

# ni-msme News Corner (NNC)



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

## Training of Trainers (ToT) in Entrepreneurship Development for AYUSH

The maiden one-week Training of Trainers (ToT) on Entrepreneurship Development for Coordinators of Research and Innovation Cell of 30 faculty from different colleges of 10 states was organized from 18 to 22 December 2023. The program was conducted to empower the participants with the necessary skills and knowledge required to instil entrepreneurial values in their trainees. Entrepreneurship development in the Indian System of Medicine sector is crucial for fostering innovation, growth and sustainability. The Indian System of Medicine has gained recognition for its holistic approach to health and well-being.



Contd..2

- » EAPs at KSNVAHS, Karnataka
- » Secretary General, AARDO Visits ni-msme
- » Entrepreneurship Skill Development Programs Valediction
- » Scientific Honey Beekeeping Training
- » Agro-Based Entrepreneurship Development
- » Renewable Energy Sources in Agriculture & Allied Sectors
- » Management Development Programmes (MDP)
- » Refresher Training Programmes
- » Creating Wealth from Waste
- » Management Students Visit to LBI
- » Patent Granted: System & Methodology for Drying Agri Commodities
- » Millets for Global Food Security: International Roundtable
- » Visits of Director General



Dr. S. Glory Swarupa, Director General, **ni-msme**, Dr. K. Jagannathan, President, Board of Unani, Siddha and SowaRigpa, and Dr. S. M. Kudari, Member, Board of Ethics & Registration, NCISM, graced the inauguration. The program was directed by Dr. Shreekanth Sharma and Mr. V. B. Rajendra Prasad. Interactive sessions on entrepreneurship and visits to CSIR-CIMAP, T-Hub, T-Works and Pharma Expo broadened the horizon and confidence of the participants. Vaidya Jayant Deopujari, Chairperson, NCISM, Dr. S. Glory Swarupa, Director General, **ni-msme** and Dr. Sreenivasa Prasad Buduru, President,



Board of Ayurveda, distributed certificates to the participants on successful completion of the training program during the valedictory session. Overall, the participants expressed that this Training of Trainers (ToT) initiative by **ni-msme** represents a commendable effort to bridge the gap between traditional medicine and entrepreneurship. The program contributes to the growth and sustainability of the Indian Medicinal Sector while fostering innovation and holistic well-being.

## EAPs at KSNUAHS, Shivamogga, Karnataka

**ni-msme** organised four Entrepreneurship Awareness Programmes (EAPs) under Institutional Development Plan (IDP), National Agricultural Higher Education Project (NAHEP) for Keladi Shivappa Nayaka University of Agricultural & Horticultural Sciences (KSNUAHS), Shivamogga, Karnataka.

These programmes were organised from 26-29 December 2023 by Mr. Sarath Mutyala, AFM, SED and Mr. V. B. Rajendra Prasad, AFM, SEE. The students and faculty from College of



Agriculture, Iruvakk; College of Horticulture, Hiriyur; College of Forestry, Ponnampet and College of Horticulture, Mudigere expressed their gratitude to Dr. R. C. Jagadeesha, Vice Chancellor, Dr. S. Glory Swarupa, Director General and Dr. K. C. Shashidhar, Registrar for their vision and establishing Entrepreneurship Development Cells.

## Revamping Traditional Industries Towards Indian System of Medicine



Traditional Indian medicine is one of the oldest medical sciences in the world and India is home to the world's oldest medical system, Ayurveda. With its unique strengths coming to the fore, demand for AYUSH treatments like Ayurveda, Yoga, Siddha, Unani, and Homoeopathy has increased across the world, and the same is also promoted.

Unani Medicine is regarded as both a scientific and a skill of treatment. It is a great vocation to heal mankind's suffering. The approach is well-liked in the community owing to its fresh concept of the preventative, marketing, and therapeutic aspects of medical care. It has gained widespread acceptance as a supplemental healthcare method.

The use of herbal medicine in India offers numerous benefits to individuals seeking natural healing alternatives. Advantages of natural medicine include: A holistic approach to healing; is often more cost-effective and accessible; It helps boost the immune system; It can help overcome nutritional deficiencies and support healing at the same time; Generally, Natural Medicine has very few side effects compared to conventional medicines; The raw materials required to create natural medicine are readily available in nature; They do not need to be adulterated; Provides a user-friendly alternative to the typical doctor-patient interaction; Treats the cause, not just the symptoms.

