

ni-msme News Corner (NNC)



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

International Women's Day

National Institute for MSME (**ni-msme**) organized a workshop titled "Invest in Women for Acceleration of Progress" on 07 March 2024, to commemorate International Women's Day. The workshop aimed to address the challenges and opportunities faced by women in socio-economic and financial dimensions, and share empowering practices. Various stakeholders including entrepreneurs, professionals, students, and representatives from MoMSME organizations participated in the event.



Ms. Parimala Hana Nutan, IPS, Joint Commissioner of Police (Admin.), Hyderabad, was the Chief Guest. Distinguished Guests of Honour included Dr. Sudha Reddy, Managing Director, KN Biosciences India Pvt. Ltd., Hyderabad; Dr. Y. Sridevi, Director, Pinnacle Group of Colleges, Hyderabad;



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- » *Governing Council (GC) & Annual General Meeting (AGM)*
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- » *State Level and District Level Seminars on Scientific Bee Keeping*
- » *Scientific Honey Bee Keeping Training at Jharkhand*
- » *Training Programme on Waste Management & Control*
- » *Job Fair for ESDP Trainees*
- » *Awareness Workshop on Single Use Plastics-Alternative Materials*
- » *Training Programme on Planning and Promotion of MSMEs*
- » *Valediction of Skill Development Programmes*
- » *Visits of Director General*

Ms. Shyamala Ghantasala, Vice President, Head of Telangana Kotak Mahindra Bank; and Dr. S. Glory Swarupa, Director General, **ni-msme**.

The program, sponsored by Kotak Mahindra Bank, was coordinated by Dr. E. Vijaya, Faculty Member, **ni-msme**.



Ms. Parimala Hana Nutan, IPS, emphasized the power of women both in families and workplaces, stressing that every day is an opportunity for women to excel. Ms. Shyamala Ghantasala discussed financial independence for women, advocating for understanding business and financial aspects while highlighting government schemes and financial management. Dr. Y. Sridevi focused on women's health and wellness strategies, underscoring the importance of prioritizing health. Dr. Sudha Reddy shared insights on seizing opportunities and creating employment, emphasizing the value of time and determination.

Dr. S. Glory Swarupa discussed gender inequality and encouraged women to take control of their situations, emphasizing hard work and sincerity in achieving goals. The event also included award ceremony for Hackathon 2.0 winners and ESDP trainees in the beauty therapist skill sector.

Panel discussions explored women in leadership, entrepreneurship, and technology, offering valuable insights. Additionally, **ni-msme** organized Women Hackathon 2.0 in sectors like Green Technologies, Health & Wellness, Millets, Packaging, and Jewellery, providing a platform for women across industries to work on real-time challenges and foster innovation.

The workshop facilitated interaction with successful entrepreneurs and showcased innovative products. Overall, it provided a forum for women to address management issues effectively, exchange ideas, and gain inspiration from accomplished individuals. The event aimed to empower women, foster innovation, and promote their participation in various sectors of the economy.



Strengthening of MSMEs: Need for Policy Interventions



The State Government support for micro and small enterprises was limited in recent years. Many State Governments established a separate Department to give full-fledged support for MSMEs. The Government needs to create a separate MSME Department to encourage innovators, skilled personnel and women to set-up Micro and Small Enterprises apart from providing extended services for existing MSMEs. Some of the policy interventions suggested are as follows

It is mandatory to have an empowered committee headed by the Minister of Industries and members from the Department of MSME, Department of Rural Development, Department of Women & Child Welfare, Department of Food Processing, Department of Employment & Training, Department of Textiles & Handlooms, Department of Tourism, Department of Social Welfare and Department of Skill Development for effective implementation of State and Union Government schemes and take convergence initiatives for monitoring and management.

The Micro & Small entrepreneurs are not willing to spend huge amounts on the preparation of a Project Profile to take up their preferred industrial activity. The Government has to provide loans for SC/ST/OBC communities through channel partners of NBCFDC, NSFDC, NSTFDC of Ministry of Social Justice, Govt. of India which will reduce interest burden for SC/ST/OBC operated micro and small enterprises.

To recruit District Level Managers, enough mentors, and business facilitators on a contractual basis for a minimum period of 5 years to support existing enterprises and facilitate potential entrepreneurs as well as innovators as per their requirements. At DIC level a dedicated team, including a Mentor, Business Facilitator, and Industrial Promotion Officer shall be made available to support the entrepreneur in the preparation of the Project Profile and provide mentoring and support services.

To involve senior entrepreneurs and retired officials from various Departments to share their experiences as well as to extend their mentoring services for MSMEs. To encourage large enterprises to support rural MSMEs through CSR fund. The Government has to strengthen Industry Associations and must have sector-specific Industry-Academia-Government networks to promote new enterprises and attend to issues of existing enterprises. To focus on rural tourism, medical tourism, and agri-tourism by implementing a policy.

Physically challenged and Women-centric (single women/widows) food processing & textile clusters and retail clusters need to be established. Youth empowerment through cluster of activities (management of public infrastructure, waste management, skill training, e-services) to be initiated and encouraged. A policy to establish Livelihood Business Incubators (LBI) and Technology Business Incubators (TBI) in all Districts will help to stop migration.

The Government needs to reduce the fixed cost of electricity bills for MSMEs as most of the micro and small enterprises operate with few machineries during the production process at a time, not all machinery.

