

ni-msme News Corner (NNC)



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

International Conference on Waste Management, Recycling & Environment

ni-msme organized a two-day International Conference on "Waste Management, Recycling & Environment" in collaboration with Andhra Kesari University Ongole at the Auditorium of Indira Priyadarshini Law College, Ongole, Andhra Pradesh on 16 to 17 November 2023. The conference aimed to promote environmental clean technologies among SMEs and provide policy-oriented discussions on zero waste discharges with a focus on innovation in clean technologies, achieving Sustainable Development Goals (SDGs) for the economic growth of SMEs. Around 150 delegates, including government officials, researchers, scientists,



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academicians, engineers, industry professionals, technology providers, and EHS managers from MSMEs in and around Bapatla and Ongole, actively participated in the conference. Shri A. S. Dinesh Kumar IAS, District Magistrate and Collector, graced the occasion as the Chief Guest and inaugurated the conference. Speaking at the inaugural session, he mentioned that the Prime Minister Narendra Modi promised to make India a zero-carbon emitting country by 2070. He also said that the high-level technical conference and discussions would help find new opportunities as well as solutions for recycling waste. He advised the public and local industries to strive to reduce their waste and carbon emissions and create value-added products from waste. He thanked Dr. S. Glory Swarupa, Director-General, **ni-msme**, for organizing the conference in tier-II cities like Ongole and also international speakers.

Dr. S. Glory Swarupa, Director-General, **ni-msme**, also spoke at the inaugural session. She said that "this Conference is an effective platform to bring together the stakeholders and experts to discuss the impact and possible solution for MSMEs and open new business opportunities in the Waste Management, Circular Economy, Plastics industry, and the Recycling Sector with a great belief in the vision of Swachh Bharat Abhiyan". The two-day international conference on "Waste Management, Recycling & Environment" was held at the Auditorium of Indira Priyadarshini Law College, Ongole, Andhra Pradesh on November 16-17, 2023. The conference aimed to promote environmental clean technologies among SMEs and provide policy-oriented discussions on zero waste discharges with a focus on innovation in clean technologies, achieving Sustainable Development Goals (SDGs) for the economic growth of SMEs. Around 150 delegates, including government officials, researchers, scientists, academicians, engineers, industry professionals, technology providers, and EHS managers from MSMEs in and around Bapatla and Ongole, actively participated in the conference.

During the conference, Vice Chancellor of the Andhra Kesari University, Dr. M. Anji Reddy, mentioned that the main objective of the conference is to discuss various issues in emerging trends in waste management and recycling options. Sri. Gowtham Reddy, Managing Director & CEO of Ramky Enviro Engineers Ltd, highlighted that every individual is creating waste between 500 to 600 grams every day which may be converted into valuable products. Registrar of the Andhra Kesari University, Prof. B. Hari Babu, said that pollution is high in Prakasam district due to granite mining and processing units. He urged all industries and stakeholders to adopt clean technologies at their respective industries to mitigate the pollution levels at lower levels. Shri Y. Vidya Sagar, Vice President of FSME-India, spoke about waste management aspects. It is estimated that waste management in India is potentially a \$15 billion industry. Out of the entire waste produced in India, 25% are dry waste components that can be recycled. This recyclable waste, dumped into landfills due to a lack of proper collection and infrastructure, can be reused as raw material.

International experts Mrs. Sara Petrycer Hansen from Denmark, Dr. Sri S. Umeswara from Malaysia, and Mr. Shanthalingam Sayanthan from Sri Lanka shared their experiences and presented Waste Management Strategies during the conference. Various technical sessions were conducted to share best practices, business opportunities, and emerging technologies for waste management and also discuss the latest developments, challenges, and solutions in waste management and recycling. Workshops covering a wide range of topics related to waste management and recycling, such as zero waste strategies, waste-to-energy technologies, and sustainable waste management practices, were also held.



Physical and Psychological Issues of Working Women



Women are significantly contributing to the social and economic development across the nationalities. Women now have more career options because of expanding urbanisation and industrialization, and they are entering the workforce in greater numbers.

