

ni-msme News Corner (NNC)



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

International Conference at Bhubaneswar

International Conference on Growth and Optimism in MSME Business: A Global Context

(GOMSMEB-2024) was organised by ni-msme in collaboration with the Odisha Assembly of Small and Medium Enterprises (OASME) on 19 to 20 December 2024. The Ministry of Micro, Small and Medium Enterprises (MoMSME) has sponsored the event under International Cooperation Scheme. The two-days conference witnessed enthusiastic participation from MSMEs, policymakers, academicians, industrialists, entrepreneurs, and international experts. Among the gathering



of 130 MSMEs, key attendees and distinguished guests included Dr. S. Glory Swarupa, Director General, **ni-msme**; Shri Bibhuti Bhushana Dash, IOFS Special Secretary; Dr. Budi Suprpto, Associate Professor, Universitas Atma Jaya Yogyakarta, Indonesia; Ms. Yujin Han, CEO of Starajin and Member of the Korea Importers Association (KOIMA), South Korea; Shri. P.K. Gupta, IEDS, Joint Director & HOO, MSME DFO, Cuttack; Dr. Shreekant Sharma, Director, SEE, ni-msme; Mrs. Jyotirmayee Mohanty, Chairperson, OASME Women Wing; Mr. Satwik Swain, Secretary General (Honorary), OASME; Shri. Pramod Kumar Vijayvargia, General Manager, SIDBI, Kolkata Regional Office; Mr. Isaac Mainye Mariera from Kenya; Dr. Bijay Kumar Sahu, Senior Regional Manager & Head (East), NRDC; Mr. F.A.M Zakirul Huq, OIC LKMD & HOD Administration, CIRDAP, Dhaka; Mrs. Anita Patnaik, GM, Financial Inclusion, RBI, Bhubaneswar; Dr. Sreekanth Attaluri, Representative, Global Institute for Food Security (GIFS), Bangladesh and Ms. Anwasha Rout, Secretary, OASME Women Wing. The conference featured thought-provoking sessions and deliberations on innovative strategies to enhance the MSME ecosystem globally, focusing on growth, collaboration, and opportunities for Indian MSMEs. (Contd...2)

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Key milestones included the launch of the Society for Traditional Foods and the signing of an MoU between OASME and SIDBI, paving the way for enhanced financial and technical support to MSMEs. The dignitaries applauded the collaborative efforts in promoting MSME development and emphasized the importance of innovation, sustainability, and global partnerships. The conference's success highlighted the potential of MSMEs to drive economic growth and innovation. It served as a platform for fostering international collaboration and exchanging best practices, laying the foundation for a robust and competitive MSME ecosystem in India and beyond.



MoU with ASIDC

The National Institute for Micro, Small, and Medium Enterprises (ni-msme) entered into a Memorandum of Understanding (MoU) with the Assam Small Industries Development Corporation Ltd. (ASIDC) on 27 December 2024. This Initiative aims to conduct an Advanced Management Development Program for officials of the Industries and Commerce Department under the Institutional Strengthening Program of the RAMP Scheme.

Dr. S. Glory Swarupa, Director General of ni-msme, signed the MoU on behalf of ni-msme, while Shri P. Vijay Bhaskar Reddy, IAS, Managing Director, represented ASIDC, Assam. ASIDC

has signed and exchanged the MoUs in the presence of Shri K. Surya Prakash Goud, Director of SED; Dr. E. Vijaya, Director of SEM; Dr. Shreekanth Sharma, Director of SEE; Shri Srinivas Verma, AAO; and other faculty members from ni-msme. ASIDC engaged ni-msme as agency to conduct advanced management development programs for District Industries Centre (DIC) officials in Assam over a 24-month period. This initiative aims at, building the capacities of officials from the Industries and Commerce Department in the areas of Behavioural traits, technical skills, technology, marketing, financial analysis, project management, IT skills to equip officials for implementing and promoting the RAMP scheme in a result oriented manner.



Ensuring Rights and Social Security for Gig and Platform Workers



The gig and platform economy has emerged as a significant contributor to the modern labor market, offering flexibility and income opportunities to millions of workers. However, the lack of formal employment status has left these workers vulnerable, without access to social security and basic labor protections. This calls for comprehensive policy reforms to safeguard their rights and ensure equitable working conditions.

The recognition of gig and platform workers as employees rather than independent contractors, granting them access to benefits like provident fund (PF), Employee State Insurance (ESI), and retirement schemes is the need of the hour. The establishment of tripartite boards involving workers, employers, and Government is essential to address employment terms and social security needs effectively. Additionally, an inclusive digital ecosystem should be developed to enable universal worker registration, transparent management, and portability of social security benefits.

It is important to ensure minimum wage guarantees, limit platform commissions, and provide health, maternity, and retirement benefits to workers. Improved working conditions, such as workplace safety and overtime compensation are vital, along with urban infrastructure support like drinking water and electric vehicle (EV) charging stations. Transparency in algorithmic decision-making is critical to protect workers from unfair practices such as algorithm-based terminations and biased customer ratings.

In order to strengthen worker protection, the establishment of robust grievance redressal mechanisms and platforms for collective bargaining is imperative. Funding for social security can be achieved through contributions from central and state Governments, employers, and Corporate Social Responsibility (CSR) initiatives. Platforms like e-Shram can be leveraged for universal worker registration, ensuring seamless data management and social security deductions. Moreover, skill development programs and standardized onboarding processes will enhance workers' career prospects and long-term sustainability.

