

# ni-msme News Corner (NNC)



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

## Entrepreneurship Awareness Creation and Training Programmes

Small Industries Development Bank of India (SIDBI), Hyderabad has Sponsored Creation Entrepreneurship Awareness Programmes (EACs) followed by EDPs for the selected candidates of Awareness Camps. In the month of June 2023, ni-msme has organised 3 EACs and 3 EDPs were organised on 06 June 2023 in Karimnagar & Kurnool. A total of 91 prospective entrepreneurs have attended in Karimnagar and 75 at Kurnool. Selected candidates have undergone EDP from 07 to 09 June 2023 at both places. Other EAC was conducted on 13 June 2023 in Adilabad. A total



number of 90 prospective entrepreneurs have attended the programme. Mr. V. B. Rajendra Prasad, AFM has participated in EAC & EDP at Karimnagar during 06 & 07 June 2023. He also participated in the Kurnool programme on 09 June 2023. Mr. Naveen Kumar, Consultant has participated in EAC and EDP at Adilabad during 13 & 14 June 2023. During the EDP course, Project Identification, Market Survey, Financial Management, Marketing, Digital Marketing & Branding, Project Report Preparation were

explained by **ni-msme** faculty and expert Guest Faculty.

- » *Branding and Packaging for SHG Products*
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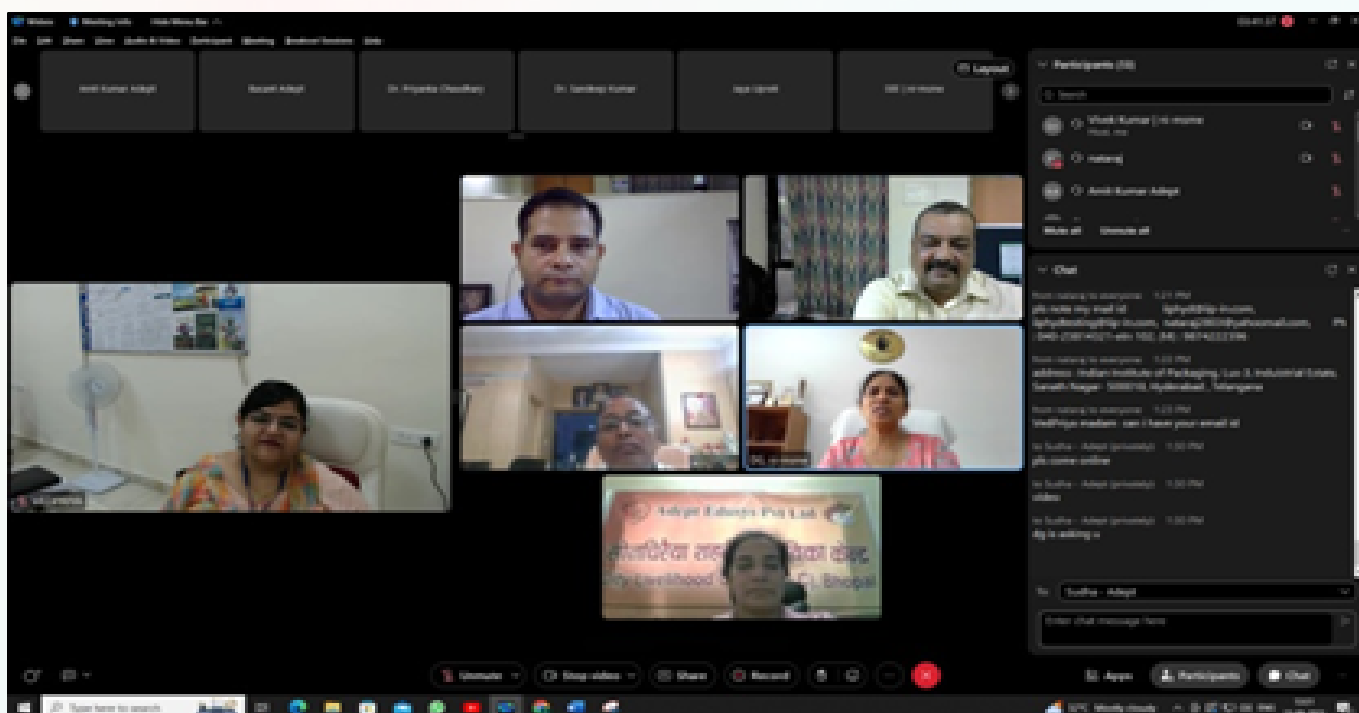
## Branding and Packaging for SHG Products

