

# ni-msme News Corner (NNC)



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

## National Conference on Navigating the Future with ESG: Making Industries (MSMEs) Sustainable, Responsible and Impactful

### Charting a Path Towards Sustainable MSMEs: Highlights from the National Conference on ESG

National Institute for MSME (ni-msme) hosted a significant event, The National Conference on Navigating the Future with ESG – Making Industries (MSMEs) Sustainable, Responsible, and Impactful, in collaboration with Siva Sivani Institute of Management, Hyderabad during 24 & 25 January 2024. This conference convened diverse stakeholders – industry leaders, government officials, academicians, and passionate individuals, all sharing a common vision of building more sustainable and responsible Micro, Small, and Medium Enterprises (MSMEs).

#### A Powerhouse of Expertise:

The inaugural ceremony brought together key dignitaries, including Shri S C L Das, IAS, Secretary, Ministry of MSME, Govt. of India; Shri Jayesh Ranjan, IAS, Principal Secretary, Dept. of ITE&C and



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- » Inauguration of FinRISE - A Centre of Financial Inclusion
- » ni-msme Inaugurates KAALA HEERA - Biochar
- » Inauguration of Career Progression In-service Training Program for IEDS Officers
- » Refresher Training Programme on Office Procedures and Management
- » Entrepreneurship & Skill Development Programme (ESDP) under ESDP Scheme
- » Beekeeping Programmes
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- » Programme on Diffusion of Innovation and Transfer of Technology
- » ToT in Entrepreneurship Development
- » Management Development Programmes
- » Entrepreneurship Development Programmes
- » Visits of Director General



Dept. of Industries & Commerce, Govt. of Telangana; Prof. B S Murty, Director, IIT Hyderabad; and Dr. Atul Narayan Vaidya, Director, CSIR-NEERI, Nagpur; Dr. S Glory Swarupa, Director General, **ni-msme**; Dr. S. V. Ramana Rao, Director, SSIM, Hyderabad and Mr. Sarath Muthyala, Associate Faculty Member & Conference Director, **ni-msme** graced the event, offering valuable insights.



### **Unveiling the ESG Landscape:**

The conference delved deep into the world of Environmental, Social and Governance (ESG) framework, with a focus on empowering MSMEs. Renowned experts demystified regulatory landscapes, industry-specific challenges, and practical strategies for integrating ESG into MSME operations. Dedicated sessions addressed unique MSME challenges, providing targeted solutions and resources to embrace ESG effectively.

### **Bridging the Gap between Theory and Practice:**

Real world implementation of ESG principles was emphasized through research papers. A total of 33 papers and 20 authors presenting their work with sparking insightful discussions. The conference featured an exhibition showcasing ESG related products and services, fostering collaboration and innovation.

### **Networking and Collaboration:**

The second day culminated with an exclusive networking session, enhancing interactions among stakeholders and paving the way for future collaborations.

### **Impact and Commitment:**

The conference, under the guidance of Dr. S. Glory Swarupa, Director General, **ni-msme**, left an indelible mark, emphasizing collective responsibility towards sustainable and impactful industrial practices. The core team, led by Conference Director Mr. Sarath Muthyala, and contributions from entire **ni-msme** staff demonstrated an unparalleled commitment to excellence.

### **Towards a Sustainable Future:**



At **ni-msme**, collaboration is paramount. Together with trusted partners and empowered communities, a future where sustainability blooms is nurtured. Sustainability is not just a choice but a way of life, and **ni-msme**, a trusted voice in sustainable development, believes in cultivating a future where environmental stewardship and economic prosperity flourish hand-in-hand. Working together, communities, businesses, and policymakers can create a sustainable future for generations to come.

## Sustainability Is Responsibility



ESG is a framework that helps stakeholders understand how an organization is managing risks and opportunities related to environmental, social, and governance criteria (sometimes called ESG factors). ESG takes the holistic view that sustainability extends beyond just environmental issues.

ESG has evolved from other historical movements that focused on health and safety issues, pollution reduction, and corporate philanthropy. ESG has changed how capital allocation decisions are made by many of the largest financial services firms and asset managers in the world. An emerging class of ESG specialists is stepping into the industry and supporting both net zero and carbon neutrality goals.

MSME sector is one of the major contributors to soil, water and air pollution. In India it is projected that MSMEs contribute roughly 70 percent to the industrial pollution.

### Ministry of MSME Responsible Initiatives

Shri Narayan Raneji, Hon'ble Union Minister for MSME launched 3 sub schemes on 22 December 2023 and 2 are on greening.

#### 1. MSE GIFT Scheme: Fostering Green Technology Adoption

The MSME Green Investment and Financing for Transformation Scheme is designed to propel enterprises towards adopting green technology. This scheme offers interest subvention and credit guarantee support to incentivize MSMEs in embracing environmentally friendly practices. The MSE GIFT Scheme is poised to play a crucial role in aligning businesses with sustainable practices, reflecting the government's commitment to a greener and more sustainable future.

#### 2. MSE SPICE Scheme: Pioneering Circular Economy Projects

A groundbreaking initiative, the MSE Scheme for Promotion and Investment in Circular Economy, marks the Government's first-ever support for circular economy projects. Through credit subsidy and other forms of support, this scheme aims to drive MSMEs towards achieving zero emissions by 2070. The MSE SPICE Scheme stands as a testament to the government's dedication to fostering environmentally conscious practices within the MSME sector.

### Role of ni-msme towards Sustainability

ni-msme established Centre of Excellence for Biochar towards minimising carbon emissions and converting every twig/branch into wealth. Organised National Conference on Navigating Future with ESG.

