

ni-msme News Corner (NNC)



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

Capacity Building of Indian Engineering Service Officers

ni-msme has conducted two week training program on "Ethics & Soft Skills" for Junior Telecom Officers of Group B selected through Indian Engineering Service (IES) sponsored by National Tele Communications Institute for Policy Research, Innovation & Training (NTIPRIT), Department of Telecommunications, Ministry of Communications, Government of India from 27 March to 07 April 2023 at **ni-msme** campus. Mr. Harsh Kamal Sinha, Assistant Director (MM), NTIPRIT, Ghaziabad was the Course Coordinator who also attended the programme. Dr. E. Vijaya, Faculty Member, **ni-msme** was the Program Director for the training. The two-week training program is intended to help the officers in imbibing the core ethical values and attitude resulting in ethical functioning and effective outcome and also to enhance various core competencies like teamwork & collaboration, effective communication, critical thinking & problem-solving skills.

15 eminent speakers from various Government Organisations such as CSIR-IICT; Development Management Institution, Patna, ASCI, ICFAI, International Motivational speakers, Corporate trainers, Brahma Kumaris sister and ni-msme faculty had handled the sessions during the training. As part of the training program, a Panel Discussion on the theme "Work Ethics" was conducted on 03 April 2023. Invited All India Services Officers as panelists who had vast experience in public administration and Government functioning to share their valuable work experience and to guide the trainees on ways to improve their role efficiency in Public Governance.



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Dr. B. V. S. Reddy, Post Master General, Indian Postal Services, Hyderabad, Dr. Sudhakar Naik, IRS, Income Tax Department and **ni-msme** Faculty and trainees have attended the panel discussion.

During the discussion, panelists had shared their views on Work Ethics with real life examples and challenges that they have faced during their journey. Q&A session was conducted at the end of panel discussion. An exposure visit arranged to Sardar Vallabhai Patel National Police Academy (SVPNPA) to have an interaction with Indian Police Service Officers for a better understanding of building the calibre in the areas of ethical Governance & organisation leadership to become future leaders.

Valediction was conducted on 07 April 2023. During the valedictory session, Director General, **ni-msme** congratulated the trainees for successful completion of the training program and advised the trainees to apply the learnings in their work-place to enhance their role efficiency and improve their core competencies. The participants shared their experiences & learnings from the training program. At the end of the program, participation certificates were awarded to the trainees. The session concluded with the vote of thanks proposed by Dr. E. Vijaya.



Job Fair

ni-msme had conducted Job fair on 27 April 2023 for the trainees of ESDPs (IT & ITeS, Beauty and Wellness, Baking Sector) under ATI scheme. Companies including Vagarious IT services, KS Bakers, Sreeyas Beauty Parlour, Auruum- the family salon, Om's Beauty Salon, Yannickteck System Pvt. Ltd, Techwish GTS Pvt. Ltd, AVS Academy, Eco-Capita, Quess Corp Limited having 300 plus job openings attended the Job Fair. Total 80 Candidates who are looking for opportunities in IT and ITES, Beauty and Wellness, Baking Sector attended the Job Mela and got interviewed. 60 Candidates were shortlisted for next round of interview at the respective companies.



ni-msme and MSME Training Ecosystem



ni-msme has made many commendable contributions for enterprise promotion and development both national and international circles. In today's fast-paced world, innovation and keeping up with future business requirements are crucial for the success of Micro, Small and Medium Enterprises (MSMEs). With the rapid advancement in technology and business practices, it is essential for MSMEs to adopt and incorporate new technologies, knowledge and skills to stay relevant in the dynamic market.

ni-msme has been nominated as Training Partner with Capacity Building Commission (CBC) under Mission Karmayogi. Taken a stride to identify the gaps and analysing training needs of MSME stakeholders across the country and overseas.