A three day National Announced Training Programme on Branding and Packaging for SHG Products was organized during 21 to 23 June 2023 through online mode. The programme was organized by the school of Entrepreneurship and Extension (SEE) and Mr. Vivek Kumar was the Programme Director. A total of 13 participants attended the programme hailing from organizations like Patanjali, Adept Edusys and Social Entrepreneurs.

On 21 June 2022, Dr. Shreekant Sharma, FM, SEE, ni-msme welcomed the participants and urged them to respect seriousness of the title of the programme. In his speech he also asked the participants to take every session carefully and try to put the environment as much as interactive. Programme Director, Sri Vivek Kumar briefed about the programme inputs which is to be discussed during the training.

During the three days programme, valuable inputs were given by faculty members and Guest Faculty on subjects like, Marketing Strategies and Branding, Digital Branding, Brand Protection, Livelihood Promtion and role of Branding and Packaging. Special live demo was also conducted by Ms Dhara Patel from Salexo Packaging Solutions, Ahmedabad, Gujarat who demonstrated their various innovative machinery which will be helpful in upgrading the product of SHG by having a quality packaging. Shri N. Natrajan, from Indian Institute of Packaging took a very interactive session where he talk about the need of a good packaging and also he shared input on support services from Indian Institute of Packaging (IIP), Hyderabad.

On the concluding day participants put their impression about the programme and desired that the programme could be of a little bigger duration. Dr. Ved Priya Arya, Scientist E & Hod Herbal Division, Patanjali Research institute Haridwa gave her special address on the occasion. She thanked ni-msme for organizing a tailor-made programme based on the suitability of the topics. She also said, Patanjali would be glad to be associated with ni-msme for all training requirements. Dr. S Glory Swarupa, Director General, ni-msme, while giving her valedictory address thanked the participants for being attentive and at the same time interactive. She also assured the participants from Patanjali about the offerings from ni-msme in near future in all their training needs. The programme concluded with a vote of thanks proposed by Mr. Vivek Kumar, AFM, SEE.



## Golden Environment Day



World Environment Day is the largest global platform for environmental public outreach, and millions celebrate it across the globe. According to the official website of World Environment Day, the theme on June 5, 2023, will focus on solutions to plastic pollution under the **campaign #BeatPlasticPollution** hosted by Côte D'Ivoire.

Led by the United Nations Environment Programme (UNEP), World Environment Day was first marked on June 5, 1973, during the Stockholm Conference on the Human Environment. At that time, the theme was 'Only One Earth'. World Environment Day aims to bring together millions of people from across the globe, engaging them in the effort to protect and restore the Earth.

According to the UN, "more than 400 million tonnes of plastic is produced every year worldwide, half of which is designed to be used only once. Of that, less than 10 per cent is recycled. An estimated 19-23 million tonnes end up in lakes, rivers and seas annually. Microplastics find their way into food, water and air. It is estimated that each person on the planet consumes more than 50,000 plastic particles per year and many more if inhalation is considered."

We produce hundreds of millions of tons of plastic every year, most of which cannot be recycled. It's obvious that we need to use less plastic, move towards environmentally sustainable products and services and come up with technology that recycles plastic more efficiently.

The plastic industry was established in India in 1957 when the country began producing polystyrene. India's plastic industry has grown rapidly since its inception and is now a key player in global plastics production, comprising more than 20,000 processing units. It is a multi-billiondollar industry and a major contributor to India's economy, employing some four million people. It is also a global supplier, with India's polymer exports totalling some 1.5 million metric tons in 2021.