Present generation woman's role is emerging with new commitment towards career progression as well as commitment to families. Working women tend to be like a pendulum clock oscillating between work demands and household chores. Between these oscillations, there are social expectations to match up to and the constant anxiety of keeping up with demands of both the worlds, knowing that the slightest error can cost her so much more than her male counterpart. Most women find themselves juggling responsibilities at home and outside, adding to the workload and emotional burden. More involvement in family roles will make it difficult for the employee to dedicate enough resources toward their work, thus creating conflict.

A study recorded that employed women are more satisfied with their life than nonworking women, and the quality of home and work environments determines the impact of employment on the psychological well-being of working women in dual-earner families. The positive effects of employment on the mental health of women also come from the privileges of job, status, power, position, and economic independence. Since a woman's status is heavily dependent on the employment, working women tend to look at their employment positively. Employment naturally raises her status, enhances her sense of self-worth, and provides her greater psychological well-being, irrespective of the role of strain and family problems. Employment also increases the possibilities of an egalitarian relationship in marriage. The sense of achievement, income, and recognition in the society enables working women to consider their jobs as rewarding and psychologically satisfying.

A feeling of well-being generated by achieving what one aspires is an important aspect of mental health. Accomplishments generate positive feeling states such as confidence, happiness, and satisfaction, while failures often lead to sadness and frustration. Working women face innumerable challenges and issues both at home and workplace and they are subjected to physical, sexual and mental exploitation and torture. In addition to all the above, today they face safety and security issues as well as discrimination. It becomes evidently difficult for her to maintain a work-family harmony; resulting no time to think about herself. This leads to ignorance about her health and makes them to suffer from different lifestyle diseases like obesity, depression, infertility, diabetes, cardiovascular diseases etc.

Mental health is a major public health concern worldwide. It can be defined as the ability to make adequate social and emotional adjustments to the environment, on the plane of reality. Mental health is the foundation for well-being and effective functioning for an individual and for a community and that of women is important both for their own health and for their children and families. Mental health disadvantages for working women arise mostly from the fact that employment is inconsistent with the preferences of both spouses. If woman is in labour market with the consent and the will of both spouses, there is every reason that job will positively contribute to the psychological well-being.

Women are entering the workforce with higher hopes and dreams of future success. There are several barriers in their workplace that slow down their progress and growth. Working women need community-based orientation programs regarding various aspects of mental health should be organized at regular intervals like yoga and meditation. Organization must address also those problems to make a congenial atmosphere at workplace.

Glory Swarupa
Director General

District and State Level Seminar on Honey Beekeeping

The National Bee Board under NBHM sponsored two two-day seminars, one at the district level and the other at the state level, at Patanjali, Haridwar on 08 to 09 November 2023 and 22 to 23 November 2023, respectively. The seminars aimed to update traditional beekeepers' knowledge and offer them support in implementing the traceability system in their businesses. Dr. Shreekant Sharma, FM, **ni-msme** and Mr. V. B. Rajendra Prasad, AFM, **ni-msme**, were the Programme Directors.

Around 108 participants attended the district-level seminar, which was conducted on 08 to 09 November 2023. Through interactive sessions, practical demonstrations, and expert guidance, participants gained valuable insights into the intricacies of beekeeping and the importance of traceability in the industry.

Patanjali's Samridha Gram Training Centre under DYMT (NRO) witnessed massive interaction and various live demonstrations, which not only empowered bee farmers but also contributed to the sustainable growth of the beekeeping sector in Uttarakhand. The seminar comprised interactive sessions and live demonstrations. Participants were invited to engage in hands-on activities that allowed them to experience firsthand the art of beekeeping. The subsequent sessions were dedicated to discussing the traceability mechanism in beekeeping through the SU-MADHU application.



The sessions provided a comprehensive explanation of the process involved in ensuring traceability in beekeeping and highlighted the various roles it plays for individual stakeholders. Further, emphasizing the importance of digitalization in traditional beekeeping, they delved into the technological insights required for achieving transparency, authentication, regulatory compliance, market access, consumer trust, and supply chain efficiency when utilizing the Su-Madhu application.

State Level Seminar: The state-level seminar was held at Samridha Gram Patanjali Training Centre in Haridwar on November 22-23, 2023, and was attended by 235 participants. To impart the training effectively and efficiently, two batches were formed that were managed in parallel sessions. The objective of the sessions was to disseminate valuable information that equips entrepreneurs with the necessary knowledge and skills to navigate the complexities of the business world intelligently and diligently.



