training on job roles like Food & Beverage Service Associate, Aquaculture Worker, Mushroom Grower (Entrepreneur), and Bamboo Work Artisan. By the end of October 2024, a total of 4876 candidates enrolled for the trainings. Certificates were issued to 22 batches, assessments completed for 28 batches, and 63 batches have completed their programmes..



## PMKVY 4.0 Short Term Training

**ni-msme** is conducting Skill Development Training under the PMKVY 4.0 Short Term Training Programme at campus. By the end of October 2024, a total of 585 candidates had enrolled in trades such as Junior Software Developer, Cloud Application Developer, Beauty Therapist, Self-Employed Tailor, and Craft Baker. Certificates have been issued for 3 batches, assessments completed for 8 batches, and 6 batches have completed their programmes.



## ni-msme Awarded with FSSAI Certificate

National Institute for Micro, Small and Medium Enterprises (**ni-msme**) Awarded with FSSAI Certificate for Quality improvement towards Excellence for continental dining in the campus for offering best serves to National as well as International Executives.

Form C Government of India Food Safety and Standards Authority of India License under FSS Act, 2006	
 	
अर्जा क्रमांक / License Number: 1362499900532	
1. Name & Registered Office address of Licensee / अर्जाकर्ता के पंजीकृत कार्यालय का पता:	National Institute for Micro Small and Medium Enterprises B-3-329(A), nilusma, Hyderabad, Telangana-500045
2. Address of Authorized Premises / अर्जाकर्ता के पंजीकृत कार्यालय का पता:	B-3-329(A), nilusma, Yousufguda Circle No 19, Hyderabad, Telangana-500045
3. Kind of Business / व्यवसाय का प्रकार:	Central Govt. Agencies - Food Catering Services in establishments and units under Central Government Agencies
4. Dairy Business Details / दूध व्यवसाय के विवरण:	No
5. Category of License / अर्जा का प्रकार:	Central License
This license is granted under and is subject to the provisions of FSS Act, 2006 all of which must be complied with by the licensee. / यह अर्जा पत्र प्राप्त होना आवश्यक है, 2006 के अधिनियम 41 के अधिनियम के प्रावधानों का पालन करना आवश्यक है।	
Place / स्थान: FSSAI Chennai	Designated Officer
Issued On / जारी: 09-10-2024 (New License)	Date: 09-10-2024 16:21:02
Valid Upto: / तक: 08-10-2027 (For details, refer Annexure)	User Id: 119215
	Verified through QR Code: 890000000
	License Grant on: 08-10-2024 07:30:55
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## Project Advisory Committee (PAC) Meeting

The third Project Advisory Committee (PAC) Meeting of the Centre of Financial Inclusion (CFI) was held on 04 October 2024, at ni-msme campus, Hyderabad. Shri M.S.R.K. Murthy, Asst General Manager, CGTMSE said that of late CGTMSE has expeditiously settled many claims raised by the banks to the tune of Rs.2637 Crores last financial year and Rs.1224 Crores this financial year. In the last two years CGTMSE has been able to give credit guarantees worth Rs.4 lakh Crores and targets credit guarantee to 5 lakhs Crores in the next two years. Ms. Bhuvanewari, DGM, SME Vertical Head, SBI, LHO appreciated the efforts of CFI and welcomed the initiatives undertaken. She spoke of the campaign at SBI to increase the penetration of CGTMSE scheme in MSME lending. Shri A. Sreenivas, Chair explained details of ground work undertaken and proposed activities to be undertaken in the coming weeks. Ms. Kavitha Rajesh, Entrepreneur, Om Sai Paints appreciated the initiative of setting up the center to help the MSMEs. She said that though the credit scenario has improved in the recent past, there are many issues being faced by the MSME entrepreneurs. Dr. S Glory Swarupa, Director General, ni-msme who presided over the meeting opined that the scope of the CFI is immense, and much can be done in the service of the MSMEs at large.



## Panel Discussion on Inclusive Growth and Development of India

The ICFAI School of Social Sciences, in joint collaboration with the Centre of Excellence in Banking and Finance, organized a Panel Discussion on “Inclusive Growth and Development of India” on 05 October 2024 at Taj Deccan, Hyderabad. Select eminent industry experts from Government, public & private sector organizations, and academia for panel discussion, which facilitates knowledge sharing and networking opportunities among invited delegates



(senior industry executives, senior Bureaucrats, Non-Banking Financial Institutions, NGOs, and media) and faculty.