Gaps

- Comprehensive demand analysis to make sure courses in aspiring areas are available;
- Ensure coverage in priority districts across states and NIMSME training other institutes;
- Ensure guidance from sector specific experts;
- Ensure scheme linkages and support for increasing competitiveness

Need

- Receives counselling on aspiring skill/vocation
- Feel confident about starting up
- Receives loan, access to mentor
- Avails schemes, linkages

However, keeping up with these advancements can be challenging, especially for small businesses with limited resources to acquire these learnings. To address this issue, **ni-msme** training programmes have been designed to help MSMEs, Government Officials, Bankers, Civil Society Organizations, Practicing & Prospective Entrepreneurs to keep themselves abreast with latest Management Theories, Government Programmes/Policies/ Schemes, Research and cutting-edge Management Practices in this sector. But at the same time retaining the wisdom and advantages of deeply ingrained traditional management practices.

Director General, ni-msme is the member of a Standing Capacity Building Unit (CBU) in Ministry of MSME

The training calendar is designed based on the current business and policy environment. Contemporary trainings programmes are designed and chosen to suit market requirement. Topics ranging from Entrepreneurship, MSME Development, Clusters, IT, IPR, Food Processing, Tourism, Finance, Marketing, Environment, Social Enterprises, NGOs, SHGs, International Trade and Human Resource Development are conceptualised for the benefit of our stakeholders.

Further, MSMEs and executives from all over the world have been deriving the benefit of mutual experience sharing amongst rich alumni network. The Institute houses spacious and ultra-modern air-conditioned classrooms and conference halls with sophisticated instructional and functional gadgets, computers with specific software for cutting edge IT courses, advanced laptops and other instructional tools that make learning at ni-msme a memorable experience. The campus is located in a sprawling and enthralling campus amidst a rich natural setting. These State-of-the-art facilities, pleasant environs, proven methodologies supported by modern academic infrastructure make knowledge chasing an inviting pursuit. The institute has well equipped guest rooms, dining halls and recreational facilities matching international standards.

I am very happy to share ni-msme's National Executive Development Programs Training Calendar 2023-24 which proposes long list of capacity building programs that address the training and capacity needs of MSME stakeholders. Interested officials/ organisations/individuals to register online for training program of their choice.

Dr. S. Glory Swarupa
Director General

In- Service Refresher Course for DC-MSME Officials

ni-msme has organised a series of one week training program on “In-Service Refresher Course” for DC-MSME Officials, sponsored by DC-MSME, Ministry of MSME, Government of India from 03 to 30 April 2023 in 4 batches at ni-msme campus, Hyderabad. A total of 104 officers from various levels such as Superintendents, Stenographers, Upper Divisional Clerks and Lower Divisional Clerks attended the Training. The program is intended to help the officers to develop expertise in General Administration and financial matters for better functioning in their respective departments. The Program Directors were Dr. E. Vijaya, Faculty Member and Mr. B. Pradeep Kumar, Asst. Registrar, **ni-msme**.

The objective of the training programme is to update and enhance professional knowledge and skills needed for the better performance of government officers and also to bring about efficiency in the administration and delivery of better services to the public. During the inaugural session, Director General, ni-msme addressed the participants and expressed that in-service refresher course is very important for the government officers to update their fundamental skill-sets and knowledge in government rules and regulations in order to enhance effectiveness and productivity in their workplace. Dr. E. Vijaya gave an overview of the programme and the various topics to be covered during the training programme.



10 Eminent speakers from various Government organizations such as Accountant General Office, Indian Institute of Chemical Technology (IICT), Income Tax & TDS, Regional Training Institute, Hyderabad Central University, ICFAI Business School, Brahmakumaris, International Motivational speakers and ni-msme Faculty had handled the sessions during the training. At the end of the training, an assessment test was conducted to assess the performance of the participants about the learnings from the training. During the valedictory session, Director General, **ni-msme** congratulated the officers for the successful completion of the training program and advised the trainees to apply the learnings in their work-place to enhance their role efficiency and improve their core competencies. The participants shared their experiences & learnings from the training program. At the end of the program, participation certificates were awarded to the trainees.