Indonesia, India, the U.S., Brazil and Thailand are the top five producers of ocean plastic pollution and are responsible for 43 per cent of the global total. Indonesia generates around 1.4 million tonnes of ocean plastic each year, 16 per cent of the world total. India is slightly behind Indonesia, accounting for 13 per cent of the global total.

### **To follow SaalumaradaThimmakka**

Also known as Aala MaradaThimmakka, is an Indian environmentalist from the state of Karnataka, noted for her work in planting and tending to 385 banyan trees along a forty-five-kilometre stretch of highway between Hulikal and Kudur. She has also planted nearly 8000 other trees. With the support of her husband, she found solace in planting trees.

She received no formal education and worked as a casual labourer in a nearby quarry. Her work has been honoured with the National Citizen's Award of India. Her work was recognised by the Government of India and she was conferred with Padma Shri in 2019.

A U.S. environmental organisation based in Los Angeles and Oakland, California called Thimmakka's Resources for Environmental Education is named after her. Central University of Karnataka has announced an honorary doctorate for Thimmakka in the year 2020. Honoured with 15 Awards for 112 year old living legend.

ni-msme is organising training programs and conferences which include joint events supported by Central/ State Pollution Control Boards to create awareness on environment concerns and Single Use Plastic.

*Glory Swarupa*  
*Director General*





## On this International **MSME Day**

### **DG Participated in International MSME Day @ Delhi**

Dr. S. Glory Swarupa participated in International MSME Day Celebrations at Vigyan Bhawan, New Delhi on 27 June 2023 conducted by MoMSME Chief Guest was Shri Narayan Tatu Rane Ji, Hon'ble Union Minister for MSME and Guest of Honour Shri Bhanu Pratap Varma Ji, Hon'ble Union Minister of the State and other officials of MSME have participated the celebrations. Ministry of MSME has launched CHAMPIONS 2.0 Portal.



## Udyam Registration Workshop

On the eve of International MSME Day Celebration, ni-msme has conducted Udyam Registration workshop at RBVRR Womens College, Hyderabad on 30 June 2023. A total of 55 prospective women entrepreneurs who undergone skill development training on Jute bag stitching at ni-msme had attended the workshop. The objective of the workshop is to create awareness about Government schemes and initiatives to support prospective entrepreneurs. Dr. E.Vijaya, Faculty Member, ni-msme enlightened the participants on Government Schemes and process of Udyam Registration for prospective and existing entrepreneurs to avail benefits under various Government schemes. She explained the documents required for Udyam Registration and practically showed the step by step procure under Udyam Registration.



## ILO WE-CHECK Certification

ni-msme has initiated the process of getting ILO WE-CHECK Certification. This certificate is given for gender-sensitive services and support. As a part of the of the certification process both internal and external stakeholders were interviewed physically and by online mode. Stakeholders meetings were also organised to discuss on gender-sensitive services of **ni-msme**. Previous years programmes data were also collated.

In continuation to this a Focus Group Discussion (FGD) was organized at ni-msme on 27 June 2023 on the occasion of International MSME Day. Budding and existing entrepreneurs participated in the discussion. Ms. Geetha Sree, Individual Consultant, Institutional Strengthening and Inclusive Growth, United Nations Development Programme moderated the whole event. During the discussion topics like, challenges for women to get into entrepreneurship; whether Government programmes/schemes / institutions are reaching out to women entrepreneurs; what are the ideas of a sustainable entrepreneurial hub for budding women entrepreneurs towards women empowerment. A special section was also organized to know the input on requirements of specific programme that are needed for women and issues pertaining to any gender biases or discrimination within institutions. The discussions among the participation were very interesting and enlightening. In the open house discussion, participants put forth their individual queries related to the problem they are facing to start their business venture. Mr. Vivek Kumar, AFM, SEE and Mr. V. B. Rajendra Prasad, AFM, SEE answered to the individual queries raised during the discussion. Mr. Ramkiran, YP proposed vote of thanks and applauded the role of Ms. Geeta Sree and ILO team for their efforts.