Ministry of MSME nominated one of its prime affiliated institutes, ni-msme for the role of Project Execution Entity (PEE). Triparty meeting took place on project objectives, activities, and execution modalities between the Ministry of MSME, ni-msme, and UNIDO.

ni-msme will be implementing a green project approved by Global Environmental Facility (GEF) Council "Improving thermal energy efficiency in the design, manufacture and operation of industrial boilers for low carbon micro, small and medium-sized enterprises in India" for next 4 years.

Dr. S. Glory Swarupa  
Director General



## Inauguration of Career Progression In-service Training Programme for IEDS Officers

The Indian Enterprise Development Service (IEDS) cadre, instituted within the Office of Development Commissioner (MSME) under the Ministry of MSME, plays a pivotal role in enhancing the capacity and efficiency of the organization. This dedicated cadre of technical officers is instrumental in achieving



growth in MSME sector. In alignment with the objectives of this new cadre, the National Institute for MSME (**ni-msme**) organised a Career Progression In-Service Training for IEDS Officers sponsored by O/o DC-MSME, Ministry of MSME, Govt. of India, the training is scheduled from January 29 to February 9, 2024, in Mumbai.

The aim of this training is to enhance the capacity of officers for effective functioning in the workplace and to contribute for the growth of MSMEs. A total of 29 IEDS Officers from 20 states are participated in the programme. The module is designed to develop and refine the skills of officers, keeping them abreast of latest methodologies, technologies, and best practices relevant to their field of work. It assisted officers in adapting to changes in policies, regulations, and equipping them with the knowledge needed to implement new initiatives effectively and efficiently.

During the inauguration, Dr. E. Vijaya, Faculty Member & Programme Director, **ni-msme**, provided a brief overview of the two-week training program. The Director General of **ni-msme** highlighted the responsibilities of IEDS officers under various schemes of the Ministry of MSME and emphasized the need for capacity building to understand industry best practices for the promotion and development of MSMEs. Shri Sandeep Varma, CEO, CGTMSE, was invited as Chief Guest and addressed the officers on the role of CGTMSE in facilitating easy access to finance for MSMEs. The programme concluded with a vote of thanks proposed by Dr. Srilatha, Director, SIBM, Mumbai.





## Inauguration of FinRISE - A Centre of Financial Inclusion

National Institute for MSME (**ni-msme**) inaugurated FinRISE – Financial Research and Innovation for Sustainable Enterprises on 24 January 2024, at the **ni-msme** campus in Hyderabad. Serving as a Centre of Excellence, FinRISE aims to address the needs of Micro and Small Enterprises (MSEs), enhancing their creditworthiness while promoting governance and financial management. The



centre endeavors to democratize financial knowledge and best practices, instill financial discipline and prudence within the MSEs ecosystem. Distinguished guests, Shri S. C. L. Das, IAS, Secretary, MoMSME, Govt. of India; Shri Jayesh Ranjan, IAS, Principal Secretary, Industry & Commerce, Govt. of Telangana; Shri Sudatta Mandal, Deputy Managing Director, SIDBI; Dr. S. S. Acharya, CGM, SIDBI; Shri Sandeep Varma, CEO, CGTMSE; and the Director General of **ni-msme**, graced the occasion. The Centre will operate with corpus support from SIDBI and CGTMSE. Dr. E. Vijaya, Faculty Member at **ni-msme**, provided insights into the vision, mission, and

activities of different departments under the Centre.

During the ceremony, Shri Sandeep Varma discussed the re-launch of the CGTMSE scheme and initiatives supporting MSMEs. Dr. S.S. Acharya highlighted developmental interventions from SIDBI to aid MSMEs. Shri Sudatta Mandal shed light on the activities of CFI and the support from SIDBI for the effective functioning of the Center. Shri Jayesh Ranjan emphasized the need for project report assistance to MSMEs for securing financial assistance from banks under various schemes. Shri S. C. L. Das congratulated **ni-msme** for establishing the Center of Financial Inclusion, expressing the expectation that **ni-msme** would engage in research activities to support the ministry in formulating policy measures for strengthening various schemes. The programme concluded with a vote of thanks by Mr. Pradeep Kumar, Assistant Registrar, **ni-msme**.





## Refresher Training Programme on Office Procedures and Management

**ni-msme** conducted 5th Batch of Refresher Training Programme on Office Procedures and Management, sponsored by O/o DC-MSME, MoMSME, Gol from 08 to 11 January 2024 at campus in Hyderabad. A total of 32 Group-C staff, instructors, and MTS personnel attended the training, which aimed to enhance the knowledge and skills of front-line functionaries from various departments in office procedures, administrative matters, and management skills.



The Program Director, Dr. E. Vijaya, Faculty Member at **ni-msme**, spearheaded the programme. During the inaugural session, the Director General of **ni-msme** addressed the participants, emphasizing the importance of refresher training for government officers to update their fundamental skill sets and knowledge of government rules and regulations, ultimately enhancing productivity in the workplace. Dr. Ishita G. Tripathi, ADC, O/o DC-MSME, MoMSME, graced the session, shedding light on how refresher training can enhance officers' effective functioning and productivity. Dr. E. Vijaya provided an overview of the programme and outlined the various topics to be covered.