*Above all they are non-toxic*

The **Heal by India** initiative is designed with an intent to increase health workforce mobility from India to different parts of the world to serve the world as per Indian philosophy Vasudaivaka Kutumbakam. Heal in India initiative seeks to provide "integrated and holistic treatment" to the world and enhance patient mobility for access to world class, affordable, and quality healthcare services. India has been assisting in this area by helping to increase the skills of healthcare professionals and promoting the use of digital technology.

The value of Indian wellness industry is estimated at Rs. 49,000 crore (US\$ 6.70 billion) is gaining momentum on the back of Government focus on building a healthy and fit India. Ayurveda is an alternative medicine system with historical roots in India. The Indian wellness and ayurveda industries go hand in hand. Ayurveda is globally acclaimed for its preventive healthcare properties and treatment of many chronic lifestyle disorders. The Indian ayurveda industry has several large players, with the Micro, Small and Medium Enterprises (MSMEs) capturing 80% market share. Ayurveda is witnessing a resurgence in India because people have accepted this as a way of life as opposed to the earlier notion of ayurveda as an alternative area of medicine.

Healthcare has become one of the largest sectors of the Indian economy, in terms of both revenue and employment. It has been growing at a CAGR of 22% since 2016, employing 4.7 million people directly. The sector has the potential to generate 2.7 million additional jobs in India between 2017-22 over 500,000 new jobs per year. To further boost the industry, Board of Ayurveda (BoA) and Central Council for Research in Unani Medicine (CCRUM), Ministry of AYUSH, Govt. of India has made an agreement with **ni-msme** for acceleration of traditional medicine industries as well as promotion of Unani clusters.

**ni-msme** is organising series of residential programs on Training of Trainers in Entrepreneurship Development (ToTED) for the Coordinators of Research and Innovation Cell (RIC) of Ayurveda/Siddha/Unani/Sowa Rigpa Colleges (ASUS) spread across the country. The objective is to equip the Faculty Doctors with skills and knowledge that are essential for inculcating entrepreneurial values in students/scholars further guiding and mentoring their progress towards entrepreneurial career in Indian Medicinal Sector.

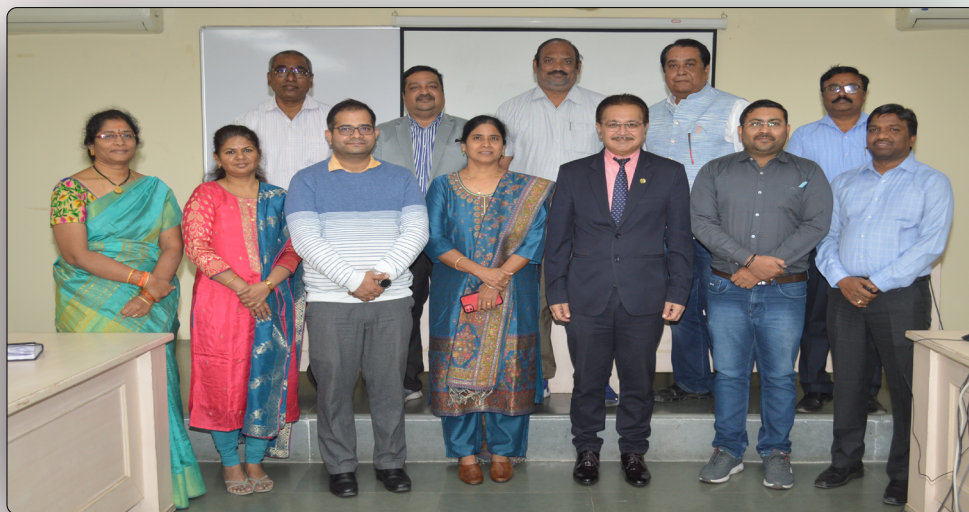
*Dr. S. Glory Swarupa*  
*Director General*



## Secretary General AARDO visits ni-msme

His Excellency Dr. Manoj Nardeosingh, Secretary General, African Asian Rural Development Organisation (AARDO), visited **ni-msme** on 13 December 2023 and had a meeting with DG, **ni-msme**, and an interactive session with all the faculties to discuss different priorities of AARDO and conduct the program jointly as per the International Priority. He appreciated **ni-msme** for organizing different programs for the benefit of unemployed/employed youth to achieve the SDG Goal. He highlighted that such initiatives would bridge the gap between academic learning and practical application, preparing individuals to thrive in dynamic and competitive environments and in turn uplift the economy and GDP of that partner country.