Youth Policy to encourage youth to participate in social development by way of promoting social enterprises. To make it compulsory for 3rd/4th year engineering graduates to work with MSMEs during their projects. The National Institute for MSME along with UNIDO has initiated to support rice milling and textile units to improve the thermal energy efficiency of industrial boilers. ni-msme has supported the establishment of rural/agro/food clusters across the nation and organized Entrepreneurship and Skill Development Programs.

ni-msme has been catering to the capacity Building and skilling needs of Maharashtra, Karnataka, Sikkim and Telangana states under Raising & Accelerating MSME Performance (RAMP) scheme sponsored by Ministry of MSME, Govt. of India.

Dr. S. Glory Swarupa
Director General

Governing Council (GC) & Annual General Meeting (AGM)

The 16th Governing Council (GC) & 15th Annual General Meeting (AGM) meeting of National Institute for MSME (**ni-msme**) was convened on 13 March 2024, both online and in person at the Ministry of MSME, Udyog Bhawan, New Delhi. The meeting was chaired by the Hon'ble Union Minister for MSME, Shri Narayan Tatu Rane Ji.

Shri S C L Das, IAS, Vice-Chairman of GC and Secretary, MoMSME, GoI; Smt. Mercy Epao, Joint Secretary (SME), MoMSME; Ms. Simmi Chaudhary, Economic Advisor; CEO, KVIC; Shri Vipul Goel, Joint Secretary (ARI) and Dr. Sant Kumar Chaudhary, Shankara Group of Institutions participated physically. Nominated Members,

Dr. Nethi Muralidhar, Managing Director, Telangana State Co-operative Apex Bank Ltd; Shri Venkat Kumar Tangirala, Member, Indian Green Building Council (IGBC); Shri Kathi Chishi, Secretary & Managing Director, MPCSL Limited; Ms. Madhu Tyagi, Director, Confederation of Women Entrepreneurs (COWE); Shri C. Mohan Naidu, President,



Development Organization for Village Environment (DOVE) participated virtually.

Dr. S. Glory Swarupa, Director General, **ni-msme**, welcomed all members and briefed them on the institute's progress from June 2023 to February 2024. The meeting agenda included approving the Annual Report & Proposals for audited accounts for 2022-23, as well as the adoption of RRs for Group-A positions and the "UDYAM ALOK: ni-msme Second Campus." Shri Ateesh Kumar Singh, JS (AFI), MoMSME; Shri Vivek Ashish, Director (Finance), MoMSME; Prof. B.S. Murty, Director, IIT, Hyderabad also participated as Special Invitees.

Shri Narayan Rane approves setting up of Export Acceleration and Experience Centre (EAEC) and Centre of Excellence for MSME Enablement of Technology (COMET) at National Institute for MSME (ni-msme), Hyderabad

The 16th Governing Council and 15th Annual General Meeting of National Institute for MSME (ni-msme), Hyderabad was held under the Chairmanship of Union Minister of MSME Shri Narayan Rane today in New Delhi. In the meeting the Union Minister approved the setting up of the following centres at UdyamAlok, ni-msme, Hyderabad:

i) Export Acceleration and Experience Centre (EAEC) will empower MSMEs towards boosting exports and align with Atmanirbhar Bharat for promotion of exports. The EAEC will also provide comprehensive support services, including market research, logistics solutions, digital marketing training, access to funding and global marketplace through a unique blend of seamless academia-industry collaboration.

ii) Centre of Excellence for MSME Enablement of Technology (COMET) is being set up, in collaboration with IIT-Hyderabad, at ni-msme, Hyderabad to facilitate MSMEs with inter-disciplinary, design-focused technologies that would enable them to be global players with indigenous technology development. This proposed Centre will be a platform for Technology Development, Testing, Demonstration and Certification for MSMEs, with digital cataloguing and will be B2B Marketplace for technologies. It will also facilitate MSMEs in developing the energy efficient Technologies apart from solving their existing technological problems. It sensitizes the MSMEs on advanced technologies, provides hands-on training and skill development, and encourages entrepreneurial activities.

Advanced Entrepreneurship and Skill Development Programmes

i) Discover Advanced Digital Marketing Tools For Business



ni-msme organized an Advance ESDP titled “Discover Advanced Digital Marketing Tools for Business Scalability” from 04 to 09 March 2024, in collaboration with Osmania Technology Business Incubator Centre, Osmania University.

The programme was sponsored under Entrepreneurship and Skill Development Program (ESDP) Scheme by the Ministry of MSME.

The programme was designed to empower MSME professionals & startups with the latest insights and techniques of Digital Marketing to drive growth and expand their market reach. Total 20 startups (incubates of OTBI) and aspiring entrepreneurs attended the programme. The programme included lectures, case studies, hands-on workshops, and discussions led by industry experts and experienced practitioners. The sessions also included on MSME schemes and Project report preparation. The programme was coordinated by Ms. V. Swapna Associate Faculty Member, **ni-msme**.

ii) Cyber Security

ni-msme conducted an Advanced ESDP on Cyber Security from 19 February to 23 March 2024, in collaboration with Department of Computer Science, Pondicherry University. Aimed at empowering aspiring entrepreneurs with vital Cyber Security skills, the program featured Dr. S. Bascarane, Superintendent of Police from Pondicherry’s Cyber Crime Branch, as the Chief Guest. He outlined various cybercrimes and government initiatives. Ms. V. Swapna from **ni-msme** discussed institute activities and program objectives, including MSME schemes.