## Faculty as Guest Lecture @ MANAGE

Dr. Shreekant Sharma, FM, SEE delivered a session on "Flagship schemes of the Govt. of India for SMEs with special reference to credit" to the participants of a training programme on "Promotion of Agri-based SMEs through Institutional Credit" organised by National Institute of Agricultural Extension Management (MANAGE).

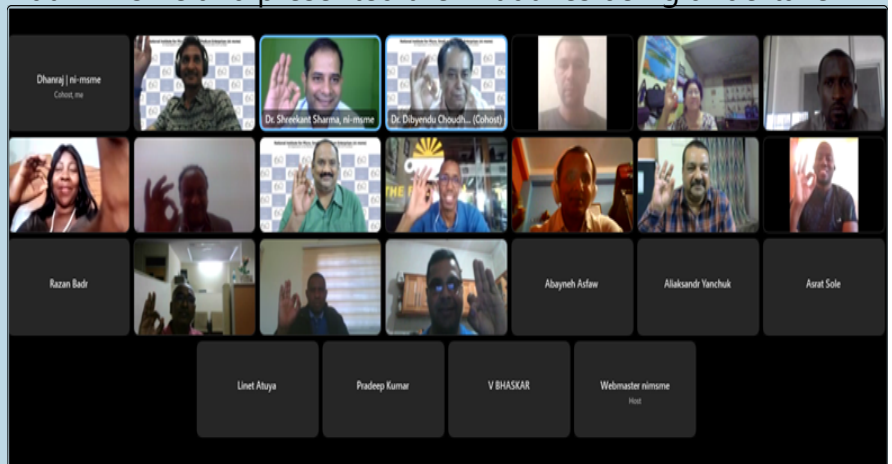
## International Alumni Meet

On the occasion of International MSME Day, National Institute for MSME (ni-msme) organized a virtual International Alumni Meet on 27 June 2023. The primary objective of this gathering was to strengthen the network of alumni, celebrate International MSME Day, discuss future collaborations and MSME development, facilitate interactions and explore opportunities, and identify product potential for Indo-Afro export opportunities. The meet was attended by a total of 45 participants from 17 countries namely, Afghanistan, Bangladesh, Bhutan, Cameroon, Ethiopia, Maldives, Mauritius, Morocco, Namibia, Nepal, Niger, Nigeria, Sri Lanka, Swaziland, Tajikistan, Zambia and Republic of Belarus. To commence the event, Mr. Vivek Kumar, Associate Faculty Member warmly welcomed the participants and introduced the panel. He provided an overview of International MSME Day and highlighted the importance of organizing the Alumni Meet. Dr. Dibyendu Choudhury addressed the participants and shared the agenda for the Alumni Meet. He emphasized the need to build strong relationships between ni-msme and various countries.

Dr. Shreekant Sharma, Faculty Member, covered a wide range of topics related to MSMEs. The discussions included the integration of MSMEs & technology, Industry 4.0, artificial intelligence, rural development, sustainability, women empowerment and Government policies. Participants shared their experiences of the ITEC program at ni-msme and presented the initiatives being undertaken in their respective countries. They also highlighted major challenges such as limited internet connectivity, scarce resources and lack of knowledge among the people. Despite these challenges, the participants expressed optimism regarding the transformative efforts of their governments in their respective countries.

It was proposed to organize similar discussions on a monthly basis to

address challenges and explore opportunities among countries. Dr. Dibyendu Choudhury concluded the event by proposing a vote of thanks on behalf of ni-msme and expressing gratitude to all the participants for their valuable contributions.