Dr. Vedpriya Arya, Senior Scientist and Head, Herbal Division, shed light on the various initiatives undertaken by Patanjali to support farmers, rural businesses, and women Self-Help Group (SHG) members across different states. Dr. Arya discussed the honey value chain, issues related to honey adulteration, challenges faced by beekeepers, and highlighted the technological advancements introduced by Patanjali to bolster agribusiness. Mr. Vivek Kumar, AFM, SEE, **ni-msme**, explained the concepts of rural entrepreneurship and its pivotal role in the beekeeping industry in India. He explained how beekeeping is not just a tradition but also an economically empowering

venture for rural communities. By conducting such seminars, **ni-msme** ensures that participating farmers and SHG members are equipped with the necessary skills and knowledge to excel in their beekeeping endeavors. The seminars also serve as a platform for bee farmers to enhance their understanding of best practices in beekeeping, ensuring the production of high-quality honey while adhering to traceability standards. By fostering collaboration and knowledge-sharing, **ni-msme** strives to create a thriving ecosystem for MSMEs, enabling them to thrive and contribute to the economic development of the region.

National Conference

The School of Enterprise Development (SED), **ni-msme** has organized one day National Conference on Energy Efficiency Technologies for Sustainability on 23 November 2023 in association with UNIDO as part of achieving the net zero 2070 target. The Objective of the Conference was to discuss the latest technologies available for improving thermal energy efficiency. The entrepreneurs from textiles, pharmaceutical and food processing sectors, energy consultants, subject experts, service providers and academicians were participated in the Conference.

Dr. S. Glory Swarupa, Director General in her inaugural address briefed **ni-msme** association with



UNIDO in prestigious UNIDO-GEF-MSME project, which aims to implement solar and energy efficient technologies in collaboration with the Ministry of Micro, Small and Medium Enterprises (MoMSME) and the United Nations Industrial Development Programme (UNIDO), with funding support from the Global Environment Facility (GEF). She also mentioned about pilot study conducted in Sircilla Textile & Rice Milling Clusters as well as Sindhudurg Food Processing Cluster on energy efficiency of industrial boilers.

Mr. Debajit Das, National Project Coordinator, UNIDO has shared his extensive knowledge on latest energy efficient technologies and its benefit application for MSMEs. He also presented UNIDO interventions in energy in several energy intensive clusters. The participants well received his inputs on adopting energy efficient systems to reduce the energy consumption and limit the carbon footprints. Mr. Goutham Banavath, Manager, SIDBI explained on financial schemes of SIDBI with focus on End-to-End Energy Efficiency (4E) Scheme. He also shared digitization of their credit operations.

Mr. Narasimham Ganti , Vice-president of Cheema Boilers Limited (CBL) and Mr. Sameer Kanabargi, CEO of Phoenix Products, Belagavi made detailed presentation of their products and application which benefits MSMEs.

Mr. Sanjaya Shrestha, Industrial Development Officer, UNIDO interacted virtually with the participants and highlighted UNIDO proposed interventions for improving energy efficiency and reducing carbon emissions. He appreciated **ni-msme**



efforts for organizing this conference. Mr. K. Surya Prakash Goud, Faculty Member and Mr. Sarath Muthyala, Associate Faculty Member played vital role in design and organization of Conference.

Promotion of Textiles & Handlooms

The Department of Handlooms and Textiles, Government of Karnataka, sponsored an Orientation Programme on Textiles and Handlooms from 23 to 28 November 2023. The event was attended by 20 officials from the Karnataka government's Department of Handlooms and Textiles. The program's objectives were to assist participants in understanding new textile policies and programs from both the federal and state governments; to acquire the necessary skills in identifying sustainable enterprises and preparing a business plan; and to improve skills on cluster approaches and the

most recent management practices in the textile sector.