Experts from NIT, IIIT, academia, legal, banking, FinTech and successful entrepreneurs covered topics like Cybersecurity, Funding, Cyber Law and Market Studies. Prof. P. Sujatha from Pondicherry University summarized the workshop during the Valedictory, attended by Prof. D. Lazar and Dr. Anand Thirunavukarasou as the Chief Guest and Special Guest respectively. Participants expressed gratitude for the program’s organization.



iii) Industry 4.0 - Promotion of Agripreneurship through Digital Farming

ni-msme organized an Advanced Management Development Programme on "Industry 4.0 - Promotion of Agripreneurship through Digital Farming." Sponsored by the Ministry of Micro, Small, and Medium Enterprises (MSME) under the Entrepreneurship and Skill Development Program (ESDP) Scheme, the program was organized in collaboration with AgHub, from 02 to 07 March 2024. The inaugural ceremony saw the presence of Dr. Venkata Ramana from PJTSAU, Dr. Kalpana Sastry, Managing Director of AgHub, Mr. Vijay Nadiminti, CEO of AgHub, and Ms. Swapna Vanamala, Associate Faculty Member, **ni-msme**.



Aimed at entrepreneurs and business owners venturing into Digital Farming, the programme provided insights into the latest advancements in the field. The curriculum covered essential aspects of Industry 4.0 and its application in promoting Agripreneurship through Digital Farming. The diverse



group of 25 participants included early-stage startups, students, scientists, and enthusiasts from agricultural and non-agricultural backgrounds.

Coordinated by Ms. V. Swapna, Associate Faculty Member, **ni-msme** and Dr. Shreekanth Sharma, Faculty Member, **ni-msme**, the program facilitated networking, practical insights, and Skill Development crucial for business growth.

Memorandum of Understanding (MoU)

ni-msme and State Bank of India signed a Memorandum of Understanding (MoU) on 22 March 2024. This would facilitate and promote credit support to **ni-msme** trainees for setting up micro enterprises.

This partnership would help in ease of credit to entrepreneurs and MSMEs. Both the partnering organisations will disseminate information about Government Schemes through seminars and workshops. Dr. S. Glory Swarupa, Director General, **ni-msme** and Mr. Binod Kumar Sinha, DGM, SBI exchanged the MoU.



Training Programme for Industrial Development Officials (IDOs)

BATCH-I: **ni-msme** organized Training Programme for Industrial Development Officials (IDOs) from West Bengal. The programme, sponsored by Directorate of MSME, Govt. of West Bengal, was scheduled from 04 to 08 March 2024. A total of 19 IDOs across West Bengal attended the programme. The objective of the programme was to enhance the knowledge of IDOs regarding their work and MSME Sector. During the inauguration, Dr. S. Glory Swarupa, Director General, **ni-msme** welcomed the participants.



The training programme was led by the Programme Directors, Dr. Dibyendu Choudhury, Faculty Member; and Ms. V Swapna, Associate Faculty Member, **ni-msme**. Faculty and industry experts interacted with the participants on topics like MSME Policies, IPR, Branding & Marketing, etc. The participants were taken for an exposure visit to T-Works and GMR Aerospace & Industrial Park. Participants also took an assessment on the topics discussed during the training. Sharing their opinion about the programme, participants extended their gratitude to **ni-msme** for the knowledge and experience they gained.

BATCH-II: **ni-msme** organized Training Programme for four Industrial Development Officials (IDOs), sponsored by Directorate of MSME, Govt. of West Bengal, from 11 to 15 March 2024. Dr. Dibyendu Choudhury, Faculty Member & Programme Director inaugurated the programme and welcomed the participants. Mr. V. B. Rajendra Prasad, Associate Faculty Member & Programme Director requested the participants to utilize the training programme and become more effective at work.

ni-msme faculty and industry experts discussed MSME Policies, IPR, Branding & Marketing, etc., with the participants. An exposure visit to National Fisheries Development Board (NFDB), Indian Institute of Millets Research (IIMR) and T-Works was also included in the programme. The sessions were followed by an assessment on the topics discussed during the training. Providing feedback about the programme, participants appreciated the programme and extended their gratitude to **ni-msme** and Directorate of MSME, Govt. of West Bengal.



Inauguration of Programmes by International Delegates

Prof. Jan Zukovskis, Vytautas Magnus University, Lithuania; Prof. Agnieszka Jaszczak, University of Warmia and Mazury, Poland; Dr. S. Glory Swarupa, DG, **ni-msme**; and Dr. B. Srinivas Prasad, President Board of Ayurveda, NCISM inaugurated Training of Trainers on Entrepreneurship Development sponsored by NCISM, Ministry of AYUSH, Govt. of India; and Training Program for Industrial Development Officials, sponsored by Directorate of MSME, Govt. of West Bengal.



Faculty Development Programme for Professors of IUST Kashmir

ni-msme conducted Faculty Development Program on Entrepreneurship Development for 10 professors of Islamic University of Science and Technology (IUST), Awantipora, Jammu & Kashmir from 19 to 23 March 2024.