The training sessions covered Manual of Office Procedures, Establishment matters, Service rules, and practical sessions on Stress Management, Time Management, and Workplace Etiquettes. Faculty members from **ni-msme** and eminent speakers from various government organizations, Brahma Kumaris, and international motivational speakers conducted the sessions. A concluding assessment test evaluated participants' performance and understanding of the training content. During the valedictory session, the Director General congratulated the participants on the successful completion of the training programme, urging them to apply their learnings at workplace to enhance role efficiency and improve core competencies. Participants shared their experiences and learnings from the programme. Participation certificates were awarded.

## Entrepreneurship & Skill Development Programme under ESDP Scheme

National Institute for Micro, Small and Medium Enterprises (**ni-msme**) is currently organizing Entrepreneurship & Skill Development Programmes (ESDPs) under the SC, ST and General Categories as part of the ESDP scheme. These initiatives are being conducted at various locations with the aim of promoting new enterprises, enhancing the capacity of existing MSMEs, and fostering an entrepreneurial culture throughout the country. Ms. V. Swapna, Associate Faculty Member at **ni-msme**, is diligently coordinating these programmes. The focus is on providing valuable skills and knowledge to participants, empowering them to establish and grow enterprises successfully, contributing to the overall development of the entrepreneurial ecosystem.





## Beekeeping Programmes

**ni-msme** organised 2 district level seminars and five (5) one week training programmes during the month of January 2024. Dr. Shreekant Sharma, FM, SEE and Mr. V.B. Rajendra Prasad, AFM, SEE were the Programme Directors. These programmes are sponsored under National Beekeeping & Honey Mission (NBHM) of National Bee Board, Ministry of Agriculture and Farmers' Welfare, Govt. of India.

A two-day District Level Seminar on "Scientific Beekeeping" was organised at SAIRD-KVK in Gaddipally during 22-23 January 2024. The seminar, witnessed active participation from 97 trainees. Sri. Ch. Naresh, SMS (Horticulture) enlightened the trainees on the pivotal role of beekeeping in providing income, promoting health, offering self-employment opportunities, and enhancing crop yield.

Sri. D. Adharsh, SMS (Plant Protection), delved into the workings of the National Bee Board, emphasizing the significance of membership through the Madhukranthi portal. He also provided insights into the subsidy structures offered by the Horticulture departments in Telangana. The seminar provided a platform for trainees to share feedback, with many expressing their eagerness to delve into beekeeping after gaining valuable insights from the training sessions. During the valedictory session, KVK Scientists distributed books on Scientific Beekeeping to the trainees, further equipping them with essential knowledge and resources. The event not only educated the attendees on the intricacies of beekeeping but also ignited a spark of interest and determination among the trainees to venture into beekeeping as a potential livelihood.

Sl No.	State	Programme Dates
1	Kurnool, Andhra Pradesh	18 to 24 January 2024
2	Wadala, Maharashtra	08 to 14 January 2024
3	Lohardaga, Jharkhand	16 to 22 January 2024
4	Vellore, Tamil Nadu	18 to 24 January 2024
5.	Mudigere, Karnataka	30 to 31 January 2024

The collaborative effort of Beekeepers, Agriculture & Horticulture Departments, KVKs, SMSs, and enthusiastic participation of trainees marked the success of the programmes, educating attendees on beekeeping intricacies and igniting a spark of interest and determination among trainees to consider beekeeping as a potential enterprise. The events contribute significantly to the broader goal of fostering sustainable agriculture practices and rural development.

These programmes highlight the growing interest in beekeeping across India. By equipping individuals with the necessary knowledge and skills, these initiatives can empower communities, promote sustainable practices, and contribute to the conservation of honeybees.



## ToT in Entrepreneurship Development

A comprehensive one-week Training of Trainers (ToT) on Entrepreneurship Development was organised from 22 to 26 January 2024, and saw the active participation of 24 Faculty Members serving as Coordinators of Research and Innovation Cells from various colleges of ASUS college across 10 states.



The objective of the programmes was to equip these co-ordinators with the essential skills and knowledge required to effectively promote entrepreneurship among students and faculty within their respective institutions. Recognizing the pivotal role of entrepreneurship in the Indian System of Medicine, the training aimed at fostering innovation, growth, and sustainability in this domain. As part of their industrial exposure, they have been taken to T-Hub, T-Works, Central Institute of Medicinal and Aromatic Plants (CSIR-CIMAP), National Research Institute of Unani Medicine for Skin Disorders (NRIUMSD).

The inauguration of the programme was graced by esteemed personalities including Dr. S. Glory Swarupa, Director General, **ni-msme**; Dr. S. M. Kudari, Member, Board of Ethics & Registration, NCISM; Dr. Younis Ifthikhar Munshi, I/C Director NRIUMSD, Hyderabad; Dr. Shreekant Sharma; Mr. Vivek Kumar and Mr. Prasad added significant value to the event. The training sessions encompassed a diverse range of topics, emphasizing the unique challenges and opportunities in promoting entrepreneurship in the Indian System of Medicine sector. As the coordinators return to their respective institutions, equipped with new skills and insights, the ripple effect of this Training of Trainers programme is anticipated to enhance the entrepreneurial ecosystem across AYUSH educational institutions in the country.





### i) Innovation Management and Entrepreneurship

In a significant effort to foster innovation and entrepreneurship, National Institute for Micro, Small, and Medium Enterprises (**ni-msme**) successfully concluded five day Entrepreneurship and Skill Development Programme (ESDP) on Innovation Management Entrepreneurship. The programme, held from 08 to 12 January 2024, drawing the participation of 25 prospective entrepreneurs. Dr. Shreekant Sharma, FM and Mr. Vivek Kumar, AFM were Programme Directors. The training, strategically designed for participants from across Telangana State, aimed at enhancing Entrepreneurial Skills at the grassroot level. The programme is sponsored by Ministry of MSME, Gol.