He enthusiastically conveyed his willingness and readiness to collaborate with **ni-msme**, acknowledging and valuing the institution's extensive knowledge base and wealth of experience. In his expression of openness, he recognized the potential for a fruitful partnership, highlighting the valuable contributions that **ni-msme** could bring to joint initiatives or projects. His positive sentiment toward working with **ni-msme** reflects a shared commitment to leveraging expertise for mutual benefit and achieving common goals in the realms of education, skill development, and enterprise development.

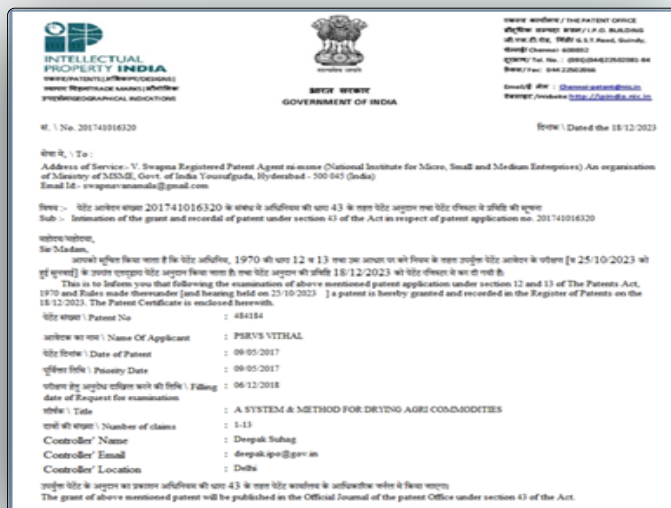


## Patent Granted: System & Methodology for Drying Agri Commodities



**ni-msme's** Intellectual Property Facilitation Centre congratulates PSRVS Vithal for the patent grant titled "A System & Method for Drying Agri Commodities," which was filed in March 2015. The invention is about a system for drying Agri Commodities that comprises a net hoisted at "One Foot above Ground Level on wooden/ metal posts as 'H' structure at the farm location." This system effectively utilizes the SUN - AIR drying medium for drying and prevents the Agri commodities

from the contact of soil-borne contamination and FOG/MIST/DEW-RAIN damage during the drying process, providing superior quality, safe, and hygienic food for human consumption.





## Scientific Honey Beekeeping Training

**ni-msme** conducted one-week training programme on Scientific Beekeeping sponsored by National Bee Board, Ministry of Agriculture and Farmers Welfare, Government of India. These programs were held at various locations, including KVK, Sonapur, Odisha, **ni-msme** campus in Hyderabad, Telangana, and KVK, Nellore, Andhra Pradesh. The initial training took place at KVK, Sonapur, Odisha, from 13 to 19 December 2023, attracting



25 participants, including farmers, unemployed youths, women, and other enthusiasts interested in beekeeping. Following this, another program was conducted at **ni-msme** campus from 19 to 26 December 2023, where a total of 26 participants acquired skills and knowledge in scientific beekeeping. The third training program was organised at KVK, Nellore, Andhra Pradesh, from 14 to 20 December 2023. In this programme 25 beneficiaries received training on scientific honey beekeeping.



The programs covered various topics, including the history of honey beekeeping, the Madhu Kranti initiative of the Government of India, different honey bee species, distinctions between traditional and scientific beekeeping, and the instruments and extraction methods for various honey bee products. Field visits were arranged for the participants' benefit. Certificates were awarded to all successfully completing the training. The success of the programs was attributed to the contributions of Program Director Dr. Shreekant Sharma, Co-Programme Director Mr. V. B. Rajendra Prasad, and Program Coordinator Dr. Shirish Prabhakar Kulkarni, Hindi Translator.



## Advanced Entrepreneurship & Skill Development Programme on Machine Learning: Converting Theory into Practice

**ni-msme** organized an Advanced Entrepreneurship & Skill Development Programme (ESDP) on Machine Learning at Sri Indu Institute of Engineering & Technology from 18-22 December 2023, sponsored under ESDP scheme, DC-MSME, Ministry of MSME, Govt of India.

The programme was attended by 20 engineering participants who were looking for high-end technology entrepreneurship. The programme covered topics such as introduction to machine learning, decision tree algorithm, ANN - multilevel networks & back propagation algorithm, ANN - evaluation hypothesis, Bayesian theorem & Introduction to genetic algorithm, followed by hands-on experience on real-time projects.