The programme had interactive sessions from **ni-msme** faculty on ways to promote entrepreneurship and startups in J&K. Sessions were focused on imparting knowledge and tools for entrepreneurship along with delving into entrepreneurial concepts, startup ecosystem, best practices and approaches. The industry visits to T-works and T-Hub was appreciated by the participants.



Dr. S. Glory Swarupa, Director General, **ni-msme** graced the valedictory along with the Programme Directors Dr. Shreekanth Sharma and Mr. V. B. Rajendra Prasad. Prof. Parvez Ahmad Mir, Director & CEO, Centre for Innovation and Entrepreneurship Development (CIED), IUST was Guest of Honour. The program concluded with a

vote of thanks and addressing queries from the participants, ensuring comprehensive understanding of entrepreneurship and MSME development.

State Level and District Level Seminars on Scientific Bee Keeping

ni-msme organized 2 two-day State Level Seminars on Scientific beekeeping one at RARS, Tirupati campus of ANGRAU on 15 & 16 March 2024 and at OUAT campus, Bhubaneswar on 16 & 17 March 2024.

The State Level Seminar at RARS campus, Tirupati was inaugurated by Dr. G. Prabhakar Reddy, Associate Dean of Sri Venkateswara Agriculture College. The officials from Agriculture Department, Horticulture Department, Academicians and Scientists participated in the program and gave inputs to the participants, farmers, FPOs, Researchers, Beekeepers and unemployed youth.

Another State Level Seminar at OUAT campus, Bhubaneswar was inaugurated by Prof. P. K. Raul Vice Chancellor of OUAT. Prof. H.K. Patro Dean of College of Agriculture, Mr. V.B. Rajendra Prasad, Associate Faculty Member, **ni-msme** coordinated the seminar. The officials from Horticulture Department, Professors from Agriculture college of OUAT, Academicians and Scientists participated in the program and interacted with the farmers, FPOs, Researchers, Beekeepers and Unemployed Youth.



Scientific Honey Bee Keeping Training at Jharkhand

ni-msme conducted one-week training programme on Scientific Bee Keeping from 21 to 27 March 2024 at Lohardaga Cluster, Jharkhand. This programme was sponsored by National Bee Board, Ministry of Agriculture and Farmers Welfare, Government of India. Total 25 participants, including farmers, unemployed youth, women and other enthusiasts interested in Bee Keeping attended the programme to acquire skills and knowledge in scientific Bee Keeping.



Training Programme on Waste Management & Control



ni-msme organized 5-day Training Programme on Waste Management & Control for Senior Officials of Directorate of MSME, Govt. of West Bengal, at **ni-msme** campus from 26 February to 01 March 2024. A total of 11 Officials with ranks of Deputy Directors and General Managers in MSME Dept. across West Bengal attended the programme sponsored by Directorate of MSME, Govt. of West Bengal.

Dr. Dibyendu Choudhury, Faculty Member and Mr. J Koteswara Rao, Associate Faculty Member coordinated the programme as Programme Directors.

The sessions delivered by **ni-msme** faculty and industry experts included a wide range of topics like Circular Economy, ESG, Industrial Waste Management, e-Waste Management, etc.

The program also included an exposure visit to Anaerobic Gas Lift Reactor (AGR) at IICT, Uppal; Hyderabad Industrial Waste Treatment Plant; and Waste to Wealth Plant. The participants applauded the programme and appreciated the efforts by **ni-msme** in designing and organizing the programme.



Job Fair for ESDP Trainees

ni-msme organized a Job Fair on 01 March 2024 for the trainees of ESDPs (Multimedia & IT Sector) trained under ATI Scheme. Companies like ADSA Design Agency, Global Path Way Education and Immigration Services, G-Rank Digital Services Pvt. Ltd., Envizon Studio, Pravasa Media, Jetking, Sreedhar's College for Competitive Exams, News 360 Telugu satellite channel with 167 job openings attended the Job Fair. A total of 170 candidates looking for opportunities in Multimedia and ITES attended the job fair. Total 83 Candidates were shortlisted for next round of interview at the respective companies. The job fair was co-ordinated by Ms. V. Swapna, Associate Faculty Member, **ni-msme**.



Awareness Workshop on Single Use Plastics -Alternative Materials

School of Enterprise Development (SED), **ni-msme** organized an Awareness Workshop on "Single Use Plastics and Alternative Materials" on 13 March 2024. The workshop was sponsored by the Telangana State Pollution Control Board (TSPCB), Hyderabad. Dr. M. Praveen Kumar, Senior Environmental Engineer from TSPCB, emphasized the need for cost-effective alternatives to single-use plastics. Shri A. Dayakar, President, TAPPMA, urged the scientific community to develop cheaper alternatives to plastics and appreciated the audience's interest in addressing the issue.

Mr. J. Koteswara Rao, Associate Faculty Member, **ni-msme**, highlighted the health hazards posed by single-use plastics. Shri Anil Reddy Vennam, Vice President (South Zone), AIPMA, discussed the environmental impacts of single-use plastics. Shri Surya Prakash Banda, Head of Plastic Recycling Re-sustainability Pvt. Ltd., urged responsibility towards a cleaner environment, citing the concept of "Ploughing" to clean roads while jogging. During the workshop, Dr. Dibyendu Choudhury, Mr. K. Surya Prakash Goud and Mr. Sarath Muthyala from **ni-msme** discussed various uses and hazards of plastics, proposing safety measures and alternatives to single-use plastics. The workshop aimed to educate and raise awareness about the environmental impact of single-use plastics and explore sustainable alternatives. Speakers highlighted the urgency of finding solutions to reduce plastic waste and emphasized individual and collective responsibility in achieving a cleaner and greener environment. Discussions revolved around the need for innovation in materials and waste management practices, as well as the role of government agencies and communities in promoting sustainable practices. The workshop served as a platform for stakeholders to collaborate and drive positive change towards reducing plastic pollution.