Mr. M. V. Kameswara Rao, Vertical Head, CFI, represented ni-msme and presented views on the subject. It gave a larger audience to highlight ni-msme as an organisation pioneering the Inclusion growth for the Nation. Mr. Vivek Singla, Young Professional, CFI also participated in the event.

## Management Development Programme

ni-msme organised Four days Management Development Programme for Entrepreneurs of Warangal Power loom Cluster to improve their business and management skills. A total of 30 entrepreneurs have attended the programme.

Mr. M. V. Kameswara Rao, Vertical Head, Centre of Financial Inclusion interacted with the participants on Case study on Working Capital Management & Current financial challenges & Revival of stressed Enterprises. The inputs were found useful and the participants appreciated the suggestions for the revival of the Cluster.

## MDP for Powerloom Entrepreneurs



**ni-msme** in association with Grand Thornton organized a Management Development Programme (MDP) for the owners of the Powerloom cluster at Madikonda Textile Park in Warangal from 16 to 19 October 2024 sponsored by SIDBI. The program brought together 30 entrepreneurs under the guidance of Program Director Mr. K. Surya Prakash Goud. The initiative aimed to enhance participants' management skills through a series of expert-led workshops and interactive sessions focused on critical

areas such as financial management, marketing strategies, production efficiency, exporting and cluster development. This MDP offered numerous benefits to participants. Entrepreneurs gained practical knowledge and skills that can be directly applied to improve their business operations, leading to increased productivity and profitability. The program provided valuable insights into effective marketing techniques, helping participants to better position their products in the market. Additionally, training on exporting processes equipped entrepreneurs with the knowledge to explore international markets, thereby expanding their business opportunities.

Overall, the MDP not only equipped participants with essential tools for success but also fostered a supportive community that encourages ongoing growth and innovation in the Powerloom sector.



## Expert Talk by ni-msme Faculty

Koushalya - A National Level Webinar Series was organised by Research, Innovation and Entrepreneurship Development Cell, Mahaganapati Ayurvedic Medical College and Hospital, Dharwad on 03 October 2024.

Dr. E. Vijaya, Faculty Member was invited as Keynote Speaker to deliver the session on Empowering Entrepreneurs: Govt. Schemes and Support Initiatives For Startups. 300 participants from various fields such as aspiring entrepreneurs, professionals and students who are interested in the startup ecosystem have attended the webinar. The webinar highlighted the Government initiatives, schemes and support programs towards fostering entrepreneurship and Start-Up Eco System.

## Memorandum of Understanding (MoU)

### MoU with SVEP, Himachal Pradesh

**ni-msme** has taken a significant step towards promoting entrepreneurship in Himachal Pradesh. In a recent event, **ni-msme** signed an Agreement to support the implementation of the Start-up Village Entrepreneurship Programme (SVEP) in the state. Dr. S. Glory Swarupa, Director General, **ni-msme**, represented the institute at this momentous occasion.

The Himachal Pradesh State Rural Livelihood Mission

(HPSRLM) was represented by its CEO, Mr. Shivam Pratap Singh, IAS, and Deputy CEO, Ms. Kalyani Gupta. The signing ceremony was witnessed by key officials, including Mr. K. Surya Prakash Goud, FM, SED, **ni-msme**, and Mr. Rajat Sharma, Sr. Project Manager. This collaboration aims to boost rural entrepreneurship and create sustainable livelihood opportunities in Himachal Pradesh. The SVEP, a sub-component of the Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM), focuses on supporting rural start-ups and helping village entrepreneurs establish successful enterprises. **ni-msme**'s expertise in enterprise development and HPSRLM's local knowledge and implementation capabilities are expected to create a robust ecosystem for nurturing rural entrepreneurs in the state. This partnership marks an important milestone in **ni-msme**'s ongoing efforts to foster entrepreneurship and contribute to the socio-economic development of rural India.



### MoU with Mentor to Impact

National Institute for Micro, Small, and Medium Enterprises (**ni-msme**) has signed a Memorandum of Understanding (MoU) with Mentor to Impact, a Danish organization dedicated to advancing the global green transition. This strategic partnership aims to facilitate knowledge exchange, skills development and labour collaboration across nations, ensuring that workforces around the world are equipped to contribute to sustainable, green economies.

Mentor to Impact's primary goal is to promote the green transition for the benefit of European and global societies by empowering individuals through education and upskilling. The virtual MoU signing represents a key milestone in enhancing international collaboration for sustainability and environmentally responsible growth.