Dr. Alagu Varsini, Chief Guest, officially launched the program on November 23, 2023. V.S., IAS, Director of Handlooms, Textiles, and Apparel Export Parks, Telangana Government and Ms. V. Swapna, AFM, **ni-msme**, gave a summary of **ni-msme** activities and explained the topics addressed during the program. During his speech, DG nimsme discussed the **ni-msme** contributions to the promotion of



handlooms and textiles through cluster approaches, as well as the interventions of the SFURTI project at Mothkur. During her speech, Dr. Alagu Varsini, M.D., recounted her experiences in the handloom business in Telangana. She encouraged the attendees to come up with solutions to the Textile and Handloom industry's problems. She also thanked **ni-msme** for organizing such programs for the officials' benefit.

The sessions were handled by **ni-msme** faculty, Telangana state officials, and Industry experts about the Textile policy, programs of central & state, opportunities available, PPP projects implementation, Exports prospects, Digital Marketing, DPR, and Textile Industry 4.0. The participants were also taken on exposure visits to Bodhan Pochampally Handlooms Park. Shri. Vidya Sagar, Assistant Director (Textiles and Handlooms Department)



Government of Telangana, warmly welcomed at Bhodan Pochampally Handlooms Cluster and briefly explained their intervention for promoting Handlooms in the state of Telangana. He interacted with the artisans and enquired about the state government initiatives. The exposure visit was coordinated by Shri M. Venkatesham, Deputy Director, (Textiles and Handlooms Department) Government of Telangana.

During the valedictory function held on 28 November 2023, the Director-General addressed the participants, advised them to make their best efforts to implement their learning and promote textile and handlooms in their state. She also emphasized the participants to prepare the proposal under the scheme to forward to the Ministry of MSME. The participants gave excellent feedback about the program and submitted their back-to-work plan. The program concluded with a vote of thanks proposed by Programme Director Mr. J. Koteswara Rao, Faculty of **ni-msme**.

ToT on Agri-Entrepreneurship Development



Keladi Shivappa Nayaka University of Agricultural & Horticultural Sciences (KSNUAHS), Shivamogga, Karnataka, has selected **ni-msme** as a Knowledge Partner to Establish Entrepreneurship Development Cell (EDC) and requested a 2-week Training of Trainers (ToT) Program for KSNUAHS's EDC Coordinator/Nodal Officers. On 20 October 2023, 9 EDC coordinators/Nodal Officers began training.

The participants were instructed by Dr. S. Glory Swarupa, Director General, to establish an entrepreneurial environment through EDCs to

promote agri-based firms by agricultural graduates, which has great potential.

This program is directed by Dr. Shreekant Sharma FM, Mr. V. B. Rajendra Prasad AFM, and Mr. Sarath Mutyala AFM. Participants learned about establishing an entrepreneurship development cell, achievement motivation, market research for viable investment opportunities, project report preparation, innovation, incubation, and IPR, startup ecosystem, export procedures, and curriculum development and training plan. This program ends December 1, 2023.

Training Programme on Scientific Honey Beekeeping

ni-msme hosted one-week free Scientific Beekeeping training classes supported by the National Bee Board from 17 to 23 November 2023. A two-part workshop was held at the **ni-msme** Campus in Yousufguda, Hyderabad, with 48 eager young men and women participating. Throughout the workshop, many specialists and beekeepers gave presentations. A field trip to Mulugu's Forest College and Research Institute (FCRI) was planned for the attendees.

Mr. Pradeep Kumar, Assistant Registrar (**ni-msme**), was the primary guest at the training program's concluding ceremony and awarded certificates to the attendees. Shri Rajendra Prasad, Program Director, and Dr. Shirish Kulkarni, Program Coordinator, were in attendance.

Another two programs were held in KVK Sonapur and KVK Balangir in Odisha from November 20 to November 27, 2023, with a total of 50 potential beekeepers participating. Dr. Shreekant Sharma, F.M. SEE, Program Director, was present on this occasion.



Management Development Programmes (MDP)

MDP on Technopreneurship for Sustainable Development

The School of Enterprise Management at the National Institute for MSME (**ni-msme**) put together a "Management Development Program on Technopreneurship for Sustainable Development" from November 14 to 18 November 2023.

The program was funded by the ESDP Scheme and was overseen by the Development Commissioner of the Ministry of MSME, Govt. Twenty-five people who want to be entrepreneurs went to the class. Ms. V. Swapna AFM, SEM was in charge of the program. There were sessions led by **ni-msme** faculty and experienced business people. The topics they covered included innovation and entrepreneurship, the incubation process for tech start-ups, intellectual property rights and their importance, medical and agricultural technology innovations, MSME schemes, institutional support, e-commerce, project appraisal, and project preparation.



