

ni-msme News Corner (NNC)



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

National Conference on Making India Self-Reliant



ni-msme organized a two-day National Conference on Making India Self-Reliant: Stabilize Scale, Sustain: G20 Presidency on 23 & 24 February 2023. The conference was sponsored by the State Bank of India, Sagar Asia Pvt. Ltd., Canara Bank and other Enterprises.

The inaugural event was conducted on 23 February 2023. Dr. Shreekant Sharma, Faculty Member, **ni-msme** gave an overview of the activities of **ni-msme**. This was followed by the welcome address by Dr. S. Glory Swarupa, Director General, ni-msme. Mr. V. Vidya Sagar, Founder & Chairman, Sagar Asia Pvt. Ltd., mentioned that the country stands in 4th position interms of economic growth and is rapidly improving in terms of ease of doing business. He highlighted the words Vishwarguru, Vasudhaiva Kutumbakam and Sarve Jana Sukhino Bhavantu, which define the spirit of India.

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Mr. G. Vivekananda, Managing Director, Visaka Industries stated that MSMEs are creators of jobs and the Government is offering various facilities to MSMEs for sustenance, and the opportunities are enormous in various sectors. Mr. Jayesh Ranjan, IAS, Principal Secretary, I&C and IT, Govt of Telangana spoke about the policies being implemented by the Union and State Governments, and how these policies are game-changers if utilized properly by the MSMEs. Dr. G Sateesh Reddy, Scientific Advisor to Raksha Mantri has stated that changes are taking place in the country in a big way for growth. Confidence building is taking place to progress in every sector. SEDME Journal Golden Issue and Conference-related Abstract Book were released during the inauguration. The inaugural session concluded with a Vote of Thanks proposed by Mr. Vivek Kumar, Associate Faculty Member, **ni-msme**.

The conference witnessed a series of panel discussions and lectures pertaining to seven different themes. It also had eminent industrialists and industry experts as speakers like Smt. Anuja Bapat, ISS, DDG, MoMSME; Mr. Ramesh Ramanandan, Founder, R S Krafts; Mr. K. Venkata Ramarao, CMD, Shreepa Logistics Pvt. Ltd. and Mr. Ramkrishna Mukkavilli, Founder & MD, Maithri Aquatech. Other eminent National Resource persons included Shri Gyan Prakash Upadhyay, IAS, Cabinet Secretary, Govt. of Sikkim; Mr. Hemang Jani, Secretary, Capacity Building Commission; Mr. K. Nagesh, Joint Director (Trainings), Dept. of Employment & Training, Govt. of Telangana; Dr. P. Sudhakar Naik, IRS, Deputy Commissioner of Income Tax; Dr. K. Ch. A. V. S. N. Murthy, Central Council Member, ICAI to mention a few. The event was well nurtured with the wisdom that sprouted from the discussions and received appreciation from the audience for having mentored and guided them. Enthusiastic participation from the audience and International delegates has supported the program's efficacy. It had discussions right from defining MSMEs & Government Schemes to International Business, Trade Policies, Vocal for Local, Atmanirbhar Bharat, and Making India the Global Manufacturing Hub.

Papers were also invited from academia & industry. Top best papers were also awarded during the Plenary. A Poster competition dedicated to the theme G-20 was also organized. Winners were also facilitated in this category. One of the prime attractions of the conference was exhibition by MSMEs to help them for marketing their products. Participants from 12 different states were elated to take a stroll through the lush green campus of **ni-msme**. The participants rated the conference high and urged **ni-msme** to conduct similar Conference regularly.





Women Hackathon for Empowered Women

Women are a highly underrated group in the Science & Technology, Entrepreneurship and Management (STEM) field. The representation of women in tech field is dismally low. There is just one woman engineer as against three men engineers. The overall representation of women in the engineering workforce of IT firms is just 34 percent. Out of 5 million developers in India, only 18 percent are women. With only 20% of tech jobs being held by women, it is high time to bring about a change. Lack of mentors, no encouragement from family, meager financial support and overall gender inequality are some of the major factors that hold women back from pursuing their interests and realizing their potential to emerge as leaders. To eradicate the gender gap, women need to be encouraged to continue with their chosen career. And to increase the demand for top talent in the industry, women innovators need to be brought into the system.