## Optimization Techniques for Supply Chain Management

ni-msme has organized a collaborative virtual training program on "Optimization Techniques for Supply Chain Management" supported by National Institute of Agricultural Extension Management (MANAGE), Government of India during 12-16 June 2023. Dr. B. Venkata Rao, Assistant Director, MANAGE delivered session and motivated participants towards taking business opportunities in Supply Chain Management. A total of 42 participants were trained. The objective of the training is to make the entrepreneurs understand the Supply Chain for Agri Products in India. The program was more engaging and informative with expert speakers like Prof. C. B. V. Krishna Prasad, Dr. Vijaya Raghavan, Shri Vijay Nadiminti, Dr. Shreekant Sharma and Mr. Sarath Muthyala. The programme widely covered supply chain management, role of packaging in supply chain, Advantages of traceability in supply chain management, Agriculture supply-chain optimization value creation - challenges and opportunities in India, Innovations in Supply Chain Management. Mr. Sarath Muthyala, Associate Faculty Member (AFM) was the Programme Director.



# International Programme on Business Plan for Start-ups

National Institute for Micro, Small, and Medium Enterprises (ni-msme), in collaboration with Vytautas Magnus University (VMU) from Kaunas, Lithuania, organised a joint International Programme on Business Plan for Start-up. The programme was organised from 05 to 09 June 2023. This brought together participants from various backgrounds to explore innovative business ideas and business plan strategies. The inauguration session was graced by Dr. S. Glory Swarupa, Director General, ni-msme and Prof. Dr. Jan Zukovskis from VMU they shared valuable insights on the significance of entrepreneurship and the role of effective business planning in nurturing successful Startups. During the inauguration, participants were introduced to various aspects of business planning viz. idea evaluation, costing, marketing and expected incomes. The objective of the programme is to develop among aspiring entrepreneurs necessary knowledge and skills for preparing a robust business plans to attract potential investors. Dr. Shreekanth Sharma, FM, SEE was programme director.

The program featured interactive sessions, and panel discussions. Participants actively engaged in brainstorming and refining their business plans during the course of the program. Participants were exposed to an array of topics designed to enhance their entrepreneurial skills, these included business model canvas; expected incomes, marketing; main assets, capital, loans, amortization, budget and best



practices for preparing effective presentations. Learning from the mistakes of fellow entrepreneurs, presentations for investors and discussions added real value to the training. Prior to the valedictory participants presented their business plans and engaged in fruitful discussions. Their business plans were evaluated by experts. During the valedictory, Dr. S. Glory Swarupa congratulated Prof. Jan for this initiative. The participants expressed their gratitude for the invaluable learning opportunities and guidance received during this International Programme.

## Faculty as Special Guest

Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai has organized Two-Day National Level Workshop on "Entrepreneurship and Government Initiatives for Startups" during 26 & 27 June 2023 on the eve of International MSME Day at Chennai. Dr. E.Vijaya, Faculty Member, was invited as Special Guest for the two-day Workshop and delivered sessions on the theme: Entrepreneurship and Government Initiatives for Startups and Entrepreneurs. A total of 150 participants including Academicians and students from various colleges in Chennai have attended the workshop.



## Surveillance Audit of ISO 9001:2015

Second Surveillance Audit of ISO 9001:2015 was conducted on 08 & 09 June 2023. Mr. Harmeet Singh Rait from TUV Nord conducted the Audit. During the meeting, Mr. Harmeet Singh Rait briefed about the TUV Nord, Audit process and the Audit schedule.

Ms. V. Swapna, AFM coordinated the Auditing process and provided the required inputs during the Audit. Auditors reviewed the ni-msme Quality Policy, Quality Manual, Internal Audits and Management Reviews, Organization Context and the Risk Assessment Documents to understand organization activities and requirements to the standard. They also interacted with the process owners in all Departments and reviewed the activities and relevant documents that evidence the management system's conformity with the standard's requirements.

Envirotech ISO Consultants, Dr. Rajesh Srivastava & Mr. Jithesh Srivastava, Dr. S. Glory Swarupa, Director General, **ni-msme**, Faculty Members, Asst. Registrar and Admin Staff were also present during the meetings.