These measures would collectively empower gig and platform workers, ensuring their dignity, security, and economic well-being. Legislative reforms and participatory Governance are crucial to achieving an equitable and sustainable future for this growing segment of the workforce.

Dr. S. Glory Swarupa
Director General, ni-msme

MoU with SC ST & OBC Development & Finance Corporation

ni-msme signed an MoU with West Bengal SC, ST & OBC Development & Finance Corporation for establishment of Garment Manufacturing Unit at Bolpur, West Bengal supported by Ministry of Social Justice, Govt. of India. Dr. S. Glory Swarupa, Director General, **ni-msme**, Mr Sanjay Bansal, IAS Secretary, West Bengal SC ST OBC Communities and Shri



Parthapratim Manna, IAS, Managing Director, West Bengal SC, ST & OBC Development & Finance Corporation, formally exchanged MoU copies, sealing the partnership. The Garment Manufacturing Unit at Bolpur is expected to stimulate local economic development, enhance skill sets, and contribute to the region's socio-economic upliftment of around 2000 artisans.

MoA with Skill & Infrastructure Development



Dr. S. Glory Swarupa, Director General, **ni-msme**, and Dr. Kulashree Nath, Director, SC and BC Welfare, Assam, signed a Memorandum of Agreement (MoA) for Skill Development and Infrastructure Development. The signing took place in the presence of Mr. Virendra Mittal, IAS, Commissioner and Secretary, Social Justice and Employment, Government of Assam.

Agri-Entrepreneurship Awareness Programmes

The School of Entrepreneurship and Extension (SEE) organized Agri-Entrepreneurship Awareness Programmes on 29 November and 04 December 2024, under the guidance of Dr. Shreekant Sharma, Director, SEE. The events witnessed enthusiastic participation from 90 and 120 B.Sc. (Agriculture) students, respectively, from Malla Reddy University. Mr. Gudela Devan Sai, Faculty Associate, SEE, organized and coordinated these programmes, while Dr. Satyendra Kumar, Associate Faculty Member at SEE, delivered a session on "Agri-Entrepreneurship: Opportunities and Government Support in India." Additionally, Mr. Vivek Kumar, Faculty Member, SED delivered an engaging and interactive session, where students actively participated in insightful discussions.



A key highlight of the programme was an exposure visit to the Livelihood Business Incubator (LBI) at **ni-msme**. This hands-on visit provided students with practical insights into livelihood projects and an opportunity to explore diverse business models within the agricultural sector. By fostering entrepreneurial spirit among the youth, **ni-msme** is playing a pivotal role in transforming the agricultural landscape, driving sustainable growth and prosperity for the future.

Pre-Conference Workshop on EIS 3.0

Pre-Conference Workshop on “Empowering Entrepreneurship and Innovation for a Sustainable Future”, was jointly organized by BML Munjal University (BMU) and **ni-msme**, at campus on 13 December 2024. The event witnessed enthusiastic participation from 45 delegates, including entrepreneurs, industry leaders, and academicians, engaging in enriching sessions on topics like the circular economy, AI-driven innovations, and sustainable entrepreneurial ventures. This workshop marked a significant milestone as a precursor to the EIS 3.0 Main Conference, scheduled to be held in 19 to 20 February 2025 at BML Munjal University, Gurugram. With the theme “AI and Sustainable Solutions for a Circular Economy”, the conference promises to bring together global thought leaders, innovators, and practitioners for transformative discussions and actionable insights. A special thanks to our esteemed speakers and dignitaries: Dr. S. Glory Swarupa, Director General, **ni-msme**; Sudhakar Achary, Director, State Office, KVIC, Telangana; Mr. Srikanth Boddu, President, South India Chapter, ICCAA & Managing Director, Sunfield Energy Pvt. Ltd.; Dr. Shreekant Sharma, Director, SEE, **ni-msme**; Prof. Kulbir Lamba, Professor of Practice, BML Munjal University; Dr. Nirupama M.P., Assistant Professor, BML Munjal University; Mr. Prasad J., Founder, Suraksha, Texas, USA; Shri.; Dr. Sangita Dutta Gupta, Professor, BML Munjal University; Mr. M. Sharath, Associate Faculty Member, ni-msme; Ms. Tejaswini Kidambi, Expert in Innovation and Entrepreneurship and Mr. Madhusudhana Rao, Director, Wevio Global, India.



Awareness Workshop on Intellectual Property Rights (IPR)

The National Institute for Micro, Small, and Medium Enterprises (**ni-msme**) organized two awareness workshops on Intellectual Property Rights (IPR) in Kurnool, sponsored by the AP MSME Development Corporation under the RAMP Scheme, Ministry of MSME, Government of India. The workshops aimed to enhance MSMEs’ understanding of IPR, safeguard innovations, combat counterfeiting, and promote competitiveness through effective use of IPR tools.

G. Pullaiah College of Engineering & Technology (GPCET): Conducted on 9th December 2024, the workshop had around 70 participants, including aspiring entrepreneurs and business owners. Sessions covered IPR fundamentals, filing procedures, patent searches, and government schemes for MSMEs.