The experts, hailing from various fields of expertise, delved into different aspects of entrepreneurship, providing valuable insights and practical knowledge to the attendees. Dr. Shreekant Sharma highlighted the importance of innovation management in the entrepreneurial journey, emphasizing the role it plays in driving sustainable growth and competitiveness. Mr. Vivek Kumar echoed this sentiment, underlining the need for fostering a culture of entrepreneurship at the grassroots to stimulate economic development, Government of India schemes and programmes were explained. by equipping participants with essential skills and knowledge, the institute aims to catalyse a wave of innovation and sustainable entrepreneurship across the region.

### ii) Strategies to Set up Micro Enterprises

**ni-msme** successfully organized a five-day Management Development Program (MDP) titled "Strategies to Set up Micro Enterprises," from January 29th to February 2nd, 2024. The programme witnessed active participation from 25 potential entrepreneurs, including Self-Help Group (SHG) members.

The objective of the programme was to equip participants with the requisite knowledge and skills needed to initiate their own micro-enterprises. Over the course of five days, the programme underscored the importance of resource utilization, risk reduction, and the identification of growth opportunities. Emphasis was placed on fostering innovation, adaptability, and resilience among participants, crucial qualities for the success of micro-enterprises in their initial stages.

The programme featured insightful discussions on MSME schemes, including PMEGP and PM Vishwakarma, which support entrepreneurship and small business development. Participants delved into various topics, such as strategies for identifying potential business ideas, initiating a micro-enterprise, understanding entrepreneurship concepts and the qualities of successful entrepreneurs. They also learned the step-by-step process of starting a micro-enterprise for self-employment and identifying market opportunities through market analysis. Additionally, participants had



the valuable opportunity to interact with successful entrepreneurs, gaining practical insights into the world of micro-enterprises. This comprehensive training initiative by **ni-msme** aimed to empower participants with the knowledge and skills essential for the successful establishment and growth of micro-enterprises, contributing to entrepreneurship development and economic empowerment.

### iii) Intellectual Property Rights for Enhancing the Competitiveness of ICT-based MSMEs

National Institute for Micro, Small and Medium Enterprises (**ni-msme**) orchestrated a Management Development Programme on 'Intellectual Property Rights for Enhancing the Competitiveness of ICT-based MSMEs' from 02 to 06 January 2024.



A cohort of 25 prospective and existing entrepreneurs actively participated in the programme. Ms. V. Swapna, Associate Faculty Member, warmly welcomed the participants, providing insights into the activities of **ni-msme** and delivered an overview of the programme. The comprehensive training covered crucial areas such as the Importance of IPR, Various categories of IPR, Patent Search, Patent Filing process, Copyrights, Industrial Design Registration, Role of IPR in the development of ICT, Technology Transfer & Licensing issues in the ICT

domain and MSME schemes, particularly the MSME Innovative Scheme.

Sessions were expertly conducted by Ms. V. Swapna from **ni-msme**, professionals from Root IP services and Mr. G. Sudharshan, CEO of Shasrith Infotech Pvt. Ltd., who shared insights into MSME schemes & Institutional Support. The programme concluded on 06 January 2024, with the distribution of certificates during the valediction ceremony.

### iv) Organizational Excellence through Leadership

The School of Enterprise Management (SEM), **ni-msme** orchestrated a one-week Management Development Program on "Organisational Excellence through Leadership" from 08 to 12 January 2024, at **ni-msme** campus. The programme aimed to offer a comprehensive perspective on the role of enlightened leaders in fostering responsible businesses in evolving business landscape. The programme saw the active participation of 25 individuals, including Management Professionals, Entrepreneurs, and Academicians, all seeking insights into effective leadership. Dr. E. Vijaya, Faculty Member at **ni-msme**, is the Programme Director.

The training sessions delved into various crucial topics, including essential elements of organizational excellence, leadership styles, SMART goals, identifying and addressing leadership challenges, strategies for overcoming obstacles to organizational excellence, ethical behavior, and developing an action plan for personal leadership development. Expertly conducted by **ni-msme** faculty, senior HR professionals, and industrialists, the sessions provided valuable insights. As a culmination of the programme, the participants presented action plans outlining their strategies for personal leadership development. This initiative exemplifies **ni-msme**'s commitment to equipping professionals across diverse fields with the knowledge and skills necessary to excel in leadership roles and contribute to the development of responsible and thriving businesses.





## Advanced Management Development Programmes

### i) Entrepreneurial Finance- Strategy and Innovation

National Institute for Micro, Small, and Medium Enterprises (**ni-msme**) and ICAI Business School jointly hosted an Advanced Management Development Programme, focusing on entrepreneurial finance, strategy, and innovation. The programme, held from 08 to 12 January 2024, attracted 25 participants from Telangana, Andhra Pradesh, Maharashtra, and Karnataka. The sessions covered topics such as fundamentals of entrepreneurship, MSME schemes, institutional support, financial management, risk management, enterprise valuation, financing strategies, and value creation for MSMEs. The



participants at valedictory expressed gratitude for the coordination and session, which improved their organizational capacities. Prof D Satish addressed MSMEs' challenges and appreciated **ni-msmes'** efforts in educating entrepreneurs about MSME schemes. Dr E Vijay discussed FinRISE, a Center of Excellence for Financial Inclusion, supported by SIDBI and CGTMSE. The programme was coordinated by Ms. V Swapna, Associate Faculty Member and Dr. E.Vijaya, Faculty member, **ni-msme**.