The sessions were handled by industry professionals and **ni-msme** faculty members, including Dr. B. B. M. Krishna Kanth, Senior data scientist, Mobile programming.com; Mr. Naveen Shamala, Global Portfolio Management leader, Diebold software company, Dr. Geeta Tripathi, Professor, CSE, GNIT, Dr. M. Varaprasad Rao, Professor in CSE at CVR college of engineering, and Dr. E. Padmalatha, Professor, CBIT. The participants gave good feedback and informed that it was a valuable opportunity for them to enhance their skills in machine learning and entrepreneurship.





# Management Development Programmes (MDP)

## 1. MDP on Quality Management Practices for MSMEs

The School of Enterprise Management (SEM) organized a Management Development Programme on Quality Management Practices for MSMEs from 18-22 December 2023, sponsored by DC-MSME, Ministry of MSME, Govt. of India under ESDP scheme. The programme was attended by 25 faculty members from different academic institutions. The training programme provided an understanding of Quality concepts apart from TQM Implementation in MSME sector. It also highlighted the important aspects and Principles of TQM, Work Place Management through 5S approach, Kaizen & Kanban, Lean & TPM, Planning & implementation of TQM, Best practices of TQM, Implementation in MSMEs and MSME Schemes on Quality. The sessions were handled by industry professionals and **ni-msme** faculty members, including Ms. V. Swapna, Faculty, **ni-msme**, Shri. C. V Ramana QCFI faculty, Shri. H. V. Ramana Murthy, and Dr. G. Sudharshan, Business Consultant. The programme received good feedback from the participants.



## 2. MDP on e-Waste Management & Recycling Options for MSMEs

The School of Enterprise Development, National Institute for MSME (**ni-msme**), organized a one-week Management Development Programme on "e-waste Management & Recycling options for MSMEs" from 11-15 December 2023. The programme was sponsored by DC-MSME under the ESDP scheme, Ministry of MSME, Government of India, and supported by the initiative. The training was exclusively designed for 25 Scheduled Caste Budding and Prospective Entrepreneurs from Recycling units, e-Waste Recyclers, Environmental Depts, Executives form NGO,s Educational Institutions and R&D Labs. The programme focused on emerging trends in e-waste management, advanced management strategies, and how to recycle e-waste to generate revenues. The programme attracted 25 management professionals, entrepreneurs, and academics. The training curriculum covered the composition of e-waste, e-waste collection system, Extended Producer Responsibility (EPR), e-waste Recycling Practices & Challenges, Role of informal sector in e-waste Management, Procedures for setting up of e-waste Recycling facilities, Environmental Sound Management of e-waste, Approaches for effective management systems for e-waste, Case Studies & Group Discussions. The programme was directed by **ni-msme** Associate faculty member Mr. J. Koteswara Rao. The discussions were led by **ni-msme** Faculty, Industry Professionals, and industry officials. Participants found the programme educational and useful and rated the event "Excellent" while praising the **ni-msme** faculties and guest speakers.





### 3. MDP on SME Financing – Approaches & Strategies

The School of Enterprise Management at the National Institute for MSME (**ni-msme**) organized a Management Development Program on SME Financing - Approaches & Strategies from 18 to 22 December 2023. The program was sponsored under ESDP Scheme, O/o Development Commissioner, Ministry of MSME, GoI and was attended by 25 participants from various streams such as management professionals, entrepreneurs, and academicians. The program director was Dr. E. Vijaya, FM, SEM.

The objective of the program was to improve the operational skills to assess the credit requirements of borrowers, scrutinize and appraise loan proposals, and to develop suitable systems of supervision and follow-up to ensure proper utilization of funds by the borrowers and prompt recovery. The



sessions were handled by **ni-msme** faculty and also well-experienced bankers, industry officials, and rating officials, and they enlightened the participants on the topics such as financing small and micro enterprises, risk in financing, monitoring, recovery financial services, sickness & rehabilitation, and credit rating, etc.

The participants expressed their views about the program. They said that the program was very useful and informative. The participants also appreciated the faculty,

**ni-msme** and guest speakers and rated the program as very good.

### 4. MDP on Renewable Energy Sources in Agriculture & Allied Sectors

**ni-msme** has organised one week Management Development Programme on “Applications of Renewable Energy Sources in Agriculture and the Allied Sector”. Father Dr. P. Anthony Vinay, Principal, St. Mary's Centenary College of Management, Secunderabad inaugurated the programme. He highlighted India's leadership in encouraging solar-based economies and its significant wind power installed capacity. The program also supported research and development in solar photovoltaic, solar thermal, hydrogen, fuel cells, and wind-solar hybrid systems.