Indian Institute of Information Technology, Design, and Manufacturing (IIITDM): Held on 10th December 2024, the event saw the participation of 62 attendees, including research scholars and entrepreneurs. Discussions focused on patents, trademarks, and practical applications of IPR for innovation and commercialization. In both the workshops, Ms. V. Swapna, Program Director, led an engaging session on IPR fundamentals, patent filing procedures, and case studies. Dr. H. S. Abzal

Basha, Assistant Professor at GPCET, discussed IP tech transfer and commercialization strategies. Mr. Noor Mohd., IPO from DIC, highlighted MSME government schemes and incentives for MSMEs. Both events were well-received, equipping participants with valuable insights into protecting and leveraging intellectual property.



Preparatory Interaction on DPR - HPSRLM

On 17 December 2024, ni-msme organised Virtual Trainings for capacitate field team to collect required primary and secondary data for DPR preparation and keep tracking the progress of project and conducting regular follow-ups with State Officials as well as Field Staff. In this meeting, Shri K. Surya Prakash Goud, Director, SED; Tejeswara Rao, Faculty Associate; SRLM district and block-level officials; and NRPs—Mr. Nilendu Mukherjee and Dr. Gautham Mazumdar participated.



Advanced - Entrepreneurship and Skill Development Programme (AD-ESDP)

National Institute for Micro, Small and medium Enterprises (ni-msme), Hyderabad, has conducted a 5 – Day Programme on “EV Innovate: Igniting Entrepreneurship in Electric Mobility” under the ESDP Scheme of the ministry of MSME. The programme, held in collaboration with the Imperial Society of innovative Engineers (ISIE) took place from 16th to 20th December 2024, at Aurangabad. The programme was coordinated by V. Swapna, Faculty Member



ni-msme. It is a comprehensive program that explores the EV ecosystem through innovative ideation, rapid prototyping, and hands-on vehicle assembly. Participants gain expertise in market opportunities, AIS compliance, and advanced diagnostics to address real-world EV challenges. This program blends theoretical insights with practical workshops to prepare participants for emerging roles and entrepreneurial opportunities in the electric mobility space.



PMKVY 4.0 Special Project in NER

ni-msme is conducting Skill Development Programmes under PMKVY 4.0 Special Projects in Northeast region, namely Assam, Meghalaya, Tripura, Mizoram, Nagaland and Arunachal Pradesh. sponsored by the National Skill Development Corporation (NSDC).

By focusing on these targeted sectors, the PMKVY 4.0 Special Project fosters both self-employment and wage employment opportunities. The program curriculum is



designed to offer practical, hands-on training that equips participants with the skills they need to thrive in these roles. Medicinal and Aromatic Plants Grower (AGR/Q0901), Organic Grower (AGR/Q1201), Bamboo Work Artisan (HCS/Q8702)

By the end of December 2024, a total of 4898 candidates enrolled for the trainings. Certificates were issued to 853 participants, assessments completed to 898 participants, and 2443 Participants have completed their programmes.



DWBDNCs Launches National Training Programme

The Development and Welfare Board for De-Notified, Nomadic, and Semi-Nomadic Communities (DWBDNCs) successfully organized a National Training Program on the Livelihood Component of the Socio-Economic Empowerment of DNTs (SEED) scheme during 11-13 December 2024 at New Delhi. Shri Amit Yadav, IAS, Secretary, Ministry of Social Justice (MoSJ), Government of India, has inaugurated the programme in presence of Shri Amith Ghosh, Additional Secretary, and Shri V. Apparao, CEO of DWBDNC.



The dignitaries emphasized the imperative of empowering marginalized communities through skill development and sustainable livelihood initiatives, aligning with the program's core objectives.



The comprehensive three-day training program precisely designed to equip participants with essential tools for sustainable livelihoods, focusing on key areas including institution building, enterprise development, financial inclusion, and data management. By imparting knowledge and skills in these critical areas, the initiative aims to foster self-sufficiency among marginalized communities. D. Tejeswara Rao, Faculty Associate and Project Coordinator at ni-msme, actively participated in the program

and was awarded a certificate upon completion. Furthermore, ni-msme also gained enriching experience and contributed valuable insights by sharing potential interventions and inputs for the effective implementation of the SEED scheme, reinforcing its commitment to empowering marginalized communities through collaborative efforts. This interactive approach is poised to yield tangible outcomes, uplifting the socio-economic status of the targeted communities.



DPR Preparation – APSVEP Project

National Resource Organisation (NRO) of ni-msme has successfully completed Phase 2 of its field survey in six designated blocks, marking a significant milestone in the preparation of the Detailed Project Report (DPR) for the Andhra Pradesh. ni-msme Team undertook an immersive engagement with stakeholders and project staff through interactive sessions. These discussions facilitated a deeper understanding of the ecosystem, enabling the identification of potential synergies.

To garner a comprehensive understanding of the prevailing livelihood scenarios and entrepreneurial landscape, the ni-msme team embarked on community visits across the six blocks along with AP – SERP and Block level officials engaged in the field activities. This hands-on approach allowed for the exploration of existing livelihoods and enterprises, providing invaluable context for DPR preparation.