During India's G-20 Presidency, **ni-msme** is organizing a women hackathon on the occasion of International Women's Day to bring out the best talent to excel.

WomenHackathon is a platform for all Indian women to showcase their true talents and build innovative ideas in following significant sectors in the first season.

- » Agro & Food Processing
- » Fashion Technology
- » Fintech
- » Women's health and safety

Eligibility

- » Both individuals and teams can participate
- » A maximum number of contestants in one team is 4 women
- » A woman cannot be a member of more than one team

The hackathon will be launched on 10 March 2023 and will go on till June 2023. Women entrepreneur/developers/scientists will work on the problem statements to bring out innovative solutions for real time problems.

ni-msme is extending an open invitation to all women from industry and academia to take part actively in this hackathon and make it a grand success.

For more details please visit www.nimsme.org

Phase III International Programmes

International Executive Development Programme, Phase-III, sponsored under ITEC Scheme by the Ministry of External Affairs, Govt. of India was inaugurated on 16 February 2023 at the **ni-msme** campus, Hyderabad. The two programmes being organised in this phase are Promotion of Social Enterprises for Realizing SDGs and Diffusion of Innovations and Transfer of Technology. Dr. S. Glory Swarupa, Director General, **ni-msme** was present during the inauguration. The ceremony was graced by Mr. V. Vidyasagar, Founder, Sagar Asia Group and Dr. Suvarna, IFS.



Dr. K. Visweswara Reddy, Mr. Sarath Muthyala & Dr. Shreekant Sharma, Programme Directors along with other faculty and staff of **ni-msme** attended the inauguration ceremony.

While addressing the participants, the dignitaries discussed on a wide range of aspects including Sustainable Development Goals, Entrepreneurship, the role of India in the present context, opportunities and challenges at the National and Global levels and integration of technology. The sessions are being conducted by **ni-msme** faculty and other Guest Speakers on a wide range of topics relevant to the subject of study. Study visits along with a study tour to various institutes and knowledge centres are scheduled as a part of these programmes.



ni-msme Honored with Consolation Prize by TOLIC



Town Official Language Implementation Committee conducted 12th half yearly meeting on 17 February 2023 at National Research Institute of Unani Medicine for Skin Disorders (NRIUMSD), Hyderabad. Shri Narendra Singh Mehra, Asst. Director, South Regional Office Bengaluru, Department of Official Language, Ministry of Home Affairs, Govt. of India was the Chief Guest on the occasion. Dr. Ahmad Minhazuddin, Director,

NRIUM Chaired the meeting. Dr. Arjeena Zabeen, Member Secretary of TOLIC(CGO-1), Hyderabad and Shri Vishnu Bhagwan, Advisor was also shared the dais.



Valedictory for Free Skill Development Training Programme



ni-msme organized a valedictory ceremony for Free Skill Development Training Programme with Boarding and Lodging for Telangana State Backward Classes Unemployed Youth on 27 February 2023 at **ni-msme** campus, Hyderabad. Dr. S. Glory Swarupa, Director General, **ni-msme** was present during the valedictory. Mr. Mallaiah Battu, Hon'ble Secretary, Mahatma Jyotiba Phule Telangana Backward Classes Welfare Residential Educational Institutions Society

(MJPTBCWREIS) Telangana graced the event as Guest of Honour. Dr. Dibyendu Choudhury shared that a total of 300 candidates were trained (Graphic Designer-150 candidates and Web Developer-150) from 12 October 2022 to 06 February 2023 in two phases. He also informed that 100 candidates are placed in various companies.