During the closing meeting, Mr. Harmeet Singh Rait, TUV Auditor presented the Audit findings & appreciated the **ni-msme** activities. He also suggested some areas of improvements at Canteen, Administration and Training Department. Ms. V. Swapna, Associate Faculty Member thanked Auditors for their suggestions for quality improvement in the organization.

## World Environment Day

### at ni-msme Campus

The World Environment Day was celebrated at ni-msme campus on 05 June 2023. On this occasion, free health check-up was also organized at campus in collaboration with Aster Prime Hospital, Ameerpet, Hyderabad for ni-msme employees with their families. The objective of medical camp is to provide initial care to employees in life-threatening conditions which reflect the unique strengths and goals of medical ethics. Dr. S. Glory Swarupa, Director General, ni-msme inaugurated the health camp. Later, organized a massive tree plantation. All the employees took part in both the events with immense delight.





## at NEERI, IICT Campus, Tarnaka

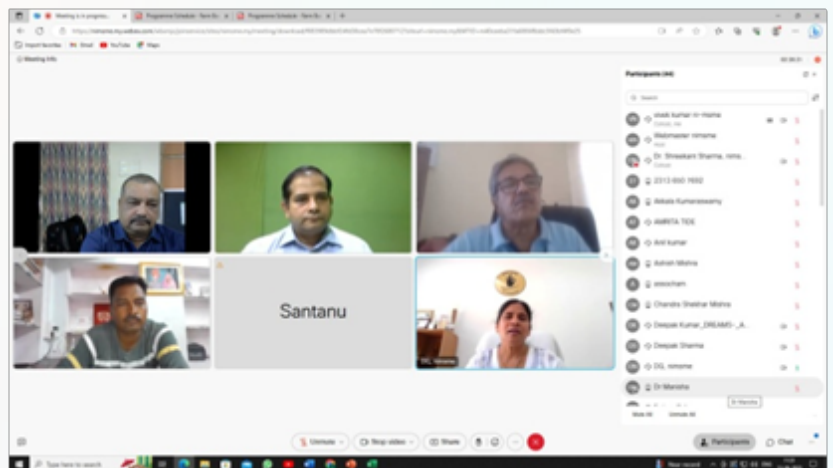
Dr. S. Glory Swarupa, Director General of **ni-msme** invited as Chief Guest for the Celebration of World Environment Day at CSIR-National Environmental Engineering Research Institute (NEERI), Zonal Center, IICT Campus, Tarnaka, Hyderabad.



## Farm Based Livelihood Opportunities for Rural Youth

A four day National Sponsored Training Programme on "Farm Based Sustainable Livelihood Opportunities for Rural Youth" was organized from 13 to 16 June 2023. The programme was sponsored by MANAGE, Hyderabad and conducted by the School of Entrepreneurship and Extension. Dr. Shreekant Sharma, FM, SEE and Mr. Vivek Kumar, AFM, SEE were the Programme Directors. Over 40 participants from various states of India including, Rajasthan, Tripura, AP, Telangana, Himachal Pradesh, Bihar, Uttar Pradesh etc. attended the programme. The programme was inaugurated by Dr. S. Glory Swarupa, Director General, ni-msme, on 13 June 2023. In her speech she highlighted the importance of livelihood development programmes for rural community. She urged the participants to interact with speakers during the sessions. Dr. Shreekant Sharma gave a detailed overview of the programme and its content to be discussed. Dr. Shalendra Kumar, Dy. Director, MANAGE, spoke about various initiatives of Ministry of Agriculture and Farmer's Welfare and MANAGE.