The virtual ceremony was attended by Ms. Sara Petrycer Hansen and other officials from Mentor to Impact, alongside Dr. S. Glory Swarupa, Director General of **ni-msme**. Also present were prominent faculty members and administrators from **ni-msme**, including Mr. K. Surya Prakash Goud, Dr. Srikanth Sarma, Mr. Sarath Muthyala, Assistant Registrar i/c., Mr. Srinivas Verma (Admin & Accounts Officer), Mr. Rameshwar Rao, Consultant (Admin), and Mr. Duvvada Tejeswara Rao, Consultant (Faculty). This partnership aligns with **ni-msme**'s commitment to advancing sustainable development under the Ministry of MSME, Government of India. The collaboration will focus on creating new opportunities for knowledge sharing, skill development and capacity building in green technologies and sustainable business practices.





## Implementation of SEED Scheme in Andhra Pradesh

**ni-msme** is making remarkable progress in implementing the SEED scheme across six districts of Andhra Pradesh. A key milestone has been reached with the successful formation of the majority of Self Help Groups (SHGs) and the completion of data uploads for Denotified, Nomadic, and Semi-Nomadic Tribes (DNT) communities on the official portal to facilitate their access to the SEED scheme. In its mandate to implement the scheme, ni-msme has taken responsibility for the creation of 300 SHGs, along with data collection, conducting skill assessments and identifying viable livelihood opportunities for DNT communities. Currently, 293



SHGs have been established, marking significant progress toward the goal.

In addition, **ni-msme** is actively involved in monitoring the implementation process and organizing capacity building activities in partnership with various agencies. These efforts include conducting training programs aligned with SEED scheme guidelines to ensure that the communities fully benefit from the initiative. As part of its broader objectives,

**ni-msme** is conducting skill assessments for the DNT communities to identify specific areas where targeted training is needed. This includes empowering them through programs focused on traditional handicrafts and other livelihood sectors, thereby contributing to their economic upliftment and long-term sustainability.



## Advanced Skill & Design Development Training

**ni-msme** has organized an "Advanced Skill and Design Development Training" for 221 members of the Sri Shashivarna Ieja Handloom Weavers Society (SPV) as part of its efforts under the SFURTI Ieja Gadwal Handloom Cluster with the support of Pankaj Arts and Crafts Development Society, Kurnool. The training was conducted for 15 days, dividing weavers into 10 batches to provide modern design techniques with traditional Gadwal weaving, enhancing the elegance and luxurious appeal of these iconic sarees while preserving rich heritage. The training equipped the artisans with advanced skills and adopt innovation, ensuring that Gadwal sarees remain a symbol of both tradition and luxury. "This initiative is about honoring our weavers while positioning them to keep Gadwal sarees at the forefront of both tradition and elegance." Representatives from IA and TA have extended their support to ensure the smooth execution of the training program.



Participants received hands-on training in essential techniques such as winding, warping, dyeing, weaving, and jacquard lifting. This initiative empowers artisans with the knowledge and confidence needed to improve their craftsmanship and thrive in the evolving handloom sector while preserving the rich heritage of weaving in Gadwal. On October 5, 2024, the Shree Sashivarna Aiza Hand Loom Weavers Society as well as a Special Purpose Vehicle (SPV), were awarded with certificates.



## Swachhata Hi Seva Campaign 2024: Empowering DNT Communities in Andhra Pradesh

**ni-msme**, in collaboration with NSFDC and the Ministry of Social Justice and Empowerment (MoSJE), successfully conducted the Swachhata Hi Seva Campaign 2024 for De-notified, Nomadic, and Semi-Nomadic Tribes (DNT) communities in Andhra Pradesh. The campaign, part of the DNT SEED Scheme implementation, took place on 27-28 September, 2024, across multiple districts, showcasing a strong commitment to sanitation and community health.

In Tirupati District's B.N. Kandriga Block, six Self-Help Groups (SHGs) joined forces with the Ekalavya School and local Gram Panchayat for a comprehensive cleanliness drive. The event featured a Swachhata Pledge, an awareness rally, and engaging student competitions, fostering a spirit of cleanliness among the younger generation. Annamayya District saw active participation in Rayachoti, where three DNT SHGs collaborated with municipal officials and sanitation workers. The event on Madanapally Road included a cleaning drive, a handwashing awareness campaign, and educational activities, emphasizing the importance of hygiene in daily life.

Chittoor District's event in Jayanthi Ragamanupenta village brought together DNT SHGs, municipal officials, and sanitation workers. Led by District Coordinator Mr. Amarnath Pallam, the campaign involved local school and ICDS staff in organizing educational activities and hygiene awareness games for children, making the learning experience both fun and impactful. Kurnool District hosted two significant events. In Ramanaik Thanda, local Sachivalaya Digital staff, healthcare workers, and ICDS staff joined DNT SHGs in a community clean-up, focusing on waste management education. Another event in Gudumbai Thanda village, Orvakal Block, led by Mr. Chinna Swami, saw three DNT SHGs, the local Primary School, and Gram Panchayat actively participating in a cleanliness drive, Swachhata Pledge, and a hygiene awareness rally.