While addressing the participants, Mr. Mallaiah Battu discussed the initiatives taken up by Telangana State BC Corporation for the Skill development of the unemployed youth. He said the programme has enhanced the skills of the participants which will help them in finding a job or becoming self-employed. He suggested the participants to explore different opportunities available in the market.

In her valedictory speech, Dr. S. Glory Swarupa, congratulated the participants for successfully completing the training programme and asked them to put these skills into practice. She encouraged the participants to be job givers and not job seekers. The programme was officially concluded with the distribution of the offer letters and certificates to the candidates.



Job Fair for ESDPs Under ATI Scheme

ni-msme has conducted Job fair on 27 February 2023 for the trainees of ESDPs under ATI scheme. Companies including Picktime, VBLP TECH SOLUTIONS, Oaks international, Saa Scraft Studio (India) Pvt. Ltd, We Are Very. In, G-Rank Digital Services Pvt. Ltd, Celect Mobiles, Soham Software Services, Technical Avengers Private Limited. Marvel Geospatial Solutions Pvt. Ltd. have participated the Job Fair. Total 200 plus candidates with different Skills of Graphic Designer, VFX Editor, Photoshop and Motion Graphic Designer were interviewed. Total 73 candidates shortlisted for next round of interview.



Refresher Training Programmes on Enterprise Management

National Institute for Micro, Small and Medium Enterprises (**ni-msme**) conducted three Refresher Training Programmes on Enterprise Management for Business Development Service Providers in the month of February 2023 at Solapur, Nashik and Ratnagiri districts respectively sponsored by Maharashtra State Rural Livelihood Mission (MSRLM).

The training programme at Solapur was conducted from 30 January to 02 February 2023, in which 43 participants were trained, while training at Nashik was conducted from 01 to 04 February 2023 in which 38 participants were trained. The third programme was conducted at Ratnagiri from 02 to 05 February 2023, in which 26 participants were trained.

During the training programmes, special focus was given on the topics like Analysis of Business Operations, Analysis of Resources, Marketing Strategy – 4 Ps, Packaging & Branding, Basic Accounting, Estimation of Production Cost, Revenue and Profit/ Loss, Profit & Loss Statement, Cash Flow Statement, Balance sheet and Taxes. Further, the bank officials and successful entrepreneurs were invited to interact with the participants on loan repayment and business growth.

The participants were also provided inputs on MSME schemes, Institutional mechanism for MSMEs, Licenses and Approvals for Micro Enterprise. After imparting training, the participants were given assignments to prepare business plans. All the participants expressed their satisfaction on the training inputs.

Dr. Shirish Prabhakar Kulkarni, **ni-msme** and Shri Prabhakar Gawde, State Mission Manager, SRLM interacted with the participants on 05 February 2023 at Ratnagiri. The programme concluded with brief presentation on outcome of the programme by Shri Kishor Pawar, Taluka, in-charge, MSRLM.



MDP on Circular Economy - Emerging Trends in Waste Management

School of Enterprise Development, ni-msme has organized a one week Management Development Programme on "Circular Economy -Emerging Trends in Waste Management" from 20 to 24 February 2023 sponsored under the ESDP Scheme, O/o DC-MSME, MoMSME, GoI. A total of 26 participants including budding and prospective entrepreneurs, Environmental Engineers, and Recycling Unit Managers in the industry with an opportunity to seek critical insights into the rapid expansion, challenges, and market opportunities in the waste management sector have attended the program. The program was directed by Mr. J. Koteswara Rao, AFM.

Mr. K. Surya Prakash Goud, Faculty Member welcomed the participants, briefed them about the genesis of the National Institute for MSME, and gave an overview of the activities. He addressed the participants about the circular economy and waste-to-wealth aspects. In recent years, the exponential population growth, high density of urban areas, diverse cultures, and changing food habits and lifestyles have seen an unresolved problem in terms of Municipal Solid Waste Management (MSWM) in India. Consequently, the municipalities have been facing many other issues related to solid waste collection, treatment, and management.