Celebration of World IP Day

ni-msme observed World Intellectual Property Day with theme focused on Women and IP: Accelerating Innovation and Creativity. Promoted discussion on the role of intellectual property in encouraging innovation and creativity. **ni-msme** through its intellectual Property Facilitation Center (IPFC) for MSMEs organized a Workshop on Intellectual Property Rights for Enterprising Women in association with WEAIM.

The 2023 World Intellectual Property Day theme is focused on Women and IP: Accelerating Innovation and Creativity.

Programme started with the Welcome address by Ms. V. Swapna, Workshop Director and highlighted the importance of the IP day followed by Workshop objectives. The workshop focussed on the theme Women and IP: Accelerating innovation and creativity for a better and more sustainable future. It helps entrepreneurs to use IP for business success.

Mrs. Phani Sri Konte, Co-Founder of WEAIM highlighted their support services for Women and informed that it is a good opportunity for them to be part of the programme to learn about the IPR and its benefits.

Dr. S. Glory Swarupa, Director ni-msme highlighted the importance of IP rights for entrepreneurs and advised the participants to adopt IP strategies to succeed in a competitive world. She also highlighted the IPFC activities and support services provided to women. She advised participants to submit innovative ideas under various themes of Women Hackathon launched by **ni-msme** on women's day. She said there is a need to raise the awareness of IP among Women for a better future, advancement, and growth of the country. She also mentioned that ni-msme is doing various activities for empowering women and working towards the doubling of Women Entrepreneurs. She appreciated WEAIM for being part of workshop to raise awareness among women about IP benefits.

After the inauguration, Ms. V. Swapna delivered a session highlighting various IP tools like Patents, use of trademarks, GIs and industrial designs, registration procedures and also government support under various schemes. She also mentioned some case studies for integrating IP into the business plan and strategy.



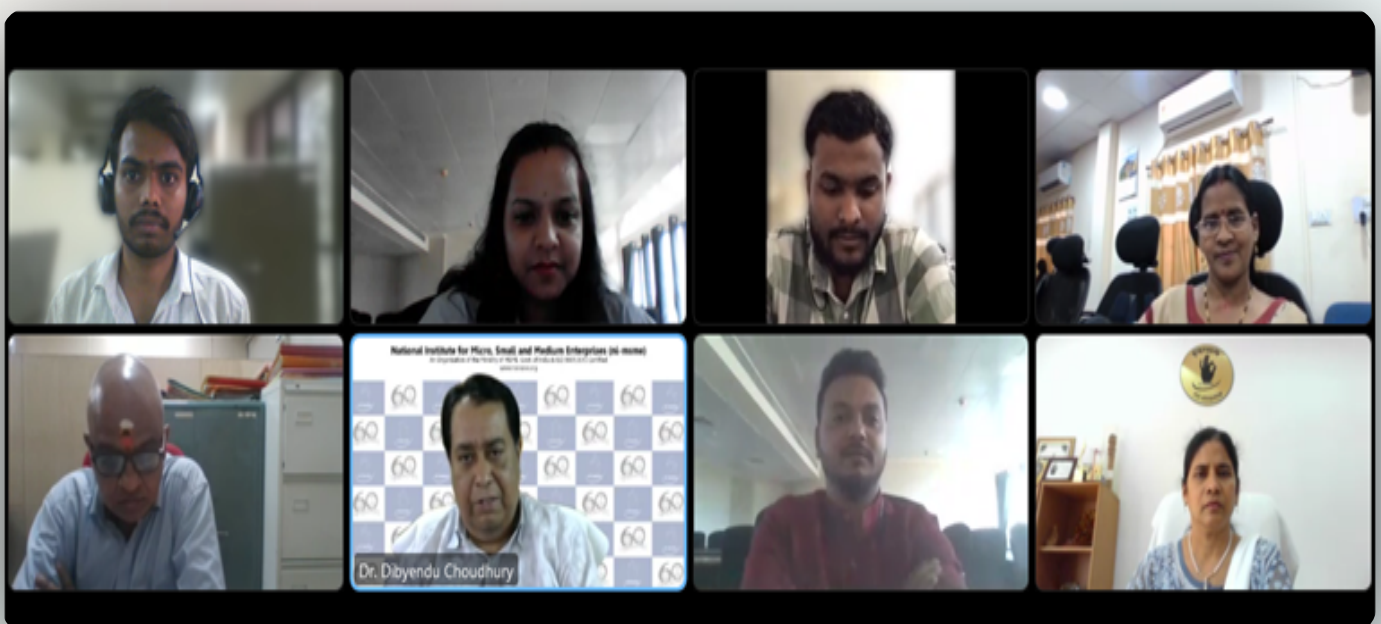
Executive Development Programme (EDP) for NMDC Officers