Training Programme on Planning and Promotion of MSMEs

ni-msme organized a Training Programme on Planning and Promotion of MSMEs for four aspirational and practicing entrepreneurs from Vizianagaram, West Godavari, Srikakulam and East Godavari Districts of Andhra Pradesh. Mr. J. Koteswara Rao, Programme Director & Associate Faculty Member, **ni-msme** welcomed the participants during the inaugural session and briefed about the programme content and objectives.



Subject Matter Experts discussed MSME

Policies, Cluster Development and Govt. Support for MSME Sector. Exposure visits to National Fisheries Development Board (NFDB), Indian Institute of Millets Research (IIMR) and T-Works were a part of the programme. During the valedictory, the participants expressed their views about the programme and said that the programme was very useful and informative. They also appreciated the **ni-msme** Faculty and Guest Speakers

Valediction of Skill Development Programmes

ni-msme organized Valedictory & Certificate Distribution of Skill Development Programmes under ATI scheme of Ministry of MSME, Govt. of India. Total 40 programmes under IT/ITES, Food, Beauty & Wellness, Multimedia and Apparel Sector were organized by **ni-msme**.

Dr. S Glory Swarupa, Director General, **ni-msme**, presided over the event. The programme was also attended by Faculty Members, ATI trainers & Coordinators, **ni-msme** staff, and Press & Media. Ms. V. Swapna, Associate Faculty Member extended a warm welcome and provided an overview of the skill development programmes. Dr. S. Glory Swarupa highlighted the significance of skill trainings in creating employment opportunities for the youth. Participants shared their experiences highlighting the



effectiveness and impact of the skill development programmes. Certificates were distributed to all

the participants. ESDP trainees exhibited their products in stalls, highlighting their newfound skills and creativity. Additionally, a ramp walk was conducted by fashion designing students, showcasing their skills.



Training programme on Circular Economy-Emerging Trends in Waste Management

ni-msme organized a training program on "Circular Economy - Emerging Trends in Waste Management" from 29 February to 02 March 2024, at JNTU Hyderabad, sponsored by RGNIYD, Ministry of Youth Affairs & Sports, Govt. of India. The program was inaugurated by Dr. G. Venkata Narasimha Reddy, Principal, University College of Engineering, Science & Technology, JNTUH, with Prof. Padmavathi, Vice Principal, as the Guest of Honor. Prof. ArchanaGiri, Head of the Department (HoD) at the Center for Biotechnology, Dr. Saida Naik, Associate Professor. Mr. J. Koteswara Rao, Associate Faculty Member & Programme Director, along with Dr. Uma, Associate Professor and Programme Coordinator, joined the inauguration.



Mr. J. Koteswara Rao welcomed participants, discussing **ni-msme's** activities and technologies for wealth creation from agricultural waste. Dr. G. Venkata Narasimha Reddy emphasized the loss of nutrients due to burning crop residue. The Sessions

covered government schemes, environmental-friendly waste processing technologies, and success stories like paper plates from natural fiber biomass and growing oyster mushrooms on coconut waste.

Training Programmes on Promotion of Aquaculture and Fisheries Sector

ni-msme has been entrusted with conducting 20 Training Programmes for the Promotion of Entrepreneurship among SC Unemployed Youth in Aquaculture and Fisheries Sector, sponsored by National Fisheries Development Board (NFDB). The training programs were organized with the objective to inculcate Entrepreneurial zeal and capabilities among SC youth in fisheries and aquaculture sector.

ni-msme successfully conducted 12 programmes in various places in Andhra Pradesh, Madhya Pradesh, Tamil Nadu, and Odisha.

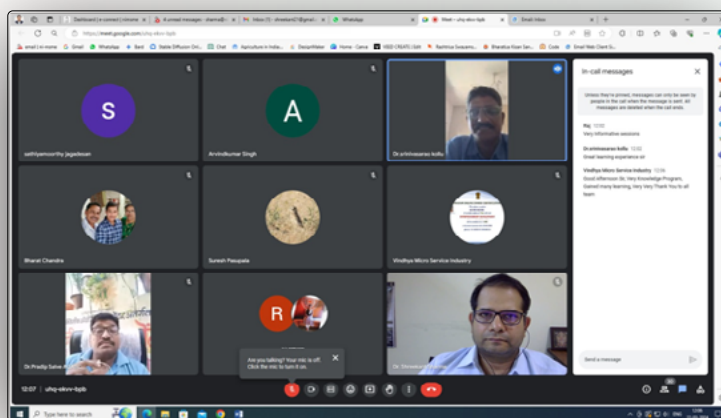
Dr. Shreekant Sharma, Faculty Member, **ni-msme** and Mr. Vivek



Kumar, AFM, **ni-msme** are the Programme Directors. Various sector specific speakers were invited to conduct the sessions. Various inputs on business plan preparation, feasibility studies are also taught. Exposure visits were arranged to have practical understanding of fish production and processing. The feedback of the programs was rated excellent on five-point scale by the participants.