Mr. J. Koteswara Rao highlighted that landfill is one of the most popular methods of waste disposal in India, as more than 50% of the total solid waste generated is untreated and dumped into landfills, primarily due to inefficient waste management systems in India. The participants were also taken on exposure visits to the waste to wealth project at Bowenpally Agriculture vegetable market. Plant Manager briefly explained the concepts of Waste Management and

Resource Recovery Projects illustrated with suitable examples. Later, participants visited Hyderabad Industrial Waste Management Plant located at Jawahar Nagar plant. Project Head briefly explained about Waste Management Plant step by step. During the valedictory function held on 24 February 2023. The participants gave excellent feedback about the program and submitted their back at work plan.



Workshop for ESDP Trainees

ni-msme has conducted workshop on 22 February 2023 for the trainees of Entrepreneurship and Skill Development Programme under ATI scheme. The workshop given the inputs on the Financial Literacy by Mr. Buram Yadagiri which covered the concepts of Basic Economics, Emergency Fund or Opportunity Fund, Insurance, Debts and Assets, Investments, Emotional Quotient (EQ), Wealth Principles and Project Report preparation. The official Mr. R. Eddaiah, Deputy Director, District Industries Center was also invited for giving the information on business opportunities available in the State and also support services given for the budding entrepreneurs through various central and state schemes.



MDP on Treasury and Foreign Exchange Risk Management

ni-msme has organised Management Development Programme on “Treasury and Foreign Exchange Risk Management ” from 13 to 17 February 2023 sponsored under ESDP scheme of DC-MSME, Ministry of MSME. A total of 25 trainees have attend the programme from different parts of the country.

Dr. K. Visweswara Reddy welcomed the participants, briefed about genesis of National Institute for MSME (**ni-msme**) and gave an overview of the programme.

The broad areas that covered in the training include the fundamentals of FOREX and Commercial Exposure to FX Risk, Balance sheet Exposure to FX Risk, Centralizing Exposure Management, Integrated Risk Management and Economic indicators to track-Global & Domestic. The programme was rated excellent by the participants.

AMDP on Artificial Business for SMEs

ni-msme is organising an Advance Management Development Programme on “Artificial Business for SMEs” from 27 February to 04 March 2023 sponsored under ESDP scheme of DC-MSME, Ministry of MSME in collaboration with IIIT Hyderabad. A total of 25 start-ups, existing and aspiring entrepreneurs are attending the programme.

Prof. Ramesh Loganathan, IIIT Hyderabad and Dr. K. Visweswara Reddy, Faculty Member and Programme Director have formally inaugurated the training. Prof. Ramesh has shared the details of CIE, IIIT to develop Startup eco system for Engineers and young graduates. Dr. K. Visweswara Reddy welcomed the participants, briefed about genesis of National Institute of MSME and gave an overview of the programme.

The broad areas that are being covered in the training include introduction of AI, presentation on different possibilities in various industries that AI could solve, Ideas workshop: What problems do you see that you think AI could solve, How to evaluate an idea before starting up, Understanding Customers, Revenue Model, Customer Segments and Business Model Plan.



AMDP in Collaboration with FTCCI

Strategy Planning and Implementation:

ni-msme in association with FTCCI had organized Advanced Management Development Programme on Strategy Planning and Implementation program for the benefit of Entrepreneurs, start-up's and other business community under ESDP scheme of Ministry of MSME, Govt of India from 27 January to 01 February 2023 at FTCCI Pokarna Skill Centre, Hyderabad. Ms. Khyati, CEO welcomed the participants and briefed on programme design. She advised the participants for active participation and get benefit out of the programme. Dr. S. Glory Swarupa, Director General in her inaugural address highlighted role of MSMEs in Indian economy, **ni-msme** interventions and proposed strategic initiatives for MSME development. Further, she has motivated the participants by highlighting important schemes of Ministry of MSME, **ni-msme** services for potential and practicing entrepreneurs. The management experts Dr. A. P. Natarajan, Dr. Abdul Nayeem, Dr. Patricks Anthony, Mr. Rajesh Pershad and Dr. Kalyana Chakravarthi Thirunagari had handled sessions apart from **ni-msme** faculty.