During the four days programme, valuable inputs were given by faculty members and guest faculty on topics like, Farm livelihood opportunities for Self Help Groups, Schemes of the Government for livelihood promotion, Bank credit linkage for Micro Enterprises, Micro Finance for eradication of poverty through SHGs, Identification of opportunities for livelihood promotion, Role of promotional intuitions to support enterprise development, Introduction to Design Thinking, Financial Management and GST, Business Plan Preparation, IPR. On the concluding day, a valedictory function was organized wherein participants shared their impressions about the programme and desired to attend similar programmes in near future. Mr. Vivek Kumar, Programme Director spoke on the occasion. He highlighted some of the key initiatives taken by Ministry of MSME, GoI for strengthening entrepreneurial eco system. He thanked MANAGE, Hyderabad for sponsoring the programme.



## Impact Assessment of SVEP Blocks

National Institute for MSME (ni-msme) recently embarked on a comprehensive Impact Assessment of the Start-up Village Entrepreneurship Programme (SVEP) in four blocks of Andhra Pradesh from 08 to 17 June 2023. The project involved a series of field visits and interactions with the program's beneficiaries and stakeholders. Two young professionals, Mr. K. Dhanraj, SEM and Mr. K. Ramakiran, SEE visited different blocks to gather information for analyzing the program's impact on the ground. Mr. K Dhanraj visited the Rajam and Srungavarapukota of Vizianagaram District Blocks. Simultaneously, Mr. K. Ramakiran, visited Tanuku, West Godavari and Kuppam, Chittoore Blocks. Their primary objective was to gather data and insights that would contribute to the assessment of the impact created by SVEP.

During the visits, a total of 16 focused group discussions (four per block) and 80 Key informant interviews (20 per block) were conducted at various locations within each block. These discussions and interviews provided valuable perspectives from different stakeholders and beneficiaries of the programme. The fieldwork was successfully completed under the guidance of Mr. K. Surya Prakash Goud, Faculty Member and the support of National Resource Persons, Mr. Nilendu Mukherjee and Mr. Gautam Mazumder. Ms. Lavanya, Young Professional (SED) and the SVEP Implementation team provided essential background support to ensure the study's successful completion in the field.

In addition to the qualitative data gathered through discussions and interviews, the study also aimed to collect Entrepreneur Data from 1,200 samples. This additional data would provide further insights for the preparation of a comprehensive evaluation report on the program's effectiveness and impact.



## Hindi Workshop

National Institute for Micro, Small and Medium Enterprises (ni-msme) observed Monthly Hindi Day on 14 June 2023 following the instructions issued by the Ministry of MSME, Govt. of India. On this occasion Hindi Workshop also conducted for the benefit of the employees of ni-msme. The Workshop was "Official Language Policy and Annual Programme 2023-24". Dr. Shirish Kulkarni, Hindi Translator conducted the sessions.





## Visit of Chairman, KVIC

Khadi & Village Industries Commission's (KVIC) State Office, Telangana organized an Awareness Programmes and Toolkits Distribution Programme under Gramodyog Vikas Yojana at ni-msme campus on 19 June 2023. On this occasion, Chief Guest KVIC Chairman, Shri Manoj Kumar distributed free of cost tools and implements to trained artisans of Telangana. Artisans from different industries viz. Paper Plate making, Paper Bags making, Agarbatti making, Tamarind processing, Leather artisans & tribal Bee keepers participated in this event. **ni-msme** Faculty team and Dr. S. Glory Swarupa, Director General of ni-msme had interacted session Chairman, KVIC.



## Visits of DG

Director General attended meeting on Hindi Advisory Committee of the MoMSME on 07 June 2023 New Delhi Chaired by Hon'ble Union Minister for MSME, Shri Narayana Tatu Rane Ji. Presented ni-msme Quarterly Activities in Hindi.



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DG met Shri Atul Kumar Tiwari, IAS Secretary I/c and participated in the presentation. Offered suggestions on NSDC affiliation to ASPIRE Scheme.

Director General, ni-msme along with Mr. K. Surya Prakash Goud, Faculty Member visited National Skill Training Institute (NSTI), Ministry of Skill Development and Entrepreneurship, Govt. of India, Hyderabad for establishment of Livelihood Business Incubation (LBI) under ASPIRE Scheme of MoMSME.