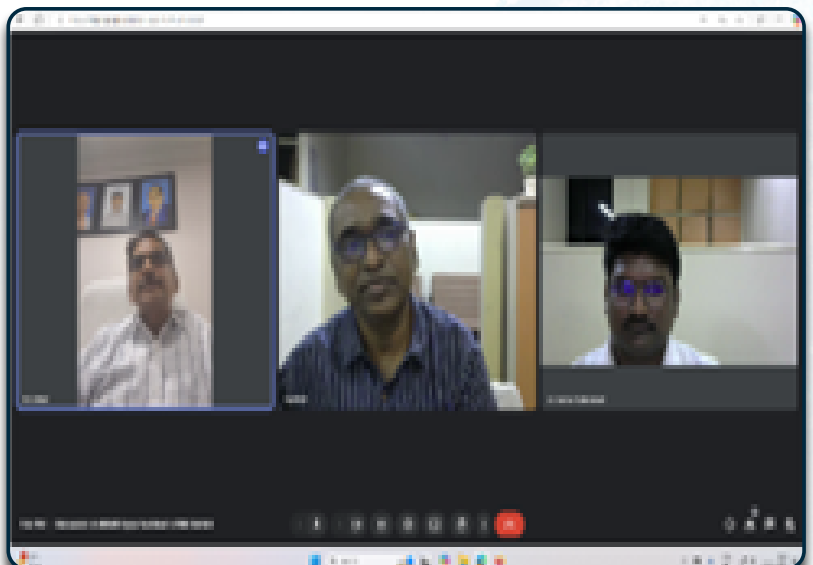


Market surveys were also conducted to assess demand-supply dynamics, market viability, and competition, thereby ensuring that the inputs for the DPR are both effective and actionable. The culmination of these efforts is help in preparation of a robust DPR and guide for successful implementation of SVEP in the designated blocks, ultimately empowering rural enterprises and fostering sustainable livelihoods.

Interactive Meeting with DRDA Vizianagaram

ni-msme participated in a fruitful meeting with Vizianagaram District officials, exploring opportunities for the promotion of MSMEs and unlocking the region's potential for MSMEs, entrepreneurship and economic development. The meeting discussions on a multi-sectoral approach outlined and addressed key challenges while capitalizing on the district's inherent strengths and emerging opportunities.

The discussion included Shri Surya Prakash Goud, Director (SED), Shri Kalyan Chakravarti, PD, (DRDA), Mr. D. Tejeswara Rao, F.A, ni-msme and other district officials participated in the discussion.



Capacity Building Programme

In a pioneering move, ni-msme hosted two batches of a 5-day intensive programme 2 to 6 December 2024 for MP MSME officers under the RAMP Scheme, focusing on "Designing Strategic Interventions for Vibrant, Green, and Digital MSMEs". Dr. S. Glory Swarupa, D.G, underscored the importance of synchronizing state objectives with national priorities for effective implementation.

The programme featured engaging sessions with Sh KSP Goud, Director, SED, and his team, fostering collaborative discussions and knowledge sharing. Additionally, the initiative provided invaluable insights into sustainable growth and transformative solutions tailored for the MSME sector. Furthermore, an exclusive exposure visits to T-Hub & T-Works showcased cutting-edge prototypes and innovative incubation ecosystems, complemented by an enlightening interaction with Shri Jayesh Ranjan, IAS, Principal Secretary, Govt of Telangana, and Shri Joginder Tanikella, the CEO of T-Works, expertly facilitated by Tejeswara Rao, F.A., SED.



In addition to the theoretical sessions, the participants discussed in groups on various strategies for development of MSMEs in the State and also prepared strategic action plan for select Districts where they are working. This strategic capacity building initiative is poised to catalyse the growth of vibrant, eco-friendly, and digitally empowered MSMEs in Madhya Pradesh.

Empowering Unemployed Youth and Women

Dr. S Glory Swarupa, Director General, ni-msme, awarded certificates to enthusiastic participants of the Entrepreneurship Development Programme (EDP) under the Sankalp Phase-II Scheme, Government of Tripura. Shri K. Surya Prakash Goud, Director (SED) and Dr. M. Yogeswara Rao also graced the event. This initiative equips unemployed youth and Women with essential entrepreneurial skills, encouraging a culture of self-sustenance and economic growth in the region.



Workshop on Common Facility Centre for Aluminium Recycling Clusters

ni-msme jointly organized a workshop on Establishing Common Facility Centres for Aluminium Recycling Clusters in Ahmedabad, in strategic association with the Jawaharlal Nehru Aluminium Research, Development & Design Centre (JNARDDC), Nagpur, under the aegis of the Ministry of Mines. This collaborative initiative was successfully co-hosted with the Gujarat Pollution Control Board (GPCB), emphasizing the collective commitment to advancing sustainable aluminium recycling practices in India.



The workshop, held in Ahmedabad, attracted an impressive participation of approximately 70 industry stakeholders, adopting a vibrant platform for knowledge sharing and expertise exchange. Representatives from esteemed industry associations, including Aluminium Non-Ferrous Metals Association (ANMA), Material Recycling Association of India (MRAI), Federation of All India Aluminium Utensils Manufacturers (FAIAUM), Gujarat Aluminium Utensils Manufacturers Association (GAUMA), and Aluminium Extruders & Ancillary Manufacturers Association of India (ALEMAI), actively engaged in discussions, deliberations, and networking.