School of Enterprise Management, ni-msme organized a two-week Executive Development Programme (EDP) for Junior Officers of NMDC in virtual mode from 10 to 22 April 2023. The programme was inaugurated by Shri Rajendra Nimbalkar, IAS. Dr. Dibyendu Choudhury, Faculty Member & Programme Director, and Mr. Ganappathy Ramakrishnan, Assistant General Manager (Personnel)- HRD, NMDC were also present during the inauguration. Dr. Dibyendu Choudhury addressed the participants and gave an overview of the programme, and Mr. Ganappathy Ramakrishnan advised the participants to participate in discussions with the speakers to make the programme more interactive.

The training programme was a combination of self-study and live classes. The sessions were taken by ni-msme faculty, NMDC Officials and resource persons from the industry on a wide range of aspects relevant to Executive Development. A few important topics discussed during the training include Motivation, Team Building, Time Management, Total Quality Management, Human Resource Management, and Change Management. As part of the programme, the participants had to take daily assignments, and the programme also included a final assessment on all the modules discussed.

During the valedictory, participants shared their feedback about the training program and appreciated the efforts made by the organizers and trainers in delivering the sessions. They also highlighted the effectiveness of the program in enhancing their knowledge and skills in the relevant field. In the presence of the Director General, the participants were issued their certificates of completion, and they were congratulated for successfully completing the training program.

In her valedictory address, Director General emphasized the importance of continuous learning and professional development, and encouraged the participants to apply the knowledge and skills gained during the training in their respective fields. The participants expressed their gratitude to the Director General for her valuable words of encouragement and motivation. The valedictory and certificate distribution ceremony officially marked the end of a successful and enriching training program.