### ii) Application and Challenges of Industry 4.0 Technology for MSMEs

National Institute for Micro, Small, and Medium Enterprises (**ni-msme**) and ICAI Business School have hosted an Advanced Management Development Programme, focusing on entrepreneurial finance, strategy and innovation. The programme, held from 08 to 12 January 2024, attracted 25 participants from Telangana, Andhra Pradesh, Maharashtra, and Karnataka. The sessions covered topics such as fundamentals of entrepreneurship, MSME schemes, institutional support, financial management, risk management, enterprise valuation, financing strategies, and value creation for MSMEs. On 12 January 2024, participants at a valedictory function expressed gratitude for the coordination and session, which improved their organizational capacities. Prof. D. Satish addressed MSMEs' challenges and appreciated **ni-msmes'** efforts in educating entrepreneurs about MSME schemes. Dr. E. Vijaya discussed FinRISE, a Centre of Excellence for Financial Inclusion, supported by SIDBI and CGTMSE. The programme was coordinated by Ms. V. Swapna, Associate Faculty Member and Dr. E. Vijaya, Faculty Member, **ni-msme**.



### iii) Discover Advanced Digital Marketing Tools for Business Scalability

National Institute for Micro Small and Medium Enterprises (**ni-msme**), organized the Advanced Entrepreneurship Skill Development Programme (AESDP) titled 'Discover Advanced Digital Marketing Tools for Business Scalability.' The program was conducted from 04 to 09 January 2024 coordinated by Ms. V. Swapna, Associate Faculty Member, **ni-msme**.



The objective of the programme was to provide aspiring entrepreneurs with a comprehensive understanding of advanced digital marketing tools and hands-on experience to elevate their businesses. The distinguished panel inaugurated the programme included Hon. Vice Chancellor Prof. Vijjulatha; Special Officer, Prof. K. Saraswathamma; Principal, Prof. Varija Rani and Ms. V. Swapna, Associate Faculty, **ni-msme** and In-charge Director of HCDC, Dr. O. Bhavani.

Throughout the five-day programme, participants delved into various campaign types, ranging from PPC to social media and email marketing. They tailored strategies to align with specific business goals, gaining confidence in implementing marketing strategies across major online channels. During the valedictory programme, participants expressed their ability to apply these strategies effectively. The programme concluded with the distribution of certificates marking the successful completion of the Advanced Entrepreneurship Skill Development Programme.

### Entrepreneurship Development Programme

National Institute for Micro, Small and Medium Enterprises (**ni-msme**) orchestrated an Entrepreneurship Development Programme (EDP) specifically tailored for the benefit of trainees under the Entrepreneurship & Skill Development Programmes (ESDP) within the ATI Scheme for the financial year 2023-24. The programme unfolded on 09 & 10 January 2024, and was meticulously organized by Ms. V. Swapna, Associate Faculty Member, SEM. During the programme, Mr. Rajendra Prasad, Associate Faculty Member, delivered a presentation elucidating the fundamentals of entrepreneurship and delving into the characteristics of an entrepreneur and various business opportunities. Shri Venkata Subrahmanyam Sarabu, a distinguished banker, provided insights into project appraisal and offer guidance on preparing a bankable project report. The session also featured Ms. Meenakshi Verma, Chief Manager, and Shri V. Venkata Ramana Rao, AGM, both from Indian Bank, who shared valuable information on startup schemes and MUDRA Loans during an engaging session. Mr. Koteshwara Rao, Associate Faculty Member, presented on Enterprise Development through Self-Employment Enterprise Promotion within the Integrated Strategy of the Prime Minister's Employment Generation Programme (PMEGP) Scheme.



Further enriching the programme, Mr. Naveen Kumar delivered a comprehensive presentation on crafting effective business plans. The session covered key topics, including market surveys, the process of conducting them, and the essential contents of a business plan, illustrated through practical examples".



## Nurturing Artisan Empowerment and Advancing Sustainable Development in Chandrugonda Bamboo Cluster

In a momentous occasion dedicated to sustainable development and artisanal empowerment, Dr. S. Glory Swarupa, Director-General of **ni-msme**, and Mr. Suryaprakash Goud, FM, jointly inaugurated the CFC-First Building of Chandrugonda Bamboo Cluster on 10 January 2024, at Bendalapadu Village in Chandrugonda Mandal, Bhadravadi, Kothagudem District.



This inauguration heralds a new era in the transformation of raw bamboo into exquisite creations, symbolizing the future of traditional handicrafts, eco-friendly practices, and the preservation of stories steeped in tradition and heritage.

This event marks the initiation of a profound transformation where raw bamboo is crafted into exquisite creations, each piece narrating a unique story of tradition and heritage. **ni-msme**, spearheading a transformative initiative to harness the substantial potential of bamboo as an eco-friendly and rapidly growing alternative to conventional materials, takes a prominent role in Chandrugonda. Under the SFRUTI Schemes of MoMSME and **ni-msme**, the objective is to encourage the development of sustainable bamboo clusters, contributing to economic progress in tribal areas while safeguarding traditional handicrafts. Expanding its impactful initiatives, **ni-msme** introduces machinery to upgrade artisan skills, providing CFC and Machinery Support for upgraded skills and efficiency. These machines not only save time but also enhance the quality and productivity of the products, thereby boosting earnings for artisans. This technological advancement facilitates the creation of innovative products and enhances efficiency in designing bamboo items.