The campaign's impact was evident across all locations, with increased awareness of sanitation and hygiene practices among DNT communities. The active involvement of local authorities and educational institutions strengthened community engagement in cleanliness efforts, promoting better health in DNT living environments. Each event concluded with participants taking the Swachhata Pratigna (Cleanliness Pledge), solidifying their commitment to maintaining cleanliness and promoting community health. To document the campaign's success and inspire nationwide participation, before-and-after images of the cleanliness drives will be submitted to the Swachhata Hi Seva website.

The Swachhata Hi Seva Campaign 2024 has successfully highlighted the crucial role of DNT communities in sanitation efforts. It underscores the importance of collective action in building healthier environment and sets a positive example for community-driven cleanliness initiatives across India.



## Exposure Visit for NIRDPR Participants

On 17 October 2024, **ni-msme** hosted an exposure visit for a group of 21 participants from the National Institute of Rural Development and Panchayati Raj (NIRDPR). The visit was organized to the Parikshith Food Products (Soya Food Processing Unit) at the Livelihood Business Incubator (LBI) of ni-msme, as part of their broader capacity-building and skill development programme. The group was accompanied by Mr. Mohammad Khan, Sr. Consultant, CIAT & SJ-RTP from NIRDPR. The objective of the visit was to provide participants with practical insights into food processing technologies, particularly in the production of soya-based



food products, and to understand the operational aspects of setting up and managing small-scale food processing units. This aligns with NIRDPR's focus on promoting rural livelihoods and sustainable economic development through the establishment of micro and small enterprises.



During the visit, ni-msme faculty member Mr. Vivek Kumar, AFM, SEE welcomed the participants, interacted and took a session on entrepreneurship motivation later, Mr. Rakesh Mungelkar, Social Entrepreneur and Founder of Parikshith Food Products delivered a session and conducted a detailed demonstration of the processing, packaging, and value addition techniques employed in the Soya Food Processing Unit. The participants were given a tour of the unit's state-of-the-art machinery and were briefed on the

technical and financial requirements for establishing similar units in rural areas. Mr. Gudela Devan Sai, FA, SEE conducted exposure visit of the NIRDPR participants at ni-msme. Mr. Mohammad Khan appreciated ni-msme efforts in demonstrating practical, hands-on knowledge of food processing technologies that can significantly contribute to rural development initiatives.

## ToT on Entrepreneurship Development for ASUS Doctors

SEE conducted 5-day training programme for 28 Coordinators from the Research, Innovation and Entrepreneurship Cells of Ayurveda, Siddha, Unani, and Sowa Rigpa (ASUS) Colleges. The programme was held from 09 to 13 September 2024 at the ni-msme campus and sponsored by the National Commission for Indian System of Medicine (NCISM). The inauguration of the programme was graced by Dr. S. Glory Swarupa, Director



General. The Programme Directors were Dr. Shreekanth Sharma, FM, SEE and Mr. V. B. Rajendra Prasad, AFM, SEE. The primary objective of the programme was to equip coordinators with essential skills and knowledge to foster entrepreneurship among ASUS college students. Sessions included topics on Entrepreneurship Motivation, Business Games & Opportunities in the Ayush Sector, MSME Policy & Schemes, ED Cell Functioning, Digital Branding, IPR, Financial Management, Enterprise Registrations, Legal Formalities and Business Plan Preparation. These sessions were delivered by ni-msme faculty members and industry experts. As part of the training, participants visited T-Hub and T-Works and Rasendra Rasashala an Ayurvedic medicine manufacturers. The participants also had the opportunity to interact with a successful entrepreneur, gaining insights into the practical aspects and challenges of entrepreneurship. Dr. K. Jagannathan, President of BUSS, graced the valedictory session and commended the programme's impact. He personally interacted with the participants and awarded certificates upon successful completion of the training.