The people who took part talked about what they thought of the program. They said the show was very helpful and interesting. The participants also liked the teachers, **ni-msme**, and guest speakers, and they gave the program a Very Good rating.

MDP on Essentials of Marketing and Digital Branding

The School of Enterprise Development (SED) organized a Management Development Programme on Essentials of Marketing and Digital Branding for low-cost customer acquisition from 20 to 24 November 2023, at **ni-msme**, supported by DC-MSME, Ministry of MSME, Govt. of India. The objective of the training program was to make participants understand Customer, Consumer, Marketing concepts, Early adopters, Google listings, search keywords, social media for business growth, customer engagement, and building marketing strategy to create a strong brand in the market. A total of 25 participants were trained in the program. Expert sessions were taken by Mr. Sarath Muthyala, Associate Faculty and Program Director, **ni-msme**, Mr. Sridhar, and Mr. Naveen, Consultants. The participants were enthusiastic about the concepts and interested in implementing the strategies discussed in the program to their business.



MDP on Identification and Marketing Strategies for SHG Micro Enterprises

The School of Entrepreneurship and Extension, **ni-msme** held a five-day Management Development Programme on Product Identification and Marketing Strategies for SHG Micro Enterprises at Priyadarshini Society, Hyderabad, from 13 to 17 November 2023. Programme Director Mr. Vivek Kumar, Associate Faculty Member, SEE, and Programme Coordinator K Dhanraj, Young Professional, Mr. K. Dhanraj, YP, **ni-msme**, updated attendees about the organization's activities and program during the inaugural session.

NGOs, FPOs, and MSMEs sent 25 participants. Faculty and resource people from many fields taught various topics throughout the program. The training covers Micro Finance, Sustainable Micro Enterprise Development, Project Preparation, Viability Parameters, Institutional Support & Government Schemes, and Project Proposal Feasibility Analysis. Startup Idea Generation and Marketability were also explored. AMUL and LijjatPapad case studies were also presented by Mr. K Dhanraj.



Then, MSMEs' best practices were discussed. Later, on the last day, participants evaluated the program and wanted it to last longer. The participants' smiles indicate that the session was successful and that they will use the lessons learned.

MDP on Supply Chain Management

The School of Enterprise Development (SED) organized a Management Development Programme on Supply Chain Management and its benefits for EXIM business from 06 to 10 November 2023, at **ni-msme**, supported by DC-MSME, MoMSME, Gol. A total of 25 participants were trained.

The objective of the training was to make entrepreneurs understand the Supply Chain for Agri Products in India. The program was more engaging and informative with expert speakers like Prof. Karna, Packaging clinic, Mr. Ramanathan Iyer, Logistic consultant, and Shri. Sarath Muthyala, AFM and Program Director.

The program widely covered supply chain management, the role of packaging in the supply chain, advantages of traceability in supply chain management, agriculture supply-chain optimization value creation - challenges and opportunities in India, and innovations in Supply Chain Management.



MDP on Working Capital Assessment and Management

The School of Enterprise Management, National Institute for MSME (**ni-msme**), held a one-week Management Development Program on "Working Capital Assessment and Management" from November 20-24, 2023. ESDP Scheme, Office of Development Commissioner, Ministry of MSME, Government of India, supported the initiative.

The training program focused on working capital management strategies and how to use them to generate revenues. The programme attracted 25 management professionals, entrepreneurs, and academics. **ni-msme** faculty member Dr. E. Vijaya directed the program.

The training curriculum covered working capital management, financing policies, boosting profits through working capital management, funding working capital, cash conversion cycle, budgeting, and credit policy.

ni-msme faculty, bankers, and industry officials led the discussions. Participants discussed the program. They found the program educational and useful. Participants rated the event "Very Good" and praised the **ni-msme** faculties and guest speakers.