Dr. A. P. Natarajan discussed on significance of strategic planning, strategic management and key elements of strategic planning as well as change management. He also gave inputs on emotional quotient, strategic communication, creative problem solving skills in strategic management and innovation in strategy implementation. Dr. Abdul Nayeem highlighted role of Strategic Leader and detailed on implementation of strategy. Being a Strategic Leader, how an entrepreneur need to measure performance with the help of key performance indicators (KPIs) was also explained with case studies.

Dr. Patricks Anthony explained in detail on Internal and External Forces facing by the organizations through PESTLE Model and internal Controllable forces with the examples. He also deliberated on conflict management and later the participants discussed on causes of the conflict, reasons of the conflict, impact of conflict and how to overcome for the conflict by using problem solving skills. He also discussed on structure of an organization, organization culture, and functions of top management. Mr. Rajesh Pershad highlighted relationship between strategic management and marketing, challenges & benefits of strategic management, competitive rivalry and competitive dynamics strategic planning and implementation policies and managing culture & its implementation. Dr. Kalyana Chakravarthi Thirunagari explained in detail vision, mission and objectives for strategic planning, strategic framework for supply chain, competing in foreign market and formulating strategies and alliances.

Mr. K. Surya Prakash Goud, Faculty Member and Mr. Pradeep Kumar, Assistant Registrar of **ni-msme** have taken feedback from the participants and suggested to utilize services of ni-msme for their business development. Mr. Rakesh Singh, Deputy Director, FTCCI thanked all the participants for their support for smooth conduction of the programme and concluded by proposing vote of thanks.

Advanced Management Techniques:

ni-msme in association with FTCCI had organized Advanced Management Development Programme on Advanced Management Techniques for the benefit of Entrepreneurs, start-up's and other business community under ESDP scheme of Ministry of MSME, Govt of India from 06 to 11 February 2023 at FTCCI Pokarna Skill Centre, Hyderabad. The management experts Mr. H. S. Kalsi, Dr. Abdul Nayeem, Mr. Rajesh Pershad, Dr. A. P. Natarajan, Ms. Nidhi Anand and **ni-msme** faculty, Mr. K. Surya Prakash Goud, Dr. E. Vijaya, Mr. Sarat Muthyala and Ms. V. Swapna had handled sessions.

The Programme was inaugurated by Dr. S. Glory Swarupa, Director General in presence of Mrs. Khyati Naravane, CEO – FTCCI, Mrs. Sujatha, Dy. CEO, FTCCI, Mr. K. Surya Prakash Goud, Faculty Member, **ni-msme**, Management Expert, Mr. Rajesh Pershad and Mr. Rajesh Singh, Deputy Director, FTCCI. After brief introduction of the participants, Mr. Goud welcomed all the members and briefed about **ni-msme**, its activities and objectives of the programme. Dr. S. Glory Swarupa thanked FTCCI for joining hands with **ni-msme** for organizing Advanced Management Development Programmes which are very much beneficial for entrepreneurs in development of their enterprises and improving business operations. She recognised keen interest of the participants on the programme and explained various schemes of Ministry of MSME related to innovation, marketing, infrastructure development as well as initiatives of **ni-msme** for MSME Development.

Mr. H. S. Kalsi discussed on Leadership vs Management. Dr. Abdul Nayeem discussed on different techniques to resolve a conflict. Mr. Rajesh Pershad involved all the participants in the group activity. The objective of the activity is to know the business operational technique and a kind of motivation to involve, evolve and engage the participants. Dr. A. P. Natarajan discussed on strategic planning, employee development, managing change, decision making, small business start-up and management, organizational structuring, labor relations, and business negotiating. Mr. K. S. P. Goud explained various approaches for development of MSME sector and important schemes of Ministry of MSME. Dr. E. Vijaya gave inputs on GST and services of ni-msme for MSMEs. Ms Nidhi Anand gave in outs on Roles & Responsibilities of Managers and Managing On-Site Teams and Virtual Teams. Ms. Swapna gave inputs on IPR in general and trade marks in particular where as Mr. Sarat on digital marketing.