Through this collaborative effort, the partners aimed to enhance collaboration, build capacity, and drive sustainable growth in the aluminium recycling sector. The establishment of Common Facility Centres is poised to catalyse environmentally responsible aluminium recycling practices, contributing to India's sustainable development goals. By converging expertise and resources, ni-msme, JNARDDC, GPCB, and the participating industry associations have set the stage for a transformative impact on the aluminium recycling landscape in India.

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Entrepreneurship and Skill Development Programmes under ATI Scheme

During December 2024, a total of 90 candidates enrolled in the ESDPs in trades of Self-Employed Tailor and Craft Baker. The initiative is being coordinated by Ms. V. Swapna, Faculty Member, SEM, ni-msme.



Faculty Development Programme on Intellectual Property Rights

V. Swapna Faculty Member of School of Enterprise Management organised Management Development Programme on Intellectual Property Rights for the Faculty of Badruka College for Information technology at Kachiguda during 6-11 Dec 2024 Sponsored under ESDP scheme of O/o DCMSME Ministry of MSME, Govt. of India . The programme provides an in-depth exploration of various aspects of IPR, including patents, trademarks, copyrights, designs, and the legal frameworks governing them. Participants covered the importance of protecting intellectual property, the process of filing and securing IPR, and how to leverage it for innovation, research, and business development. The programme emphasizes practical applications of IPR in the context of academic research, entrepreneurial ventures, and industry collaborations. The sessions are handled by V. Swapna Faculty Member, nimsme and the external experts from IP firms.



MDP on Management of Technology Business Incubators



The School of Enterprise Development (SED), National Institute for MSME (ni-msme), hosted a five-day Management Development Program (MDP) on "Management of Technology Business Incubators" at CBIT Gandipet from December 17 to 21, 2024. The program, sponsored by the Ministry of MSME, catered to 25 participants.

The inauguration was by Mr. Vivek Kumar, Faculty Member at ni-msme, alongside Dr. U.K. Choudary. The program aimed to enhance entrepreneurial skills at the grassroots level. Mr. K. Surya Prakash Goud, Programme Director has initiated the proceedings by emphasizing the importance of incubators and the need to nurture entrepreneurs, engaging participants through interactive sessions. Over the course of five days, the MDP focused on the latest trends and skills related to Technology Business Incubators, equipping participants with tools to foster innovation and support emerging entrepreneurs.



MDP on Quality Management Practices for MSMEs



ni-msme organised Management Development Programme on Quality Management Practices for MSMEs during 16-20 Dec 2024 for the aspiring and Existing Entrepreneurs. The programme focused on the importance of quality management principles, practical guidance on implementing systems like ISO 9001, and strategies for continuous improvement. Participants were educated on the benefits of quality certification, fostering a culture of quality within their organizations. The session empowered MSMEs to enhance product quality, streamline operations, and improve competitiveness in the marketplace. The sessions were handled by nimsme faculty & Quality Circle Forum of India.

MDP on Working Capital Assessment and Management for SMEs



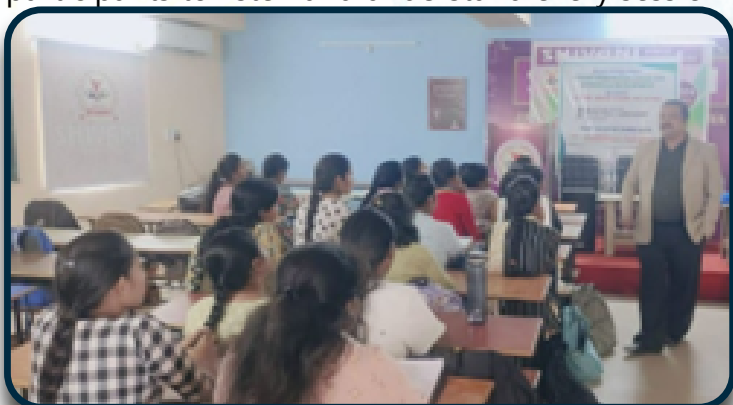
The School of Enterprise Management, National Institute for MSME (ni-msme), conducted a one-week Management Development Program on Working Capital Assessment and Management for SMEs, Sponsored under ESDP Scheme, O/o DC-MSME, Ministry of MSME, Government of India, from 16 to 20 December 2024 at Hyderabad. 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 academicians. 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. At the end of the training program, the participants shared their impressions about the program and rated the program as very good.

MDP on Project Preparation Skills for Enterprise Development

A five-days Management Development Programme on Project Preparation Skills for Enterprise Development was organized by the School of Entrepreneurship and Extension, ni-msme at Priyadarshini Society, Hyderabad from 16th to 20th December 2024. The programme was sponsored by office of DC-MSME Govt. of India while Mr. Vivek Kumar, Faculty Member, SED was the programme Director.

A total of 25 participants from various Institutions attended the programme. Faculty and Resource Persons from diverse areas of expertise delivered sessions on different aspects throughout the programme. The key topics discussed during the programme include Micro Finance, Sustainable Micro Enterprise Development, Project Preparation, Viability Parameters, Institutional Support & Government Schemes and Feasibility Analysis of Project Proposal.