**ni-msme** has been instrumental in promoting solar panel installations and fostering innovation by integrating technology, enterprise, and efficient management. It has created awareness through webinars and capacity-



building programs over the past seven years. The PM Kusum Scheme aims to add solar and other renewable capacity of 25,750 MW by 2023, focusing on the application of hybrid technologies in agriculture and allied sectors.

Participants were encouraged to share their experiences and implement learning in their agriculture fields. They were advised to use solar technologies, with financial support from state renewable energy development corporations. An exposure visit was arranged. The program concluded with a vote of thanks.

## 5. MDP on Environmental Impact Assessment Process & Procedures

The National Institute for MSME (**ni-msme**) and St. Pious PG College for Women in Habsiguda, Nacharam, organized a one-week Management Development Program on “Environmental Impact Assessment (EIA) Process and Procedures” from 18-22 December 2023. The program, sponsored by the ESDP Scheme, was attended by 25 participants, including aspiring EIA professionals. Principal B. Velangini Kumari emphasized the importance of the EIA process.

The Management Development Program on Environmental Impact Assessment (EIA) Process and Procedures, organized by **ni-msme** and St. Pious PG College for Women, was attended by EIA professionals. Topics covered included project evaluation methodologies, environmental clearance processes, case studies, and risk analysis. Participants rated the program as “Very Good” and received certificates.

Mr. J. Koteswara Rao, Faculty of **ni-msme**, was the program director, and there were sessions led by **ni-msme** faculty and experienced EIA professionals. The program attracted 25 participants who aspire to become EIA professionals.



## 6. MDP on Branding and Packaging for MSMEs

The School of Entrepreneurship and Extension at **ni-msme** organized a five-day Management Development Programme on Branding and Packaging for MSMEs from 11 to 15 December 2023 at Hyderabad Institute of Technology and Management (HITAM), Hyderabad. The program was directed by Mr. Vivek Kumar, Associate Faculty Member, SEE, while Mrs. K. M. Sujatha, Associate Professor, HITAM, coordinated the activities on behalf of HITAM.

Throughout the program, 25 participants, faculty and resource persons from diverse areas of expertise delivered sessions on different aspects. The key topics discussed during the program included the importance of branding, principles of packaging, eco-friendly packaging, creating brand value, and expanding product reach.

Finally, a valedictory session was organized at the **ni-msme** campus. All the participants, along with Dr. Satheesh Reddy, Asst Dean, IIC, Hitam, visited **ni-msme**. Before the valedictory session, the students were taken to Livelihood Business Incubator (LBI) to have a hands-on experience and direct interaction with the entrepreneurs. Later during the day, Dr. S Glory Swarupa, Director General, **ni-msme**, chaired the valedictory function of the program. Participants shared their impressions about the program and expressed their desire for the program to be of a little longer duration. All smiles from the participants showed that the program was a great success. Dr. S Glory Swarupa, Director General, motivated the participants and urged them to dream big and utilize the learnings gained from the program.





## 7. MDP on Management of Technology Business Incubators

The School of Enterprise Development (SED) at the National Institute for MSME (**ni-msme**) organized a five-day MDP Programme on Management of Technology Business Incubators from 18 to 22 December 2023, at Govt. ITI Mallepally. The training program was attended by 25 faculty and entrepreneurs from various ITIs functioning under Dept of Employment and Training, Government of Telangana. The program was inaugurated by Mr. K. Surya Prakash Goud (FM), **ni-msme** along with S.V.K Nagesh, Joint Director (Trainings) Govt. of Telangana. This training was offered to training officers from various Government ITI institutions across Telangana State to enhance their entrepreneurial skills at the grassroots level. The program emphasized Technology Business Incubators and equipped the trainers with new trends and skills. The trainees also visited a Livelihood Business Incubator and participated in a one-day seminar titled "Technology Day on Digital Transformation Solutions for Indian Industry and Academic Institutions" at **ni-msme** campus, gaining valuable insights into innovation and incubators.