## Training Programme on MSME Promotion and Development

SEE successfully conducted two 5-days training programme for 58 newly recruited Inspectors and Staff of Commerce and Industries Department, Government of Sikkim. The programmes were organized during 03 to 07 & 18 to 23 September 2024 at ni-msme campus sponsored by Commerce and Industries Department, Govt. of Sikkim. The objective of the programme to equip newly recruited officials, inspectors and staff of the Commerce and Industries Dept. with the necessary skills and knowledge to effectively promote and develop the MSME sector in Sikkim. The inauguration was graced by Dr. S. Glory Swarupa, Director General & Mrs. Bimla Chettri, Asst. Director, Dept. of Industries & Commerce, Govt. of Sikkim. The Programme Directors were Dr. Shreekant Sharma FM & Mr. Vivek Kumar, AFM of SEE. The training covered key topics, including Entrepreneurial Motivation Training & Team Building, Forms of Organization, Legal & Statutory Compliances, Digital Marketing Tools, e-Commerce & Innovative Scheme, MSME Schemes: MSE-CDP, SFURTI, UNNATI, RAMP & ODOP, Market Survey & Preparation of Business Plan, Importance of IPR, Understanding Financial Statements & GST, Ease of Doing Business, Telangana State Industrial Policy Approval & Self-Certification System (TS-iPASS) Act, 2014; Telangana State Industrial Development & Entrepreneur Advancement (T-IDEA) & Telangana State Programme for Rapid Incubation of Dalit Entrepreneurs (T-PRIDE) with Grievance Redressal Mechanism, Quality Concepts - 5S, Kaizen, ZED, TQM, Lean Manufacturing and Bureau of Indian Standards (BIS), Industrial Policies, Programmes/Schemes and Institutional Support for Promotion of MSME, Documentation Process for Exports and Waste Management in India: Challenges, Opportunities, and Roadmap for Circular Economy. Participants visited T-Hub & T-Works, as well as industrial units & manufacturing units gaining practical exposure to entrepreneurship and MSME operations. The programme was well-received, providing valuable insights for the officials in promoting MSME development in Sikkim.



## Training Programme for Tribal Youth

In a significant step toward empowering local communities, SEE successfully conducted a three-day 'Training Programme for the Establishment of Micro and Small Enterprises' from 26 to 28 September 2024 at **ni-msme** campus. Sponsored by the Bijapur District Administration, Govt. of Chhattisgarh, total 22 participants from Bijapur District, Chhattisgarh, coordinated by Mr. Gaurav Pandey, Assistant Director at the District Skill Development Authority. The training programme was delivered in Hindi. Sessions were designed by Dr. Shreekant Sharma, FM & Mr. Vivek Kumar,



AFM to equip participants with practical knowledge & skills. Key topics covered during the programme: Entrepreneurship: Creating Innovative Idea, Feasible Investments in Agriculture and Food Processing Sectors, Government Schemes and Programmes, Basic Financial Management and Taxation, Digital Marketing and Cyber Security, Feasible investments in agriculture and food processing sectors, Government schemes and programmes, Importance of IPR, Honey Beekeeping for Livelihood Development, Cluster Development Methodology for Micro Enterprises and Micro Enterprise Promotion, Salesmanship and Marketing Skills for Business Development. Participants also benefitted from exposure visits aimed at providing hands-on understanding of innovation, incubation, and the startup ecosystem, along with insights into the promotion and establishment of micro and small enterprises. Faculty from ni-msme & industry experts led these sessions, fostering a collaborative environment where participants could explore entrepreneurial strategies and opportunities tailored to their region. Dr. S. Glory Swarupa, Director General graced the valedictory session of the training programme and awarded certificates. During her interaction with the participants, she inspired them by sharing grassroots innovations and several success stories from the entrepreneurial world

## Curriculum & Syllabus Framing Workshop by NCISM



A three-day workshop aimed at framing a “Competency-Based Course Curriculum and Syllabus for IIIrd Professional & Postgraduate (PG) studies in Unani” was inaugurated on 26 September 2024 by Prof. Dr. K. Jagannathan, President, Board of Unani, Siddha and Sowa-Rigpa, NCISM, Dr. S. Glory Swarupa, Director General, ni-msme, Dr. S. Mathukumar, Member, BUSS, NCISM, Prof. Dr. Mohan Joshi, Chief Coordinator, Curriculum Framing Programme, Prof. Dr. Waseem Ahmed, Phase Coordinator, Curriculum Framing Programme. The Workshop was organized by the National Commission for Indian System of Medicine (NCISM), New

Delhi, in collaboration with the National Institute for Micro, Small, and Medium Enterprises (ni-msme), this event is being held from 26 to 28 September 2024 at the ni-msme campus in Hyderabad. The workshop

is an essential initiative to modernize and streamline the curriculum for Unani education, ensuring that it aligns with the latest developments and standards in the field. The focus is on competency-based learning, preparing students for both professional practice and advanced studies. 90 Experts from across the country, including distinguished practitioners and academicians in the Unani system of medicine, have participated in the workshop. This initiative, led by NCISM under the aegis of the Ministry of AYUSH,



underscores the Indian government’s continued commitment to promoting and enhancing traditional medical systems such as Unani, Ayurveda, and Siddha. It reflects the efforts of both NCISM and the Ministry of AYUSH to ensure that these systems are integrated into the modern healthcare landscape while preserving their rich heritage. The workshop is expected to culminate in the establishment of a structured, modern syllabus aimed at benefiting future practitioners and aligning Unani education with global standards. Eight more such workshops are planned in the campus till November 2024.