The participants expressed their sincere thanks to **ni-msme** and FTCCI. They expressed that the programme helped them to retrospect their management practices, identify gaps in their operations as well as solutions for effective management. Mr. K. S. P. Goud thanked all the participants for their active participation and advised to contact **ni-msme** for their requirements. The programme concluded with a vote of thanks proposed by Mr. Rajesk Singh.

Awareness Programme on Innovation and Entrepreneurship

School of Entrepreneurship and Extension has conducted Awareness Programme on Innovation Students and Entrepreneurship for Hyderabad School of Business on 28 February 2023. Total 65 students have attended the programme. Topics covered are Innovation & Entrepreneurship, How to Setup an Enterprise, Idea Generation, Business Organization, Location of Industry, Business Plan Preparation, Sourcing of Raw Material & Machines. Registrations, Licenses, Udyam, Partnership, Startup Registration, Export - Import Licenses, MSME Schemes, MUDRA, CGTMSE, PMEGP & Institutional Support for MSMEs, Bankable Project Report, Project Summary, Product Description, Market Potential, Flow Chart, Term Loan and Working Capital requirement. Program Director was Mr. G. Sudarshan.



Advanced Management Development Programmes

Start up and Scale up in International Business:

ni-msme has organised an Advance Management Development Programme on “Start up and Scale up in International Business” from 20 to 25 February 2023 sponsored under ESDP scheme of DC-MSME, Ministry of MSME at AgHub of Professor Jayashanker Telangana State Agriculture University (PJTSAU), Hyderabad. A total of 25 agri start-ups and entrepreneurs have attended the programme 7 States.

Shri. N. Vijay CEO AgHub has appreciated the initiative taken by the MoMSME and ni-msme in organising the AMDP for the prospective and existing agripreneurs. Dr. K. Visweswara Reddy welcomed the participants, briefed about genesis of National Institute for MSME and gave an overview of the programme.

The broad areas that covered in the training include the an overview of International Trade, procedure for starting export business, Emerging Food & Agritech startup ecosystem & Scope for exports, Success stories of Exports from India, Expanding businesses in Export Markets, Organic Food Exports from Telangana, Potential for Millet Entrepreneurship & exports and Potential for Exports of Geographical Indications from Telangana. Eminent speakers from Agri Start-ups, Industry Academia and research institutes have taken sessions.

The valedictory function was chaired by Dr. S. Glory Swarupa, Director General, **ni-msme** and addressed by Dr. Kalpana Sastry, Managing Director, AgHub. Dr. Kalpana Sastry motivated and encouraged the participants to scale up their business and join global supply chain market. Director General took

the introduction and feedback of the participants. She has extended support to the participants through **ni-msme** to expand the business both domestically as well as globally. She told to make use of the government schemes for sustenance of their business. The Participants have rated the training excellent. The programme concluded with distribution of certificates.

Mineral and Material Innovations for Sustainable Future:

Advanced Management Development Programme (AMDP) on “Mineral and Material Innovations for Sustainable Future” sponsored under ESDP Scheme of Ministry of MSME, is being organized by **ni-msme** in association with CSIR-IMMT (Council of Scientific and Industrial Research, Ministry of Science and Technology, Govt. of India) - (Institute of Minerals and Materials Technology), Bhubaneswar from 13 to 18 February 2023.



The objective of this residential intensive training programme is to connect Science and Technological innovations Entrepreneurs. 60 participants including Entrepreneurs, Aspiring Technologists from various R&D Institutes and Universities from different parts of the country attended the training. The programme includes theory and practical sessions, interactions, demonstrations, lab visit and industrial visit spanning over six days, wherein the participants a very insightful knowledge on the practical aspects of Mineral and Material Innovations.