Collaboration Programme with MANAGE

ni-msme, in collaboration with National Institute of Agricultural Extension Management (MANAGE), organized two online training programmes. "Training of Trainers in Entrepreneurship Development and Mentoring," organized from 18 to 22 March 2024, had sessions on agricultural extension management and ways to equip participants with the necessary tools and strategies to foster entrepreneurship among agricultural communities.



The programme on "Innovative Leadership

and Decision-Making Skills for Extension Professionals," organised from 21 to 23 March, 2024, aimed to empower extension professionals with innovative leadership techniques and effective decision-making frameworks tailored towards agricultural sector. Dr. Saravanan Raj, Director, MANAGE and Dr. Shreekant Sharma, FM, SEE were the Programme Directors.

Both programs attracted a diverse group of participants, including agricultural extension officers, entrepreneurs, NGO functionaries, scholars and researchers, who actively engaged in discussions, case studies, and practical exercises throughout the sessions. The programs concluded with participants expressing their appreciation for the enriching experience and willingness to apply their newfound knowledge and skills to support the growth and prosperity of agricultural communities.

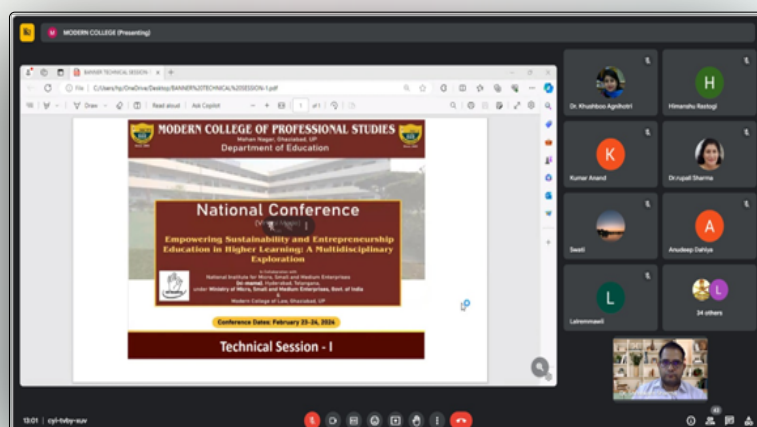
National Conference on Entrepreneurship Education

ni-msme organized a National Conference on "Empowering Sustainability and Entrepreneurship Education in Higher Learning: Multidisciplinary Exploration" in collaboration with Modern College of Professional Studies & Modern College of Law from 23 to 24 February 2024.

The inaugural session was attended by Prof. (Dr.) Nisha Singh, Principal of MCPS; Dr. V. K. Arora, Chief Executive Officer of IGDTUW. Dr. S. Glory Swarupa, Director General, **ni-msme**, graced the assembly as the Chief Guest, emphasizing the importance of nurturing entrepreneurship and sustainability in higher education. Dr. Nishi Tyagi, Head of the Department of Education at MCPS, extended the vote of thanks to all attendees and speakers.

Dr. Shreekant Sharma, FM, SEE chaired the Technical Session, along with Dr. Fahar Ali, Associate Professor, Department of Mass Communication, focused on "Entrepreneurship Education for Sustainable Development". The event, with 117 attendees and 98 presenters, aimed to foster a

diverse and inclusive environment for meaningful dialogue on these crucial topics. The conference explored on important topics viz. "Evaluating Progress and Enhancing Impact in Sustainability and Entrepreneurship Education" and "Harnessing Technology for Sustainable Education." The Conference concluded with reflections on the enriching discussions, emphasizing the importance of integrating sustainability and entrepreneurship into education.



PMKVY 4.0 Special Project in NER

ni-msme is conducting Skill Development Programmes under PMKVY 4.0 Special Projects in five states in the North East Region. Sponsored by National Skill Development Corporation (NSDC), the project includes training on job roles like Food & Beverage Service Associate, Aquaculture Worker, Mushroom Grower (Entrepreneur), Bamboo Work Artisan till March 2024, a total of 1556 candidates enrolled for the trainings across job roles.



PMKVY Short Term Training

ni-msme is conducting Skill Development Programmes under PMKVY Short Term Training Programme in the campus. The enrolled candidates are being trained in the areas like Junior Software Developer, Beauty Therapist, Tailoring and Craft Baking. By the end of March 2024, 405 candidates, in 12 batches, enrolled themselves for training in the above-mentioned areas.