## IPFC First Steering Committee Meeting

The Intellectual Property Facilitation Centre (IPFC) at **ni-msme** organized the first Steering Committee meeting to review the progress of IP activities for the year 2024-25 on 24 November 2024 at Board Room. The meeting was chaired by Shri S. Vijaya Kumar, Director, MSME-DFO, Hyderabad, with the participation of esteemed members including Dr. R. Kalpana Sastry, Managing Director, Ag-Hub; Mr. G. S. Bist, Assistant Director, MSME-DFO; Mr. Chetan Vittalkar, Director, Quality Circle Forum of India, Hyderabad and Ms. V. Swapna, Faculty Member and Head of IPFC, **ni-msme** as the Member Convenor.



During the meeting, an action plan for upcoming IPFC activities was outlined, and guidelines for empaneled attorneys were discussed. ni-msme IPFC brochure and IPFC guidelines were released in the presence of Director General, **ni-msme**. All committee members actively engaged in discussions, providing valuable insights and recommendations to strengthen IPFC’s impact and reach.

## Ek Ped Maa Ke Naam

As part of the Swachhta Hi Seva campaign, ni-msme organized "Ek Ped Maa Ke Naam" - in the campus. All staff members participated in the sapling plantation drive.



Special Campaign 4.0 signifies the vision of Prime Minister Shri Narendra Modi in-order to reduce pendency in government, for changing age old, outdated methods and practices, weeding out old files and papers holding so

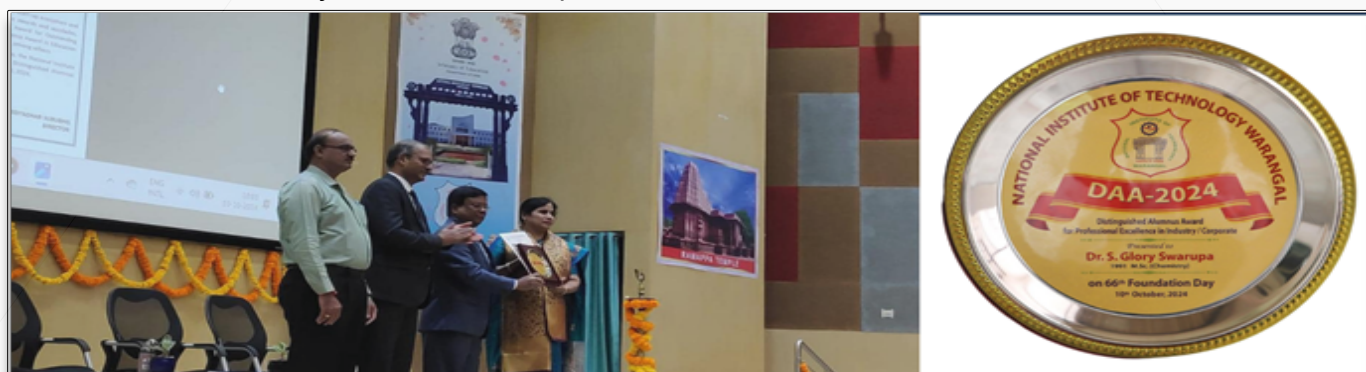
much space in the Offices for better utilisation of free space, improve sanitation protocols and also to promote New Technology Adoption. On the directions of the PMO and The Department of Administrative Reforms and Public Grievances (DARPG), a special campaign was organised during 02 to 31 October, 2024 to undertake several activities including disposing of pending public grievances, references from Members of Parliament and State Governments, Ministerial consultations, Parliamentary assurances etc.