Online EDP on Spices and Dry Fruits International Trade

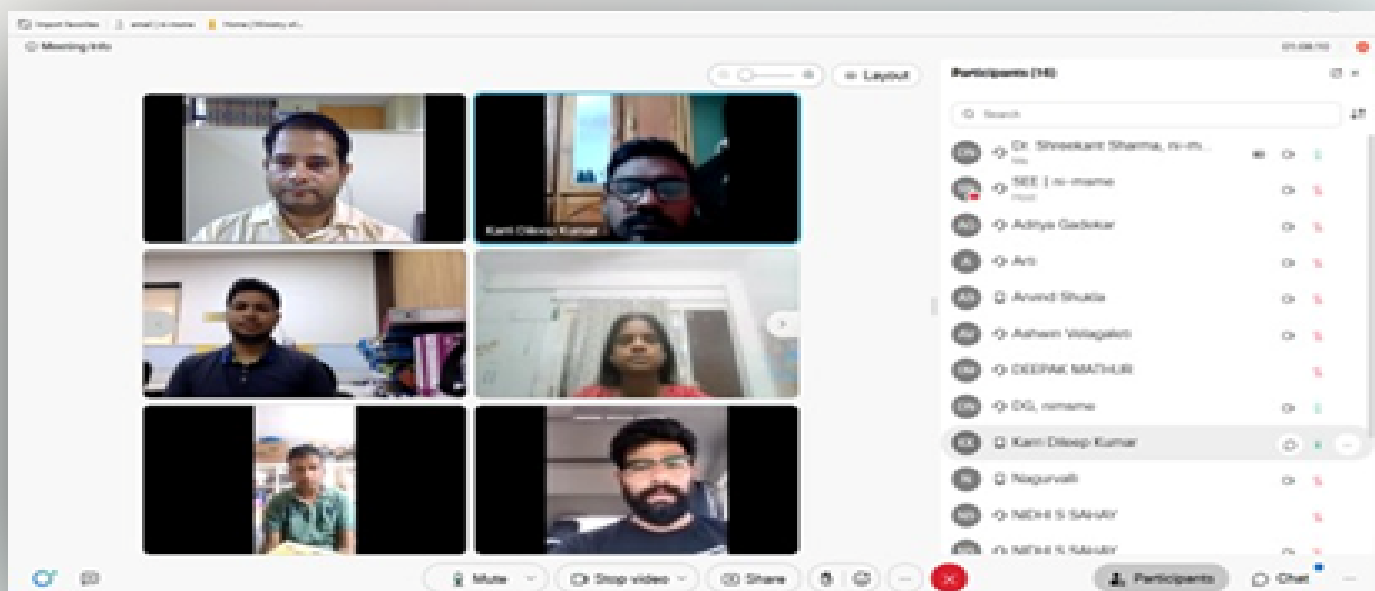
SEE organized an online Entrepreneurship Development Programme on Spices and Dry Fruits International Trade along with CSDSE Private Limited from 13 to 14 April 2023. Dr. S. Glory Swarupa, Director General, ni-msme attended the inaugural ceremony. Dr. Shreekant Sharma Faculty Member & Programme Director, and Ms. Nidhi Sahay, Director of CSDSE Private Limited were also present during the inauguration. Dr. S Glory Swarupa addressed the participants and motivated them to put the learnings into practice.

Dr. Shreekant Sharma briefed the participants about **ni-msme** and gave an overview of the program. The sessions were taken by ni-msme faculty and industry experts. Industry experts Ms. Nidhi Sahay, Director, CSDSE Private Limited and Mr. Chetan Kumar Verma, Chief Executive Officer and Founder of The Biz Solutions delivered sessions. Important topics that were discussed were the Overview of the Importance



of Indian Spices and Dry Fruits in the Indian Agri Economy; Right Production Method Selection for Export Business; Opportunities in Dry Fruits & Spices Business and Government Support; World, India, and State wise Dry fruits and Spices Statistics; Fundamental of International Business; How to start Agri export Business; Right Product Selection for Export Business etc. During the valedictory, the participants expressed their opinions about the programme and appreciated the contents of the programme and the subject knowledge delivered.

The participants also shared their action plans about how they will utilise the knowledge they acquired during the programme. The programme officially concluded with certificate distribution to the participants.



Meeting on SVEP Impact Assessment

ni-msme organized a virtual meeting on 29 April 2023 to discuss the methodology for impact assessment of the Start-up Village Entrepreneurship Program (SVEP) in four blocks of Andhra Pradesh. The project was implemented by the Society for Elimination of Rural Poverty (SERP), and the meeting was attended by several dignitaries, including Ms. G Padmavathi, Director, SERP; Mr. Vijay Kumar Reddy, Additional Director, SERP; Mr. Surya Prakash Goud, Faculty Member, ni-msme, Mr. Vivek Kumar, Associate Faculty Member. Mr. Nilendu Mukherjee, NRP; and Mr. Gautam Majumdar, were present during the meeting. The meeting was also attended by Young Professionals from ni-msme, who will play an instrumental role in carrying out the impact assessment. The group included Ms. Lavanya Mathi, Mr. K. Dhanraj, and Mr. Ramakiran Kavadi. In addition, DMMs, BMMs, CRPs and other stakeholders were present during the meeting. The purpose of the meeting was to discuss the methodology for carrying out the impact assessment and to create a tentative plan for the same. The discussion revolved around various aspects of the project, including its scope, objectives, and expected outcomes. The meeting also emphasized the importance of identifying the key success factors of the project and measuring its impact on the target beneficiaries. The representatives from ni-msme also proposed to organize a training program for the Young Professionals to upgrade their skills and knowledge, which would help them handle their work effectively at the field level. This initiative is a step towards ensuring the success of the project, as it would equip the Young Professionals with the necessary tools to conduct the impact assessment efficiently.