Through the implementation of bamboo clusters, **ni-msme** supports artisans by imparting the necessary skills and resources for cultivating, harvesting, and crafting beautiful



bamboo products. This not only creates sustainable livelihoods but also contributes significantly to reducing deforestation and the overall carbon footprint. The inauguration of the CFC-First Building stands as a testament to **ni-msme's** commitment to sustainable practices, artisanal empowerment and the preservation of cultural heritage.

## Training Programme on AI and Emerging Technology

**ni-msme** conducted a three day training program on Artificial Intelligence and Emerging Technology from 17 to 19 January 2024. Mr. Vivek Kumar, AFM, SEE was the programme director while Shri K. Sai Deven and Ms. Sai Namrata coordinated the sessions. The programme witnessed a series of enlightening sessions on cutting-edge technologies. Committed to fostering technological advancements, the session speakers put their dedication to empower individuals with the skills needed to thrive in the digital age. Around 260 technology savvy students hailing from various engineering colleges participated very actively in the programme.



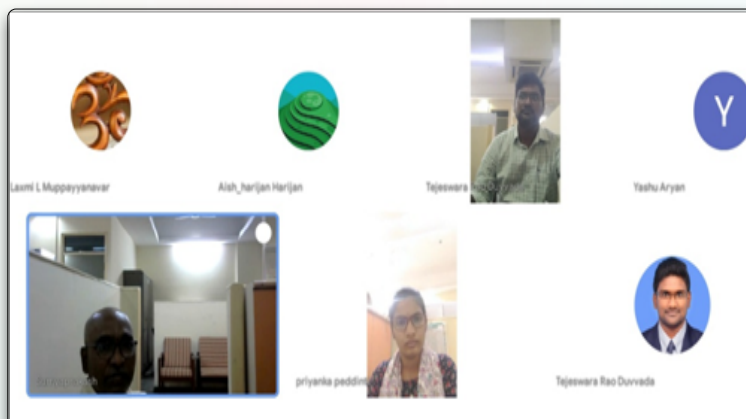
Dr. Dibyendu Choudhury, FM, SEM and Head SEIC, **ni-msme** also spoken during the inaugural and taken interactive sessions on Dark Web and Generative AI and its implications on Marketing. The programme also featured comprehensive sessions on the Internet of Things (IoT) and 5G technology, shedding light on their synergies and impact on global connectivity. Attendees gained valuable knowledge on the convergence of IoT and 5G, unlocking new possibilities in the interconnected digital era. The training programme went beyond technology, focusing on career opportunities in the dynamic field of cyber security. As the digital landscape evolves, the demand for skilled cybersecurity professionals is skyrocketing, and the sessions provided valuable guidance for those seeking to build a career in this rapidly growing domain.

Data Analytics and Quantum Computing took centre stage as participants navigated through the intricacies of data-driven decision-making and the quantum leap in computing capabilities. The sessions provided a glimpse into the future of data processing, heralding a new era in computational power. Participants left the programme equipped with a comprehensive understanding of AI, Robotics, IoT, 5G, Data Analytics, Quantum Computing, and Cyber security, setting the stage for a future driven by innovation and expertise. Overall, the training program stands as a testament to the power of collaboration and the shared commitment to shaping a technologically empowered future (Industry 4.0).

## ni-msme's Virtual Training Inspires SVEP Mentors

**ni-msme** orchestrated a virtual training session for mentors actively engaged in the Startup Village Entrepreneurship Programme (SVEP) in Karnataka on January 5th. The session placed a spotlight on the crucial establishment of Block Resource Centers (BRCs) within the SVEP framework, emphasizing the pivotal role of selecting suitable locations for effective program implementation.

Mentors gained valuable insights into SVEP's comprehensive approach, covering financial, incubation, and skill ecosystems tailored for rural startups. The session specifically highlighted activities aimed at promoting rural enterprises, with a strategic focus on establishing a network of Community Resource Persons for Enterprise Promotion (CRP-EP). These local individuals are instrumental in supporting entrepreneurs in the establishment of rural enterprises.



Further, **ni-msme** Young Professionals conducted a dedicated session focusing on report writing and essential skills required for implementing Entrepreneurship Development Programs (EDP) and supporting Micro Enterprises in their respective blocks. This holistic training initiative aims to enhance the capabilities of mentors and contribute to the success of the SVEP in fostering entrepreneurship and economic development in Karnataka.



## ni-msme and BYST Join Forces to Empower Young Entrepreneurs

**ni-msme** and BYST, hand in hand, are poised to empower aspiring minds, kindle their entrepreneurial spirits, and translate their dreams into flourishing realities. At the Youth Entrepreneurship Development Programme in Vijayawada, Andhra Pradesh, **ni-msme** and Bharatiya Yuva Shakti Trust (BYST) marked a historic moment by exchanging a Memorandum of Understanding (MoU). This strategic partnership represents a significant stride towards fostering innovation, turning aspirations into reality, and empowering young entrepreneurs across India.



This collaboration leverages BYST's extensive network of mentors and **ni-msme**'s expertise to offer comprehensive support to young businesses. The partnership holds tremendous promise for the future of youth entrepreneurship in India. By combining **ni-msme**'s rich resources with BYST's proven track record in nurturing young talent, an ecosystem is envisaged that empowers aspiring entrepreneurs to thrive and contribute significantly to the nation's economic growth. This collaboration exemplifies a shared commitment to fostering the entrepreneurial spirit and shaping a brighter future for the youth of India.