During the special campaign period, efforts were undertaken to dispose of the identified pending references/matters. Not limiting to the cleanliness of office space, but also files of temporary nature are also being identified and weeded out as per the extant instructions and Record Retention Schedules. ni-msme has also undertaken active participation in this campaign. ni-msme started its implementation phase of the Special Swachhta Campaign 4.0 as a kick off event by conducting an awareness activity on Importance of Swachhata in our daily life. During the campaign period ni-msme family members undertaken cleanliness drive and uprooted debris of garbage from various places. Rain water harvester cleaning, debris cleaning to mention a few which were also undertaken. During the campaign, the fallen leaves and various herbs and shrubs collected and instead of burning them, a compost pit was created with the help of Helping Society Foundation. ni-msme also created awareness on "Bio Char" i.e. Kaala Heera which is on the concept of wealth out of waste by utilizing fallen twigs from trees inside the campus.

Dr. S. Glory Swarupa, Director General appreciated the **ni-msme** family members on successful completion of the SC 4.0 including great efforts of all the garden workers led by Ms D. Sandhya, Horticulturalist, **ni-msme**, Care taking section and the Special Campaign 4.0 team. Dr. S. Glory Swarupa, Director General is also of the belief, that cleanliness is next to godliness and such drive by ni-msme team should not be limited to just the campaign period but it will be a continual activity.

## AWARDS & Honours

DG honoured with prestigious "Distinguished Alumnus Award" from country's first NIT Warangal on its 66th Foundation Day, as the sole recipient from science stream.



## Director General Visits

Dr. S. Glory Swarupa, Director General, **ni-msme**, and Mr. Surya Prakash Goud visited the Bapatla Agro Food Cluster Project site at Nanduru Village on 03 October. The Socio-Economic Alternatives Research & Resource Community for Humanity (SEARCH), the Implementing Agency (IA) of the cluster, provided an update on the work progress at the site. The DG expressed satisfaction with the progress and advised: Completion of electrical transformer work at the earliest, A target timeline for project completion by the end of December, with plans for an official inauguration in January 2025, as per the agreed schedule, Installation of rooftop solar panels to harness solar energy for operational purposes, Installation of machinery and equipment as soon as possible, Acceleration of the mobilization of the SPV Contribution share capital at the earliest

Dr. S. Glory Swarupa, Director General of ni-msme visited Shri Virendra Mittal, IAS, Secretary of Social Justice, Government of Assam, to discuss initiatives focused on the skilling of the SC community and to establish apparel CFC. The meeting aimed to enhance training programs and opportunities, fostering empowerment and economic development within the community. Additionally, Director General of ni-msme visited Dr. Lakshmanan S, IAS, Secretary to the Government of Assam, Industries, Commerce & PE Department, along with Mr. K. Surya Prakash Goud, to discuss key interventions under the RAMP and other schemes aimed at promoting MSME development. The meeting focused on collaborative strategies to enhance support for local entrepreneurs and boost economic growth in Assam.



Mirchi Super Woman, a groundbreaking initiative, successfully amplified the voices of local women, fostering a sense of empowerment and community. This innovative programming not only captivated audiences but also garnered significant client investment. By strategically involving Dr. Glory Swarupa, into the show's format to emphasize on entrepreneurship, non-dependency and self-reliance amongst young women and creating a dedicated "Mirchi Super Women" multi-media segment. Team Mirchi Telugu have elevated their content prowess a notch higher, resonated with the audience, and achieved remarkable recognition success.



Dr. Glory Swarupa, Director General, **ni-msme** participated as Chief Guest for valediction session of two Day Orientation-cum-Induction programme conducted at National Research Institute of Unani Medicine for Skin Disorders (NRIUMSD), Hyderabad. The event was organised by Central Council of Research in Unani Medicine (CCRUM), under Ministry of AYUSH, Govt. of India for Research Officers (U) Scientists Level-1. Dr. Nazeer Ahmad, Director General, CCRUM; Dr. Gazala Javed, Asst. Director CCRUM; Dr. Younus Iftekhar Munshi, Dy. Director, NRIUMSD; were present on the dais on this occasion.



**ni-msme** is Implementing Scheme for Economic Empowerment of DNTs (SEED), Ministry of Social Justice and Empowerment, Gol. Participated in the Workshop and Oriented the Officers, Dept. of BC Welfare on the objectives and their role for the successful implementation of scheme. Smt. S. Savitha, Hon'ble Minister of Backward Classes Welfare, Govt. of AP was Chief Guest. Dr. Pola Bhaskar, IAS, Secretary and Dr. A. Mallikarjuna, IAS, Director were present.



Dr. Glory Swarupa, DG, **ni-msme** had an interaction with Shri Subhransu Acharya, Chairman & Managing Director, NSIC.



DG, **ni-msme** had fruitful discussion with Prof. Pratap Sundar and Dr. Yugul Sharma of AMPOS vertical ISB, Mohali campus for MSME promotion.