Mr. Vivek Kumar conducted a special session on how to write business plan. The lecture was based on a input variable so that after learning the students will be in a osition to create any project of their choice later. He also asked the participants to listen and understand every session carefully and try to make the environment as interactive as possible. Later on the last day the participants put their impression about the programme and desired that the programme could be of a little longer duration. Written feedback was also recorded which was followed by certificate distribution. The programme was officially concluded with a vote of thanks proposed by Ms. Subbalakshmi, Head- Priyadarshini Society.



MDP on Export Import for Beginners

National Institute for Micro, Small, and Medium Enterprises (ni-msme) organised Management Development Programme (MDP) on Export Import for Beginners during 2-6 December 2024 at Ramnagar, Hyderabad. The program is organised for aspiring entrepreneurs, MSME owners, and professionals to gain comprehensive knowledge about international trade. The programme covered topics such as setting up an import-export business, understanding market dynamics, and navigating customs procedures. The programme was coordinated by V. Swapna Faculty Member, ni-msme.



Career Progression In-Service Training Program for IEDS Officers (Batch-5)



School of Enterprise Management (SEM) has organized two-week Career Progression In-Service Training for Indian Enterprise Development Services Officers (batch-5), sponsored by O/o DC-MSME, Ministry of MSME, Government of India from 9 to 20 December 2024 at Kolkata. A total of 36 IEDS officers from 20 states have attended the program. The objective of the training program is to develop and refine the skills of officers and allows them to stay updated with the latest methodologies,

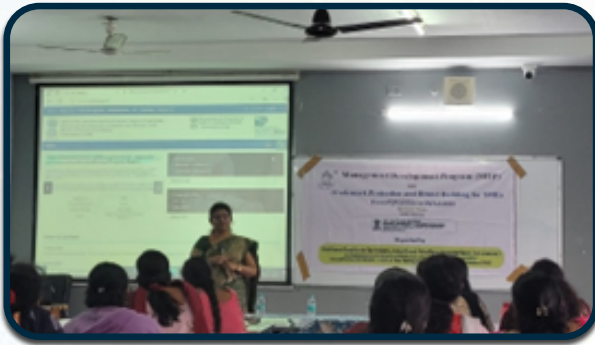
technologies and best practices relevant to their field of work. During the inauguration, Dr.E.Vijaya, Director, SEM, ni-msme gave a brief overview about the two week training program.

Director General, ni-msme enlightened the officers about the responsibilities of IEDS officers under various schemes of Ministry of MSME and the need for capacity building of officers to understand the industry best practices for the promotion and development of MSMEs. The training sessions focused on Industry Best Practices, Emerging Technologies, Quality Management Practices, MSME Schemes, Procurement portals, Administrative & Financial matters, e-Office Management and Management Skills. ni-msme Faculty and Eminent speakers from IIFT, CSIR, NIC, GeM, Senior Lawyers, CMAs and experts from Industry had handled the sessions during the training.

The Valedictory session was scheduled on 20 December, 2024. During the valediction, the officers shared their experiences & learnings from the training program. Dr. Ishitha G.Tripathy, ADC, O/o DC-MSME, MoMSME, GoI was invited as Special Guest for the Valediction and congratulated the participants for the successful completion of the training program. She advised the Officers to apply the learnings in their workplace to enhance their role efficiency and improve their core competencies. At the end of the program, participation certificates were awarded to the Officers.



Trademark Protection and Brand Building for SMEs



V. Swapna Faculty Member of School of Enterprise Management organised Management Development Programme on Trademark protection and brand building for SMEs during 2-6 Dec, 2024 Sponsored under ESDP scheme of O/o DCMSME Ministry of MSME, Govt. of India. The programme covered the trademark registration process, legal frameworks, and the importance of building a strong brand identity to gain a competitive market edge. Participants

gained valuable insights on protecting intellectual property, fostering customer loyalty, and promoting business growth, empowering SMEs to thrive in a competitive environment.

Workplace Management through 5S Approach

V. Swapna Faculty Member of School of Enterprise Management organised Management Development Programme on Workplace management through 5S Approach during 17-21 Dec, 2024 Sponsored under ESDP scheme of O/o DCMSME Ministry of MSME, Govt. of India. The programme was conducted for Management students to introduce them with principles of 5S, a powerful methodology for organizing and managing the workplace efficiently. The approach helps the students in creating an organized, clean, and efficient work environment, which enhances productivity, reduces waste, and fosters continuous improvement. The sessions were handled by V. Swapna Faculty Member and External Quality and HR experts.



Advanced ESDP Programme on Generative AI for Data Analytics

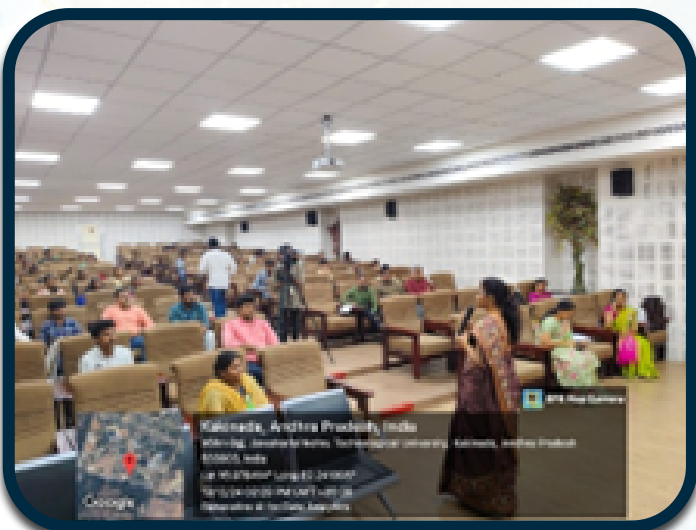
ni-msme organised Advanced ESDP Programme on Generative AI for Data Analytics during 9-13 December 2024 at JNTUK, Kakinada sponsored under ESDP scheme of DCMSME, Ministry of MSME Govt. of India. The programme aims to equip participants with cutting-edge skills in Generative AI and Data Analytics, enhancing their employability and entrepreneurial capabilities. On 13th December 2024, V. Swapna, Associate Faculty Member at ni-msme, delivered a session on MSME Schemes and Intellectual Property Rights (IPR). The programme received positive feedback, and she