## Eco-friendly products of Sakoli Bamboo Cluster

The Sakoli Bamboo Cluster, implemented under the SFURTI Scheme with **ni-msme** as the Nodal Agency, played an active role in the Two-Day National Conference on Navigating the Future with ESG. The cluster seized the opportunity to showcase its eco-friendly products during the exhibition. Notably, during the event, the Director-General of **ni-msme** and Mr. K. S. P. Goud, FM, SED had a courtesy meeting. In this interaction, they showed keen interest in the showcased products, engaging in inquiries and discussions about the innovative and sustainable offerings presented by the Sakoli Bamboo Cluster. This collaboration and participation underscore the commitment to environmentally friendly practices and the exploration of sustainable solutions within the SFURTI Scheme, fostering a platform for shared knowledge and advancements in the field.





## Entrepreneurship Skill Development Programme of Jute Products

National Institute for MSME (**ni-msme**) has organized a valedictory programme honouring the craftsmanship and significance of jute products on 30 January 2024. Participants have gathered to celebrate the community empowerment through the manufacturing of Jute Products. The programme aims to recognize the efforts of local artisans, promote the eco-friendly nature of jute products, and foster a sense of pride and ownership within the community. Welcome remarks given by the village Sarpanch Ireni Jayashree and giving a brief introduction to the significance of jute in the local context. Participants have showcased the learned skills by displaying various Jute items including bags, pouches, lunch bags, Folders, Laptop bags, and luggage bags. Panchayat Secretary Mr. Vinod motivated the participants to start their own business. Mrs. Swapna AFM ni-msme appreciated the efforts of village Sarpanch and the interest of participants and highlighted the some of the MSME schemes for benefit of women entrepreneurs. She also informed about the programs conducted at various locations with the support of DC-MSME and distributed the certificates to all the participants.



## Skill Development under SAMARTH

The Ministry of Textiles, Government of India, has assigned **ni-msme** a Skill Development target of 5868 candidates under the SAMARTH Project. In response, **ni-msme** has set up 44 Skill Development Training Centres across Uttar Pradesh, Bihar, Uttarakhand, Jammu & Kashmir, Punjab and Haryana. These centers are dedicated to provide training to women in the apparel and handicrafts sectors, offering courses in Sewing Machine Operation, Traditional Hand Embroidery, Garment Checking, and more.

As of December 2023, 410 candidates have successfully completed their training, with 261 candidates assessed and certified. In January 2024, an additional 1557 candidates are currently



undergoing training in 31 centres. The training programmes involve the expertise of 35 certified trainers. Furthermore, **ni-msme** has proposed the training of another 40 candidates for the Training of Trainers (ToT) programme to meet the training target for this financial year. This initiative aims to empower individuals in the textile industry, contributing to the broader goals of skill development and economic empowerment.



## Programme on Diffusion of Innovation and Transfer of Technology

The purpose of the training was to train participants on the concept of Transfer of Technology from lab to land. The programme included various topics such as diffusion of innovation, creativity, building trust in new technologies, concept of incubation and self-reliant India for global economy. The session were interactive as participants ensured that the information disseminated was accurate and practical.



Dr. Shreekant Sharma, FM, SEE and Mr. Vivek Kumar, AFM, SEE were the Programme Directors. Dr. A Raja Reddy, Dean, School of Agricultural Sciences; Dr. Anand Kumar Singh, Head of the Dept. Agricultural Extension, and Dr. Praveen Kote, Assistant Professor Dept. Agricultural Extension, MRU have participated as Guests.

## Visits of Director General



Participated in the 37<sup>th</sup> National Convention on Quality Concepts (NCQC) and Valedictory session as Guest of Honor. The event was graced by Shri Nitin Gadkari Ji, Hon'ble Union Minister for Road Transport and Highways, GoI at Nagpur, Maharashtra.

Received Best Service Sector Organisation Award (Govt.) on behalf of **ni-msme** in recognition of exemplary services to the nation from Hon'ble Union Minister for Road Transport & Highways, Govt. of India.

Participated in Joint Capacity Building Workshop for MoMSME and Department of Financial Services (DFS), hosted by Capacity Building Commission at Kaushal Bhawan, New Delhi on 17 January 2024.



Participated in MAIT Conference on "Role of technology to Empower Small Enterprises & Overall Handholding of MAIT Conference on Leveraging Tech to Empower Small Enterprises at Level-1 (Meeting Rooms), Bharat Mandapam, Pragati Maidan, New Delhi, emphasised on Green Technologies as Pannelist in MAIT's Conference on Leveraging Technology to Empower Small Enterprises at New Delhi. Also participated in the award ceremony.

## Advanced ESDP on Enterprise Risk Management

Embarking on a journey of knowledge and growth, **ni-msme** proudly inaugurated the Advanced ESDP on Enterprise Risk Management Programme on January 30, 2024. Sponsored by DCMSME under the ESDP scheme, this cutting-edge program aims to empower young entrepreneurs by immersing them in the renowned IRM's Level 1 Global Enterprise Risk Management Programme, acknowledged in 140 countries worldwide.



Dr. Glory Swarupa, DG, **ni-msme** graced the occasion as the Chief Guest, bringing her wealth of expertise to the event. The programme received an added touch of distinction as Mr. Hersh Shah, the CEO of IRM India, felicitated Dr. Glory Swarupa in an elegant ceremony held in the vibrant city of Mumbai.

This initiative signifies **ni-msme**'s commitment to equipping entrepreneurs with the essential skills and global perspectives needed to navigate the complex landscape of enterprise risk management. As these young minds embark on this transformative journey, the programme sets the stage for a new era of informed and resilient entrepreneurship.