The Start-up Village Entrepreneurship Program (SVEP) is a flagship initiative of the Ministry of Rural Development, Government of India. It aims to promote entrepreneurship among the rural poor by providing them with support in the form of finance, skill development, and capacity building. The program targets the poorest of the poor and aims to create sustainable enterprises that generate livelihoods and create employment opportunities in rural areas. Overall, the meeting was a crucial step in drafting the methodology for the impact assessment of the SVEP project and ensuring its success. It demonstrated the commitment of all stakeholders toward achieving the objectives of the project and emphasized the need for a collaborative effort to drive rural development in the country.

Expert Lecture by FSSAI

An expert lecture arranged by inviting Shri. Abhay Ram Rao Tangade, Deputy Director, Food Safety and Standards Authority of India (FSSAI), Branch Office, Hyderabad on "FSSAI Regulation on Food Packaging" on 12 April 2023 at ni-msme campus. Shri. Abhay Ram Rao Tangade, highlighted about Food Safety and Standards Authority of India latest guidelines, every claim including the permitted nutrient-based claims under the said Regulations are required to meet the criteria stipulated in the said Regulations and no false or exaggerated health claim is permitted. Further, any nutrient function claims and other functional claims made on the food products are required to be based on the current and relevant scientific evidence. FSSAI has set up a dedicated Advertisement Monitoring Committee which periodically scrutinizes the advertisements and claims being made by the FBOs on various channels including social media and e-commerce platforms. The said committee monitors the advertisements/claims regularly of different food products in Indian Market and in case of any default noticed prima facie actions including issuance of Improvement Notices under Section-32 of FSS Act, 2006 are initiated against the FBO. Ms. Devarapalli Chandana Sree, Technical Officer, FSSAI also accompanying with FSSAI Deputy Director. Vote thanks proposed by Mr. J. Koteswara Rao AFM, SED.



Entrepreneurship Awareness Creation and Training Programmes

Small Industries Development Bank of India (SIDBI), Hyderabad has entrusted 10 Entrepreneurship awareness programmes followed by EDPs for the selected candidates of Awareness Camps. The programmes will be conducted in 10 various locations of Andhra Pradesh and Telangana.

At ni-msme, Hyderabad:

ni-msme has conducted Entrepreneurial Awareness Creation Programme on 18 April 2023 in mini conference hall, with support of Small Industries Development Bank of India (SIDBI). Shri T. VidyaSagar, DGM of SIDBI has graced the programme as a Chief Guest. A total number of 85 prospective entrepreneurs were attended the programme. Dr. Shreekanth Sharma has given special address and programme. Programme was organised by Programme Directors Mr. Vivek Kumar & Mr. VB Rajendraprasad. ni-msme faculty has created awareness on viable investment opportunities



and government schemes and motivated the participants. Out of 85 participants, 35 were selected for EDP through GETT test. The programme was followed by EDP during 19-21 April 2023. During the course, Project identification, Market survey, Financial management, Marketing, Digital Marketing & Branding, Project report Preparation etc topics were explained by faculty members.



On 21 April 2023, Dr. S Glory Swarupa, Director General, ni-msme participated in valedictory function as a chief guest and addressed the participants and distributed the certificates.