also attended the Valedictory Ceremony alongside the Rector, Dean, and CSE faculty, where participants expressed their gratitude for ni-msme's contributions to skill & entrepreneurship development.



Advanced MDP on Innovative Strategies: IT Integration for MSMEs' Advancement

Advanced Management Development Programme (AMDP) on "Innovative Strategies: IT Integration for MSMEs' Advancement", organized by ni-msme in collaboration with IIITDM, Kurnool during 9th – 13th December 2024. Sponsored under ESDP scheme of DCMSME, Ministry of MSME Govt. of India. This five-day program aimed to equip MSME professionals with innovative approaches to leverage information technology for their growth and competitiveness in today's dynamic business landscape. The event witnessed enthusiastic participation from 25 MSME professionals and aspiring entrepreneurs, marking the beginning of a highly engaging and impactful program. The inaugural session set the stage for robust discussions and knowledge sharing aimed at empowering MSMEs with the tools to thrive in a technology-driven era. During the inauguration Mr. K. Gurumurthy, Registrar, IIITDM, Kurnool, who delivered the keynote address, emphasized the critical importance of MSMEs in the Indian economy, highlighting their contribution to employment, GDP, and export potential and also highlighted the pivotal role of IT in driving MSME success. Programme Coordinator Prof. K. Visweswara Reddy provided an overview of the training modules and outlined the program's objectives, emphasizing its practical focus and the integration of case studies and hands-on sessions. On 10th December 2024, V. Swapna, Associate Faculty Member at ni-msme, delivered an engaging session on MSME schemes and institutional support as part of a specialized training programme. During the session, she interacted with participants, providing valuable insights into leveraging government initiatives and support systems to foster entrepreneurship and business growth. The programme, which concluded on 13th December 2024, empowered participants by highlighting the transformative role of digital tools and platforms in revolutionizing business operations, enhancing market outreach, and driving entrepreneurial success.



ni-msme Forges Strategic Partnerships with Indian Institute of Banking



Hyderabad, India – December 12, 2024 – The National Institute for Micro, Small and Medium Enterprises (ni-msme) is actively pursuing strategic collaborations to bolster the growth and development of MSMEs. Recent activities highlight the institute’s commitment to enhancing capacity building and financial inclusion within the sector.

Furthering its collaborative efforts, ni-msme held a virtual meeting with the Indian Institute of Banking & Finance (IIBF) on December 9, 2024. The meeting, attended by key

representatives from both institutions, including Dr. S. Glory Swarupa (ni-msme Director General) and Shri Biswa Ketan Das (IIBF Chief Executive Officer), aimed to establish a strategic partnership focused on empowering MSMEs through capacity building and improved financial inclusion. Action items agreed upon included IIBF developing a detailed plan for the collaboration and ni-msme actively coordinating on its implementation.

These strategic initiatives demonstrate ni-msme’s dedication to fostering a thriving MSME ecosystem through strategic partnerships and targeted programs that address critical needs in capacity building and financial inclusion. A follow-up meeting between ni-msme and IIBF is planned to finalize the partnership agreement and initiate implementation.

ni-msme and NSE Academy Join Forces to Empower MSMEs



On November 29, 2024, Dr. Agna Fernandez, L&D Head of NSE Academy, visited the ni-msme campus, meeting with, Dr. S Glory Swarupa, Director General of ni-msme, and Dr. E Vijaya, Director SEM and Mr. M. V. Kameswara Rao, Vertical Head of the Centre for Financial Inclusion. The discussions focused on a potential partnership between NSE Academy and CFI, exploring opportunities to leverage NSE Academy’s expertise and resources to enhance capacity building for MSMEs

through innovative courses and programs. Hyderabad. on 18 December 2024, ni-msme & NSE Academy have announced a strategic collaboration aimed at empowering MSMEs through capacity building and financial inclusion. A meeting held on December 16, 2024, brought together key representatives from both organizations to explore and solidify this partnership.

Shri Shashank Pathak, Head of Products and Partnerships at NSE Academy was attended the meeting. The discussions centred on leveraging the synergistic strengths of both institutions to benefit the Indian economy and MSME sector. Participants agreed to immediately begin working on joint programs in key domains including finance, technology, leadership, and management. This collaboration marks a significant step towards enhancing the capabilities of MSMEs, providing them with access to valuable training and resources in crucial areas. The partnership between ni-msme and NSE Academy promises to contribute significantly to the growth and development of the MSME sector in India.