## Agri-Entrepreneurship Awareness Programmes

National Institute for Micro, Small and Medium Enterprises (**ni-msme**) organised Agri-Entrepreneurship Awareness Programme on 02 & 04 January, 2024. The event saw active participation from 182 enthusiastic B.Sc (Ag.) students from Malla Reddy University. Dr. Shreekanth Sharma, FM, SEE delivered sessions focused on imparting crucial knowledge about 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 agriculture.

A highlight of the programme was an exposure visit to the Livelihood Business Incubator (LBI)



at **ni-msme**. This practical experience provided students with a firsthand look at livelihood projects and allowed them to gain hands-on exposure to diverse business models in the agricultural sector. By instilling a spirit of entrepreneurship among the youth, **ni-msme** is actively fostering a positive transformation in the agricultural landscape, ensuring sustainable growth and prosperity.



## Visitor's Gallery



Financial Institutions are positive towards Green Initiatives. Mr. K. Bala Krishna, Regional Head, Canara Bank, presented a cheque for Green Vehicle at **ni-msme**, Entrepreneurship Green Energy.



Prof. Ch. Subrahmanyam, FRSC, IIT, Hyderabad visited **ni-msme** and interacted with Dr. S. Glory Swarupa, Director General, **ni-msme**, Mr. Srikanth Boddu, President, ICCAA and Faculty for Design Lab at **ni-msme** Second Campus and collaborations including joint programmes.



Dr. Younis Ifthikhar Munshi, I/C Director, National Research Institute of Unani Medicine for Skin Disorders, Hyderabad and his team visited **ni-msme** and discussed about future collaborations.

## ni-msme Inaugurates KAALA HEERA - Biochar

**ni-msme's** commitment to environmental sustainability has reached new heights with the inauguration of the Centre of Excellence for Biochar by the Director General and Faculty Members on 1<sup>st</sup> January 2024. This marks a significant milestone in biochar education and entrepreneurship at the **ni-msme** campus. The inauguration showcased the innovative "KAALA HEERA" method, employing a ring of fire approach to teach participants the art of preparing biochar using tree and plant residues.

With a dedicated focus on fostering expertise and understanding of biochar production methods, **ni-msme** seeks to cultivate a community well-versed in sustainable practices. The centre plays a pivotal role in educating and empowering individuals across various sectors, encouraging contributions to the advancement of biochar technologies. It offers a spectrum of services, including training, research, consultancy, information, education, and extension projects. Going beyond conventional boundaries, the centre is designed to provide customized collaborative programmes to meet the diverse needs of stakeholders. **ni-msme** is positioned to amplify its impact through active collaboration with biochar organizations across India. This strategic partnership ensures that the centre leverages collective expertise, aligning its courses with the latest advancements and best practices in the biochar sector.

This collaborative approach underscores **ni-msme's** commitment in creating a comprehensive learning ecosystem, uniting industry leaders, researchers, and enthusiasts to collectively contribute to the sustainable future of biochar in India. The Centre of Excellence (CoE) for Biochar stands as a testament to **ni-msme's** vision of being at the forefront of environmental education and innovation. In summary, the Center of Excellence for Biochar at **ni-msme** has the potential to play a crucial role in advancing sustainable solutions for climate change, agriculture, and waste management in India.



## Welcoming the New Year 2024



In the beginning of New Year on 01 January 2024, **ni-msme** family have joined together to pledge to keep Greenery in the campus and planted saplings. Dr. S. Glory Swarupa, Director General exchanged New Year Greetings with all, kept informed of the events held during 2023 and gave call to rededicate with enthusiasm to achieve greater success of the activities of **ni-msme** on the new Projects to be executed in 2024. The Dining Hall Complex has been re-launched with new names of each hall christened with **AMRUTHAM, AMOGHAM, AAHARAM, NAIVEDHYAM and VAIBHOGHAM.**



# Tri Colour Fly High at ni-msme Campus

The 75<sup>th</sup> Republic Day was celebrated at **ni-msme** campus with a sense of delight and patriotic zeal. The ni-msme green campus was decorated in the tri colour theme with patriotism visible from each of its staff members. The campus decorated with tricolor flags & inspiring images. The celebration began with the hoisting of the national flag by the Dr. S. Glory Swarupa, Director General, **ni-msme**. The flag unfurling was followed by the rendition of India's National Anthem, to which all the staff gave their voice. On the occasion, the Director General has addressed the august gathering and explained the significance of the national event and delighted the ni-msme family members by announcing the past achievement and also new projects implementation in near future. She has advised all the **ni-msme** family members to contribute to the institute effectively to achieve the excellence. She has highlighted the role of the Government of India in the development of MSME sector and outlined the ni-msme activities towards the Institution Development and Nation Building.

A cultural programme, in which all the talented enthusiasts had participated. The visiting Doctors under the Training of Trainers (ToT) programme from AYUSH participated actively by putting songs and poems. Students from ATI, PMKVY 4.0 Skill Development Training also presented group songs and dances. The audience witnessed a talented show in front of the Flying High Tri colour. Talented staff too contributed to the cultural programmes and celebrated the National Festival.



## Our Journals

**Journal of Innovation, Entrepreneurship, Management and Skill Development (JIEMS)**  
<https://nimsme.org/journals>

**JIEMS**  
Journal of  
Innovation  
Entrepreneurship  
Management &  
Skill Development



**Small Enterprises Development, Management & Extension (SEDME) Journal**  
<https://nimsme.org/journals>

**Sedme**

Small Enterprises Development,  
Management & Extension Journal

*A worldwide window on MSME studies*

## Our Social Presence



## Editorial Board

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