Meeting with North East Handlooms Handicrafts Export Development Corporation (NEHHDC) on 15 June 2023 for development of border districts and promotion of Crafts Tourism. Shri Rajiv Singh, MD and team was seen.



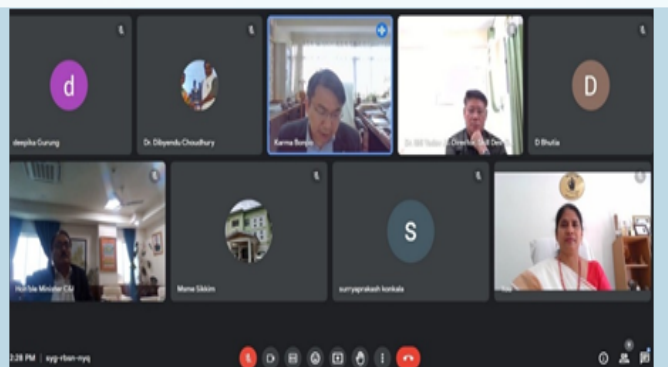
Director General of ni-msme along with Faculty Members Mr. Vivek Kumar and Mr. V. B. Rajendra Prasad met Dr. L. Fahmida Banu, Fehmicare Hospital and discussed an upcoming Women Hackathon seeking problem solution in Health Care.



Dr. S. Glory Swarupa, Director General, ni-msme along with Dr. Shreekant Sharma, Faculty Member, Mr. Pradeep Kumar, Asst. Registrar and Mr. John Anil, Consultant (Legal) met Shri M. Venkaiah Naidu, Former Vice President of India. Invited to be the Chief Guest for ni-msme Foundation Day Celebration to deliver Foundation Day Lecture.



DG, ni-msme participated in First Steering Committee Meeting (online) Chaired by Hon'ble Minister, Commerce & Industries Department, Govt. of Sikkim to kick start the PMU initiatives for MSME Development in Sikkim.





Visited Central Pollution Control Board (CPCB) and had detailed discussion with Dr. Prashant Gargava, Member Secretary, CPCB on possible collaboration to organize training programmes to generate awareness on Single Use Plastic (SUP) and survey to be conducted.

DG participated as esteemed speaker (online) conducted by ZEE Media on the theme "Branding and Digital Marketing for MSMEs, Zee Media" on 16 June 2023.

Participated in 3rd Edition of the MSME India Business Convention 2023 on 17 June 2023. Promoting the visibility of Indian MSMEs and encouraging global market outreach and standardization of products/services. Organised by Industry Live in Knowledge Partnership with the National Small Industries Corporation (NSIC) at New Delhi. Participated in MSME India Business Convention & MSME India Business Awards ceremony. ni-msme is the supporting partner.



As a lead speaker conducted the session in panel discussion on Women Entrepreneurs in MSME Sector – Strengthening the Greater 50. Panel Speakers Dr. Blossom Kochhar, Chairperson, Blossom Kochhar Beauty Products Pvt. Ltd; Ms. Shreedha Singh, Co-Founder & CEO, T.A.C – The Ayurveda Co and Ms. Swati Aggarwal, Managing Director, BSA Logistics have participated. After session visited Stalls and interacted with entrepreneurs offered them contacts, suggestions and networking.



Director General, ni-msme as Pannelist in Decoding Growth Opportunities & Challenges in the Road India. Organised by ET Make in India Regional Summit, Hyderabad Edition.



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Director General, **ni-msme** has inaugurated Note Book Manufacturing Unit by Helping Society Foundation (HSF) at ni-msme campus on 24 June 2023. This manufacturing unit "CHILD FUTURE MANUFACTURING UNIT" under PMEGP Scheme. Through this unit, manufacture their own note books and distribute to every under privileged student through their Recycling Book Project- "GIFT A BOOK, MAKE A CHILD FUTURE."



## Our Journals

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

**JIEMS**

Journal of  
Innovation  
Entrepreneurship  
Management &  
Skill Development



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

**Sedme**

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