Bid Farewell

Shri G. P. Ramulu, has retired from his services as Multi Task Attender (MTA) in ni-msme on 31 December 2024 on attainment of 60 years. He has served the institute for 34 years. On the occasion of his retirement, a farewell function was organized by the Recreation Club. He was felicitated with memento with Shawl. Recreation club, Faculty members and staff members have participated the event and wished him a happy and healthy retirement life.



Loyola Academy students visited campus

Loyola Academy students visited campus: 45 Graduate students from Loyola Academy located at Alwal Secunderabad visited ni-msme Mr. J. Koteswara Rao Associate Faculty of ni-msme welcomed and briefed them about ni-msme activities, MSME Schemes, Promotion of Entrepreneurship Development. PMEGP Scheme explained by Shri. Rajesh Sr. Executive from KVIC, Telangana state office.



Visitors' Gallery

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An online meeting with H.E. Dr. P. Chandra Shekara, Director General, CIRDAP, Dhaka and his team paved the way for collaborative international programme on "Micro Enterprises for Rejuvenation of Rural Economy: Policies, Programs and Learnings".

Finalisation of GEF-UNIDO project on Energy Efficiency of Industrial Boilers with Mr Sanjaya Shrestha Vietnam Program Manager & Mr Debajit Das National Project Coordinator UNIDO. nimsme to play key role as knowledge partner.



Director General, ni-msme was invited for At Home Party hosted in honour of First Lady Her Excellency Droupadi Murmu President of India @ Rashtrapathi Nilayam Bollaram Secunderabad part of her winter sojourn



DG, ni-msme participated as Special Guest in the International Conference on Clean Energy for MSMEs organised by FTCCI, Hyderabad on 14 December 2024.

Visited Ms. Vishwasree, IAS, Director, Industries & Commerce, Govt of Tripura, Agartala for effective implementation of RAMP scheme thru capacity building, survey & skill development.



It's an energizing interaction & learning with the most enthused and highly innovative practitioner, Padma Shri Prof. Anil Gupta, Founder, Gujarat Grassroots Innovation Augmentation Network (GIAN).

Centre for Digital Branding and Marketing Inaugurated



ni-msme has launched "Centre for Digital Branding and Marketing" with the support of "National Bank for Agriculture and Rural Development" for extending Hand Holding services to the trainees of FPOs, OFPOs and SHGs to increase their digital presence and leveraging digital tools for increasing their revenue. This Centre will facilitate participants in implementing the concepts in business, address the challenges, customer acquisition, effective utilization of digital tools. The Centre was inaugurated by Shri B. Uday Bhaskar, Chief General Manager, NABARD, Telangana R.O., in the presence of Dr. S. Glory Swarupa, Director General, ni-msme, Shri. P Mohanaiah, Former CGM, NABARD, Smt. Swathi Tiwari, DGM, NABARD, Shri. KSP Goud, Director, ni-msme and Shri Sarath Muthyala, AFM and Centre Head (CDBM), ni-msme.

Lecture on POSH Act for the Benefit of Women Employees

A lecture by Smt. N. Naga Prasanthi, Sr. Advocate was conducted on 09 December 2024 for benefit of Sexual Harassment of Women at working place and legal provisions in the POSH Act and discussions held.



Success Story

Entrepreneurship and Skill Development Programmes under ATI Scheme



Kanaparathi Bhagyarekha, from Khammam, wanted to find a way to support her family's income and become self-employed. One day, she saw an advertisement in the newspaper about the Entrepreneurship and Skill Development Programmes (ESDP) for Beauty Therapy, sponsored by ni-msme. Interested in the opportunity, Bhagyarekha joined the Beauty Therapist course. During the training, she learned various beauty therapy skills, including haircuts, pedicures, facials, threading, Mehndi designs, and waxing. After completing the course, Bhagyarekha gained confidence and started her own Mehndi design service for weddings.

Today, Bhagyarekha is proud of her successful business and is happy with her earnings. Thanks to the training provided by ni-msme under the ATI Scheme, she has found a path to financial independence.

Appreciation Letter from NCISM



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डॉ श्रीनिवास प्रसाद बूदुरु
अध्यक्ष
Dr. Sreenivasa Prasad Buduru
President



सत्यमेव जयते

आयुर्वेद बोर्ड
भारतीय चिकित्सा पद्धति राष्ट्रीय आयोग
भारत सरकार
Board of Ayurveda
NATIONAL COMMISSION FOR INDIAN SYSTEM OF MEDICINE
Government of India

D.O. No. 8/President.BOA/2024

Dated.- 19.12.2024

To,

Dr. S. Glory Swarupa
Director General
National Institute for Micro, Small & Medium Enterprises (ni-msme)
An Organisation of Ministry of MSME, Govt. of India
Yousufguda, Hyderabad-500045, Telangana

Madam,

On Behalf of Board of Ayurveda, I would like to extend my heartfelt appreciation for the outstanding support and collaboration that NI MSME has provided during our workshops where your expertise and proactive approach played a crucial role in ensuring its success.

The success of this event would not have been possible without your active involvement and precision.

We would like to express our sincere gratitude to you and your team. Thank you for all your cooperation and I look forward to more years of togetherness.

Ch
19/12/24

Dr. B.S. Prasad
President, Board of Ayurveda
National Commission for Indian System of Medicine, New Delhi
Dr. Sreenivasa Prasad Buduru
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Our Social Presence



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Our Journals