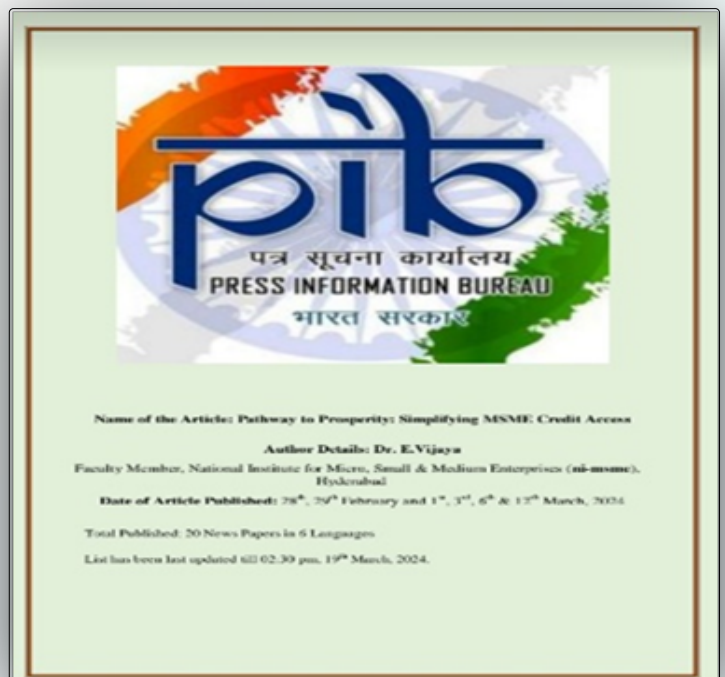


Article Published by Faculty Member @ PIB, Gol

Dr. E. Vijaya, Faculty Member, **ni-msme** published an article titled: "Pathway to Prosperity: Simplifying MSME Credit Access" at Press Information Bureau, Government of India.

The article focused on the initiatives by Ministry of MSME, Gol through various schemes and programs in the areas of Credit & Marketing Support, Technological Assistance, Infrastructure Development and Skill Development Activities for MSMEs over the past decade.

The article got published in 16 states in 6 different vernacular languages in 20 local newspapers.



Training Programme on Interventions in Rural Clusters

ni-msme organized a Training Programme on "Interventions in Rural Clusters" from 08 to 12 March 2024. The program aimed to equip FPOs with the tools and knowledge necessary to thrive in Maharashtra's diverse agricultural landscape. The programme was led by Mr. K Surya Prakash Goud, Faculty Member, **ni-msme** as Programme Director. A total of 37 individuals representing various FPOs across Maharashtra participated in the programme.



Dr. S Glory Swarupa, Director General, **ni-msme**, addressed the participants, and highlighted Maharashtra's vast potential for further development in agriculture sector. The programme laid a strong foundation for strategic product development, with participants tasked with devising five-year market targets to guide their endeavors. During valedictory, participants shared their achievements and appreciated the programme.

Business Models for Farmer Producer Organizations (FPOs)

ni-msme organized three-day programme on "Business Models for Farmer Producer Organizations (FPOs)" from 15 to 17 March 2024, coordinated by Mr. K. Surya Prakash Goud. The programme, attended by 17 participants, aimed to foster growth and development within the agricultural landscape of Maharashtra. The programme covered various aspects of agricultural development, including market surveys to assess investments required for sustainable individual and collective impacts, cluster concepts, etc. Participants explored marketing strategies and innovative approaches to maximize agricultural productivity and profitability. The discussions and insights generated during the programme will contribute to the ongoing efforts to strengthen the agricultural sector in Maharashtra and drive sustainable development in rural areas.



Youth Empowerment Training Programme on Branding and Marketing Plan for Startups

ni-msme organized three-day training programme titled "Branding and Marketing Plan for Startups," from 05 to 07 March 2024 at IIP, Hyderabad. The programme sponsored by Rajiv Gandhi National Institute of Youth Development, Ministry of Youth Affairs & Sports, Govt. of India, was coordinated by Mr. Sarath Muthyala, Associate Faculty Member, **ni-msme**.



40 individuals, who participated in the programme gained insights into establishing credible brands and retaining customers through effective marketing strategies, including content development, social media leverage, and event attendance. The programme emphasized measuring marketing effectiveness and refining strategies accordingly. By offering practical guidance and industry expertise, **ni-msme** sought to empower startups and enhance their success rates. Attendees left equipped with the knowledge and tools to navigate the competitive business landscape, poised for growth and success in their entrepreneurship.

Idea Hackathon 3.0

ni-msme organized a productive meeting with the winning participants of Idea Hackathon 3.0, a flagship program under the MSME Innovation Scheme to stimulate innovation and cultivate a thriving entrepreneurial eco system. Dr. S. Glory Swarupa, Director General, **ni-msme** felicitated the new incubates, Ms. Thiparu Swapna for Fire Safety and Ms. Anusha Priya Jaggery for Multi Millet Rice. Discussions focused on the effective implementation of the MSME Innovation Idea Hackathon 3.0, with an emphasis on streamlining processes to maximize its impact.

Mr. Sarath Muthyala, AFM & SPOC for Idea Hackathon 3.0 (Women) along with other **ni-msme** staff Mr. K. Surya Prakash Goud, Ms. V. Swapna, and Mr. Tejeswara Rao, engaged in the meeting, highlighting the institute's tireless commitment to nurturing aspiring entrepreneurs and fostering an environment that encourages innovation. The agenda centred on outlining a clear course of action, providing detailed explanations of the MSME Innovation scheme's guidelines and exploring avenues for bringing these groundbreaking ideas to life.



Start-up Village Entrepreneurship Program (SVEP) @ Jharkhand

ni-msme successfully completed field surveys and FGDs, a crucial milestone for the preparation of Detailed Project Reports (DPRs) under the Start-Up Village Entrepreneurship Programme (SVEP) project in Jharkhand. Led by Mr. K. Surya Prakash Goud, along with Mr. D. Tejeswara Rao and Mr. Awadh Kishore, **ni-msme** team covered nine blocks across six districts in the state.