At Vijayawada:

ni-msme had conducted Entrepreneurial Awareness Creation Programme at Vijayawada on 25.04.2023 with support of Small Industries Development Bank of India (SIDBI). Shri S. Sukumar, AGM, SIDBI has graced the programme as a Chief Guest. A total number of 105 prospective entrepreneurs attended the programme. ni-msme faculty Mr. V. B. Rajendra Prasad has created awareness on viable investment opportunities and government schemes and motivated the participants. Out of 105 participants, 35 were selected for EDP through GETT test. Programme Director Mr. V. B. Rajendra Prasad has organised the programme. The programme was followed by EDP during 26-28 April 2023. During the course, Project identification, Market survey, Financial management, Marketing, Digital Marketing & Branding, Project report Preparation etc topics were explained by faculty members of **ni-msme** and Guest faculties.



Visits of DG

- Director General participated and the Jury Meeting for selection of India Risk Management Awards at CNBC TV18 Office on 11 April 2023. The Jury committee concise of 6 members. A total of 26 categories of awards has been finalized under large, medium and small enterprises, categories. Later, DG had participated in the panel discussion hosted by CNBC TV on entrepreneurship and risk management.
- Had meeting with Shri Michael Chistiansen, COO, Head of International Relations, International Business College, Danish Consortium for Academic Craftsmanship (DCAC) and Prof. Sudashu Rai, Copenhagen Business School, Denmark on renewal of MoU between ni-msme and DCAC, organising physical programmes in emerging areas, strengthening skill programmes curriculum and visit to DCAC on 18 April 2023.
- Director General, **ni-msme** made presentation on ni-msme`s experience, expertise, interventions and strategies for holistic development of Arunachal Pradesh Chaired by Shri Hage Tari, IOFS, Secretary, Industries Trade & Commerce, Government of Arunachal Pradesh on 04 April 2023.
- Dr. S. Glory Swarupa, Director General had meeting with Shri Vijay Bhusan Pathak, IAS, Chief Secretary, Govt. of Sikkim on 17 April 2023 and briefed the details of MoU, explained important activities to be carried out including Invest Sikkim Summit, requested to expedite Steering Committee meeting, notification of PMU and rolling out the activities. Mr. Ravi Kumar, IFS, Director, Department of Commerce Industry was also present during the meeting.
- Had meeting with Shri Karma R. Bonpo, IAS, Secretary, Commerce & Industries Department, Govt. of Sikkim. Had detailed discussion on comprehensive Development of Micro Enterprises, Clusters while conducting Training of Trainers and Skill Development Programmes. Requested to expedite Steering Committee meeting, notification of PMU and rolling out the activities.
- Director General attended meeting with Shri J. D. Bhutia, IAS, Secretary, Agriculture Department, Govt. of Sikkim; Shri TilakAjmir, Joint Director Agriculture Department and Dr. S. Anbalagan, IFS, Chief Executive Officer, Sikkim Organic Farming Development Agency. Explained the potential for ToT, Skill Development, Cluster Development and Micro Enterprise Development in Agri and Horticulture sector. The Secretary expressed interest to sign separate MoU with their department.
- Visited Shram Bhawan. Met Dr. IndraBir Singh Yadav, SGS, Joint Director, Skill Development Department, Govt. of Sikkim and Shri Bishal Rai, Chief Administrator, State Institute of Capacity Building. Discussed the possibility of increasing the skill trades, identifying job oriented skills, introduce Recruit Train and Deploy (RTD) model for Sikkim youth, initiate production cum training and Training of Trainers in Entrepreneurship Development for officials of their departments.
- DG had meeting with Shri Vinit Kumar, CEO, KVIC and Shri RajanBabu, Deputy. CEO on 10 April 2023, discussed on proposal submitted by ni-msme for revival of training centers established by KVIC. Also discussed on EDP modules for online and offline programmes to be conducted for PMEGP beneficiaries. Also discussed about possible collaboration between ni-msme and KVIC.

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