MDP on Project Report Preparation

The School of Enterprise Development (SED) organized a Management Development Program on Project Report Preparation from 20 to 24 November 2023 at **ni-msme**, Hyderabad. The program was sponsored by DC-MSME under ESDP Scheme, Ministry of MSME, Govt. of India. A total of 25 participants attended the program. During 20 to 24 November 2023, Mr. D. Naveen Kumar, Consultant, **ni-msme**, and Mr. Sarath Muthyala, Associate Faculty Member (AFM), **ni-msme**, took sessions on different topics, including Idea Generation, Idea Validation, Qualities of Entrepreneur, Introduction to Innovation, value chain & supply chain, Consumer Behaviour, Early Adopters, importance of Digital Marketing & Branding, Project Report preparation, Working Capital Assessment, Profitability Statements, Debt Service Coverage Ratio (DSCR), Cash Flow Statement, and Break-Even Analysis in detail. Mr. S. Sridher, Guest Speaker, explained the Udyam Registration process and other statutory approvals to set up an Enterprise. Mr. Radha Krishna, Guest Speaker, took a session on Personality Development, Achievement Motivation, and Managerial Skills. The participants actively participated during the sessions, visited the Livelihood Business Incubation (LBI) center in **ni-msme** campus, and were inspired to establish their own Enterprise.



Advanced MDP on Manufacturing Excellence



School of Enterprise Management and Quality Circle Forum of India held an Advance Management Programme on Manufacturing Excellence through Lean & Zero defect, Zero effect (ZED) practices at PSG-ITech college campus Nellambur, Coimbatore from 20 to 24 November 2023 under ESDP scheme sponsored by Development Commissioner, Ministry of Micro, Small, and Medium Enterprises Asia Engineering, Perfect Engineers, Bisco Electro Coatings, SRK P Ltd, Sanmit Card Clothing India P Ltd, Shri Selvanayaki Spinners,

Unicon Engineers, Samson Industries, VXL Systems, Doiter Castings, Doiter Engineering, Arunachala Gounder Textile Mills, Mahendra Pumps, Kay Jay Sharp Trendys, KOSO India, MN Auto Products, Karma Innovations & Solutions, Jay Yes Enterprises, Silver Crown Enterprises, Best Engineering, Dr. Glory Swarupa, Director General National Institute of Micro, Small, and Medium Enterprise, lit the lamp to start the program. The inauguration function attendees were Coimbatore chapter chairman P.Bhaskar, Patron WS Sactchinandam, Mrs. S. Yogeswari, Mr. R. Srinivasan, and CV Ramana of QCFI. Dr. Glory Swarupa stated in her inaugural speech that MSME's are the backbone of the Indian economy and promote exports and brand INDIA. Therefore, quality comes foremost in their products and services. Training and refresher courses on quality ideas and applying them to processes and working practices were underlined by the DG. Simple principles like 5S, kai-zen, and TPM help first-line operators improve and deliver quality products. She also informed attendees about MSME Ministry recognition programs (platinum and gold awards). Training included an exposure tour to ELGi Compressors Ltd. on November 24. Participants saw some of the company's QC concepts in action. The Deming Award-winning company followed 5S. All participants valued the Visit as a practical learning experience.

Mrs. Swapna Vanamala, associate teacher, discussed Ministry MSME funding plans with entrepreneurs in class. Mr. R. Srinivasan, CV Ramana, WS Sactchinandam, and Mrs. S. Yogeswari taught quality ideas. Training completion certificates were given to attendees.



Core Committee Meeting of TOLIC

On November 22, 2023, Dr. S. Glory Swarupa, Director General, **ni-msme**, along with Dr. Shirish Kulkarni, Hindi Translator, participated in the meeting of Town Official Language Implementation committee conducted at National Research Institute of Unani Medicine for Skin Disorders (NRIUMSD). Shri Anirvan Kumar Vishwas, In-charge and Deputy Director (Implementation), South Regional Office, Bengaluru, Department of Official Language, Ministry of Home Affairs, Government of India, was the Chief Guest. The meeting was chaired by Dr. Younis Iftekhar Munshi, Director in-charge of the institute and Chairman of the committee. Head of the Department, Senior Officers, and Hindi Officers from various offices also participated in the meeting.