## Visitor's Gallery

Immense pleasure to release the book on Entrepreneurship Development for AYUSH EDCs authored by Dr. Parag, one of the participant of ToTED program. The book stands as testament of the impactful training conducted by ni-msme Faculty, Dr. Shreekant Sharma and a guide for all AYUSH colleges to effectively run the EDCs.



Online meeting with Mr. K. Subbarao, Telangana Association of South Africa and Mr. Mulalo Ntendeni Thabela, Chairman of Tefla Holdings & team was organized for joint skill development programmes, Dr. S Glory Swarupa, Director General and ni-msme faculty participated in discussion.

**ni-msme** had the privilege of hosting a delegation led by Dr. Ashutosh A. Murkute, Director of MGIRI, Sri. Deep Vijaykishore Varma, Deputy Director (RE&I), and Shri Sachin Raut, Principal Scientific Officer (RE&I). This visit marked a significant step towards strengthening institutional collaboration aimed at promoting rural industrialization, fostering innovation, and empowering rural entrepreneurs in India. MGIRI, known for its dedication to the cause of rural industrialization, shares a common vision with ni-msme in creating sustainable livelihood opportunities through MSME development. During the visit, the officials from MGIRI engaged in detailed discussion with Dr. S. Glory Swarupa, Director General of ni-msme and Faculty Members Dr. Shreekant Sharma, FM, SEE; Mr. Surya Prakash Goud, FM, SED; Mr. J. Koteswara Rao, AFM, SED; Dr. E. Vijaya, FM, SEM and Mrs. V. Swapna, FM, SEM. The focus of the discussions was on exploring collaborative programmes aimed at promoting rural industries, innovation in rural technologies, and developing sustainable livelihood models that can be scaled across rural India. Dr. Shreekant Sharma and Mr. Gudela Devan Sai showcased the institute's state-of-the-art facilities to the delegation highlighting ongoing initiatives focused on promoting MSMEs, rural entrepreneurship, and sustainable development. The delegates from MGIRI also visited ni-msme vacant land. This visit is expected to pave the way for a deeper partnership between MGIRI and ni-msme, leveraging each others strength to enhance rural industrialization.



## SUCCESS STORY of AYUSH EDP

Ms. Sahana GS, an undergraduate student of BAMS in SDM College of Ayurveda and Hospital, Hassan, started her journey as an entrepreneur in the year 2022 with the name Samraksha Organics (skin and hair products). To be financially independent and her passion towards Ayurveda paved a way to initiate this. During lockdown, out of her own interest she started to prepare skin and hair care products in home for herself and family members, this experience sparked her ambition to expand and provide authentic Ayurvedic solutions to combat the harmful effects of chemicals in cosmetics. Her first milestone was started from product soap which reached her family members and friends, gradually expanding to 14 products which has reached over 9,000 people successfully, transitioning customers from chemical-based products to Samraksha Organics. Before every single product launch she will assure the efficacy of products thoroughly through various trials. As prakruthi (Constitution) and condition of the individual is given prime importance in Ayurveda, she even customizes products according to that which made her products more popular. She follows the root principles from Ayurveda and sources raw materials from her family farm, following seasonal guidelines. Being a daughter of a farmer along with their moral support even she got additional opportunity to grow the required plants (raw materials) in her own farm and traditional knowledge of skin care was added by her mother which were the extra boon to her. Registration with the Ministry of Micro, Small and Medium Enterprises (MoMSME) received tremendous facilities that MSME provides boosted her to grow up more in her entrepreneurship journey. National Institute for Micro, Small and Medium Enterprises (ni-msme) provided Entrepreneurship Development Training to the ED cell In-charge of her institution, thereby helped her to get information regarding trade mark registration, product development, communication skills and digital marketing. She extends her special gratitude for the great support from ni-msme, NCISM and SDM college of Ayurveda and Entrepreneurship Development Cell (EDC) who are the guiding force in each step. Special thanks to principal, staffs of SDM Ayurveda College, family and friends. She has her own website [www.samrakshaorganics.in](http://www.samrakshaorganics.in) for reaching all corners of Bharat and International markets. Samraksha Organics remains committed to delivering chemical-free, effective solutions rooted in Ayurvedic expertise and family tradition.



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**JIEMS**

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Small Enterprises Development,  
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**Sedme**

Annual Report of ni-msme for the FY 2022-23 Tabled before the Lokh Sabha and Rajya Sabha has been approved and available in ni-msme's website  
[www.nimsme.org/annual-reports](http://www.nimsme.org/annual-reports)

### Editorial Board

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