Dr. G. Narahari Sastry, Director, IMMT has inaugurated the event. Ms. V. Swapna, Associate Faculty, ni-msme & Programme Director addressed the participants briefing about ni-msme activities.



Dr. A. K. Sahu, Chief Scientist and Dr. T. Pavan Kumar, Senior Scientist played key role in fruitful conduct of this programme. Inaugural event was graced by about 200 invitees. Interaction and feedback from the participants was taken before the start of formal function. Dr. K. Visweswara Reddy, Faculty Member, ni-msme, Dr. D. S. Rao, Head, HRD and Dr. T. Pavan Kumar, CSIR, IMMT

have conducted the training. The programme concluded with presentation of the certificates. All the participants expressed a great satisfaction for the arrangements and overall conduct of the program.

Technopreneurship for Sustainable Development:

National Institute for Micro Small and Medium Enterprises (**ni-msme**) in association with Andhra University organized the Advanced Management Development Programme on Technopreneurship for Sustainable Development from 13 to 18 February 2023 at Andhra University South Campus, Visakhapatnam, Andhra Pradesh. The programme was inaugurated by Shri R. L. Narayana, Chairman Investment Committee, ITAAP and Corporate Vice President and Location Head, WNS Global Services for Vizag and Indore. Mr. G. Sudarshan, Faculty, ni-msme briefed about the ni-msme activities and objective of the programme. The topics covered are Technopreneurship, Schemes, Technology Entrepreneurship models prevalent in India, Essential Marketing Skills for Startups, Technologies available for commercialization by Entrepreneurs, Innovations in Information Technology for business growth and customer service, Identifying a societal problem and developing a technology, Intellectual Property Rights and its importance for technopreneurs, Technology Entrepreneurship Process (Idea to enterprise), Converting ideas into prototypes, Role of STPI in promoting technopreneurship and Funding sources

The participants visited and interacted with representatives of Andhra Pradesh MedTech Zone, Andhra Pradesh Innovation Society, Indian Institute of Management Visakhapatnam FIELD, and Andhra University Incubation Centre a-hub. The participants were exposed to various major incubation and startup ecosystems in Visakhapatnam. Mr. Ramkumar Verma, Founder and Promoter of native Araku Valley Coffee, the Chief Guest for valedictory shared his experience of creating a successful venture. The Guest of Honor, Prof. V. Krishna Mohan, Registrar, Andhra University explained that product differentiation and marketing are key for a successful enterprise. Prof. H Purushotham, the coordinator of the program summarized the 6 day earnings. The participants expressed their heartfelt thanks for organizing the programme.





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International Conference on Intellectual Property Rights and Development of SMEs

March 6 - March 7, 2023 | T-Hub



A Spotlight on IPR - Innovations & Knowledge Exchange

Around 300+ delegates from SMEs and MSMEs, Industry Leaders, Researchers, Scientists, Senior Government Officials, Academic Institutions, and Students will participate in this conference. There will be 20 stalls of MSMEs and SMEs to showcase their innovation.

Primary Objectives:

- Sharing knowledge and research contribution in IPR through a single platform.
- Discuss IPR issues SMEs face and identify an R&D roadmap for the field.
- Providing a forum and connection to IPR-related academicians & researchers.
- Promoting policy-oriented discussion with a focus on innovation and economic growth of SMEs.
- Providing an innovation showcasing platform for SMEs and leveraging their IP through licensing.

Expected Outcome:

- Learn and exchange knowledge on IPR and innovation-related topics.
- Showcase your innovative technologies for SMEs through the dedicated platform.
- Share the best practices to overcome the issues and challenges faced by IP-driven SMEs.

General Information:

- 3 international speakers 10 eminent speakers from Government, Industry, and Academia sectors to give expert sessions.

Time: 10:30am to 5:30pm

Venue: Events Room ,5th Floor, T-Hub

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