On November 7, 2023, the Core Committee of TOLIC (CGO-1) met at the National Research Institute of Unani Medicine for Skin Disorders (NRIUMSD), ESI x Roads, Hyderabad. Dr. Shirish Kulkarni, a Hindi Translator and Core Committee member, attended the conference.



St. Joseph Degree College for Women Visit to LBI

On 21 November 2023, 60 students from St. Joseph Degree College for Women visited the Livelihood Business Incubator (LBI) at **ni-msme** as part of their curriculum. During the students' tour to the LBI, Dr. G. Sudarshan, Founder of Shasith Info tech PVT Ltd, explained the many stages of incubation and how incubators provide resources, guidance, and a suitable environment for aspiring entrepreneurs. The students expressed an understanding of the practical aspects of developing ideas into sustainable businesses. Ms. V. Swapna, AFM, coordinated the visit.



Trademark Certificate

IPFC assisted the registration of the trademark ALKAVIZ of SURAVI ASSOCIATES, Visakhapatnam, Andhra Pradesh, on 14 November 2023. Alkaviz is India's only natural alkaline remineralised water brand with a pH of 8+ and a nutrient-rich water supply for the procedure.

Alkaviz benefits include antioxidants, which assist to strengthen immunity, decrease aging, promote longevity, improve bone, muscle, and cognitive function, and reduce acidity. Through its robust network of Distributors, Dealers, and Retailers, Alkaviz

Alkaline Remineralised Water has been delivering to the doorsteps of hundreds of Vizagresidents and organizations. More information can be found at <http://alkaviz.com>.



Visits of Director General

DG, **ni-msme** as Chief Guest inaugurated Seminar on “Winning Strategies for Women Professionals in Higher Education: Reflections towards Capacity Building” organized by National Institute of Technology (NIT) Warangal sponsored by National Commission for Women (NCW) on 25 November 2023. Addressed the participants on session titled “Doubling of Women Entrepreneurs. Dr. S. Glory Swarupa, DG **ni-msme** released Proceedings of Seminar. Prof. Bidyadhar Sunidhi, Director, NITW, felicitated DG, **ni-msme**.



Dr. S. Glory Swarupa, Director General, **ni-msme**, attended the MoMSME Vigilance Awareness Programme on 03 November 2023, at the Dr. Ambedkar International Centre in New Delhi. Shri P. K. Srivastava, Social Vigilance Officer, was the Chief Guest. CVO and NSIC sessions were also attended.

On 25 November 2023, DG attended the Conclave on Promoting Sustainable Enterprises for Local Development in New Delhi. Interacted with ILO and KOICA officials, as well as participants from Odisha, Gujarat, and Karnataka.



Dr. S. Glory Swarupa, DG, **ni-msme** is invited as Chief Guest for valedictory of Entrepreneurship Development Programme organised by Keladi Shivappa Nayaka University of Agricultural and Horticultural Sciences, Shivamogga, Karnataka on 08 November 2023.



As Chief Guest, DG, **ni-msme** attended the Symposium on MSMEs - Opportunities and Challenges hosted by KL Business School, KL University, Vijayawada.

Delivered an important note on the latest opportunities and challenges. It cleared up any confusion. Later, I spoke with faculty and went to the Management Department. The Business Management School has a total of 1200 students.



Conference Poster Launched

The Director General of **ni-msme** has launched the Conference poster on Green Technology, Policy, and Finance, which will be hosted on the **ni-msme** Campus on the 15 and 16 of December 2023.

Dr. Sandip Chattopadhyay, Founder, CDSRI, and Mr. Sarath Muthyala, AFM, **ni-msme** were among those who attended.



Interactive Meet

On November 22, 2023, Shri Anirvan Kumar Vishwas, In-charge and Deputy Director (Implementation), South Regional Office, Bengaluru, Department of Official Language, Ministry of Home Affairs, India, visited **ni-msme**. Dr. S. Glory Swarupa, **ni-msme** Director General, gave Shri Anirvan Kumar Vishwas a memento. Shri Anirvan Kumar Vishwas stressed Hindi to **ni-msme** workers.

He also advised **ni-msme** workers on how to maximize Hindi implementation utilizing Department of Official Language, Ministry of Home Affairs, Govt. of India technologies. Director General Dr. S. Glory Swarupa led the meeting.



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**
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Our Social Presence



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