With the submission of DPRs showcasing impressive progress, **ni-msme** has extended business support services and capital for the economic activities of aspiring entrepreneurs. Under SVEP in Jharkhand, **ni-msme** is promoting both individual and group enterprises, with a primary focus on the manufacturing, trading, and service sectors. By providing self-employment opportunities with financial assistance and training in business management and soft skills, the program aims to uplift rural communities and create sustainable livelihoods. By empowering rural entrepreneurs and fostering a culture of innovation and entrepreneurship, the institute aims to catalyze socio-economic growth and transform lives in rural areas.



Union Minister Visited Bundu Bamboo Cluster in Jharkhand

Shri Arjun Munda, Union Minister for Tribal Affairs and Agriculture and Farmers' Welfare, visited Bundu Bamboo Cluster in Jharkhand on 22 March 2024. During visit, he inspected the Common Facility Centre (CFC) and interacted with members of the Bamboo Cluster, who showcased various activities of the Bundu Bamboo Products. They presented a diverse range of bamboo-based activities, highlighting the significant impact of this industry in the region.

Addressing the media, Shri Arjun Munda highlighted the significance of Jharkhand's abundant natural resources, particularly bamboo. He emphasized that bamboo presents a golden opportunity to stimulate economic activity and foster sustainable development in the state. He mentioned the Government of India's commitment to strengthening artisans across all sections of society for their economic growth through initiatives like the Scheme of fund for Regeneration of Traditional Industries (SFURTI).

Expressing satisfaction with the ongoing initiatives, the progress of CFC building and production activities, Shri Arjun Munda stressed the transformative potential of these clusters, and envisioned these clusters as catalysts for creating a vibrant economic ecosystem that not only promotes sustainability but also empowers local communities in Jharkhand by becoming a leader in eco-friendly product manufacturing.



EDP Training Programmes at Leh and Kargil, UT of Ladakh

ni-msme conducted two Training Programmes on Entrepreneurship Development, from 03 to 05 March 2024 in Leh and from 07 to 09 March 2024 in Kargil, Union Territory of Ladakh, under Deen Dayal Upadhyaya National Urban Livelihood Mission. In the programs led by Mr. Sarath Muthyala, Associate Faculty Member, **ni-msme**, a diverse group of 135 participants engaged in the program. These individuals hailed from Self-Help Groups (SHGs), SHG-led micro enterprises, as well as aspiring entrepreneurs, both individually and in groups. Supervised by the State Mission Management Unit in Ladakh, the training sessions covered a wide range of topics like securing investment, identifying production opportunities, organizing enterprises, and navigating legalities, essential for entrepreneurial success. Through out the training, participants were motivated by success stories, inspiring them to pursue their entrepreneurial dreams. Equipping Ladakh people with essential skills, knowledge, and inspiration, these programs are poised to drive economic empowerment, helping them address local challenges and capitalize on unique opportunities.



Women Excellency Award to Faculty, ni-msme

Dr. E. Vijaya, Faculty Member, **ni-msme** received Women Excellency Award -2024 from Vasavi Club, Secunderabad for Professional Excellence in the field of Training, Research and Consultancy Services for the Promotion and Development of MSMEs.



Faculty @ International Women's Day

Dr. E. Vijaya, Faculty Member, **ni-msme** was invited as Chief Guest for International Women's Day Celebrations at Agarwal Shiksha Samithi, Charminar on 11 March 2024 and Hyderabad Vysya Youth Association on 14 March 2024.



During the programs, Dr. Vijaya enlightened the women candidates on Government Schemes & Promotional Institutions to support entrepreneurs and start-ups and motivated the women to take up entrepreneurial activities to create employment opportunities to boost the economy.

Visits of DG

Dr. S. Glory Swarupa, Director General, **ni-msme** addressed the gathering during Conclave and inaugurated NITTE Jackfruit Cluster, Karnataka on 15 March 2024 supported by Ministry of MSME, Govt under SFURTI Scheme.



Dr. S. Glory Swarupa, Director General, **ni-msme** served as the Session Chair for a panel discussion titled "Prospering MSME: Driving the growth of MSME: Role of Academia Collaboration." She emphasized the significance of technological advancements and the adoption of Industry 4.0 within the MSME sector has potential for absorbing skilled educated youth of the nation. The event, known as Sankalp 2.0, aimed at fostering networking, exchanging ideas, and showcasing thought leadership, was organized by Department of Management Studies, IIT Madras, Chennai on 20 March 2024.



On the eve of International Women's Day Celebration, Dr. S. Glory Swarupa, Director General, ni-msme Participated in various Institutions @ Hyderabad

As Chief Guest for International Women's Day at Gokaraju Rangaraju Institute of Engineering and Technology, Bachupally on 06 March 2024.



As Chief Guest at Matrushree Residents Welfare Society, Hyderguda on 08 March 2024.

As Guest of Honor by Kompalli Data Solutions Pvt. Ltd, Park Hayatt, Banjara Hills on 07 March 2024.



As Guest of Honor at State Bank of India (SBI) Local Head Office, Koti on 07 March 2024.



As Chief Guest at ICAR-Central Research Institute for Dryland Agriculture, Saidabad on 08 March 2024.



Our Journals

Journal of Innovation, Entrepreneurship, Management and Skill Development (JIEMS)
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