## 8. MDP on Business Plan Preparation for a Successful Start-up

**ni-msme** organized a five-day MDP program titled "Business Plan Preparation for a Successful Start-up" from 18.12.2023 to 22.12.2023 at Marri Laxman Reddy Institutions. The program was attended by 25 young and enthusiastic aspiring entrepreneurs. In today's dynamic business landscape, crafting a winning business plan is crucial for start-up's success. The training program was inaugurated by **ni-msme** AFM Sarth Muthyala from the SED department and MLRIT faculty members. This workshop equipped participants with the essential knowledge and tools to create a compelling roadmap for starting successful incubations.



## Refresher Training Programmes

### i) Office Procedures and Management:

The National Institute for Micro, Small and Medium Enterprises (**ni-msme**) organized a four-day refresher training program on office procedures and management in Hyderabad from 28 November to 21 December 2023. The program was sponsored by DC-MSME, Ministry of MSME, Government of India and was conducted in four batches. A total of 117 Group-C staff, instructors, and MTS attended the training program. The main objective of the program was to improve the knowledge and skills of the front-line functionaries of various departments on office procedures, administrative matters, and management skills. The program director was Dr. E. Vijaya, faculty member, **ni-msme**.



During the inaugural session, the Director General of **ni-msme** addressed the participants and expressed that refresher training is very important for government officers to update their fundamental skill sets and knowledge in government rules and regulations in order to enhance productivity in their workplace. Dr. E. Vijaya gave an overview of the program and the various topics that would be covered during the training program. The training sessions mainly included the manual of office procedures, establishment matters, service rules, and practical sessions on stress management, time management, and workplace etiquettes. The program featured eminent speakers from various government organizations e.g., Brahma Kumaris' and other international motivational speakers.



An assessment test was conducted to evaluate the performance of the participants regarding the learning outcome from the training. During the valedictory session, the Director General of **ni-msme** congratulated the participants for the successful completion of the training program and advised the trainees to apply the learning in their workplace to enhance their role efficiency and improve their core competencies. The participants shared their experiences and learning from the training program. At the end of the program, participation certificates were awarded to the trainees.

Contd..13



## ii) MSME Cluster Development for Agriculture Experts and Entrepreneurs

The School of Enterprise Development (SED) at **ni-msme** organized a three-day 'Refresher Training Programme on Cluster Development in Agriculture' from December 13th to 15th, 2023, sponsored by National Institute of Agricultural Extension Management (MANAGE). The training program was attended by 29 Agri-preneurs from Karnataka, Uttar Pradesh, Madhya Pradesh, Tamil Nadu, Telangana, and Andhra Pradesh.



The program was inaugurated by Dr. S. Glory Swarupa, Director General of **ni-msme**. She emphasized the active utilization of the provided information to maximize benefits, particularly in leveraging it to increase exports.

The Director General addressed entrepreneurs and agricultural experts, highlighting their collaborative consultancy efforts and commending their entrepreneurial approach to employment generation in the Agriculture sector. She suggested that learning from the collective work of these six states and their inter connectedness could yield valuable insights. Indian MSMEs hold immense potential in boosting the country's agro-export sector. By focusing on collaboration, innovation, and proactive government support, Indian MSMEs can become key players in boosting the country's agro-export sector, increasing farmer incomes, and contributing to economic growth.



Online platforms to connect directly with international buyers, eliminating middlemen and maximizing profit, are also crucial for success.

DG, **ni-msme** highlighted the importance of branding and packaging strategies for enhancing agricultural productivity and income. The program aimed to improve resources, market opportunities, and access for farmers and stakeholders. Certificates were awarded to the participants.

## Creating Wealth from Waste Agricultural and Household Waste

**ni-msme** organised a one-week training program on "Creating Wealth from Agricultural and Household Waste" from 4 to 8 December, 2023. The program attended by 66 agricultural students, highlighted the negative impact of burning crop residue on soil fertility and the growing global demand for bio-based products. The program covered 140 technologies, including crop harvesting, processing, and product synthesis.

This program is sponsored by Choudhury Charan Singh (CCS) Haryana Agricultural University. This program covered topics such as entrepreneurial characters, business opportunities, biogas plant construction and maintenance, developmental strategy, knowledge

dissemination, and agri waste utilization technology. The sessions were delivered by industry professionals and **ni-msme** faculty members. The event also included an in-plant exposure visit to biogas production and waste recycling plants.

The programme also included an in-plant exposure tour to the Biogas production plant located at Bowenapally vegetable Market and the Waste Recycling Plant located at EPTRI.



## Management Students Visit to LBI for Exposure

50 MBA students from St. Mary Centenary College of Management, Secunderabad, visited the Livelihood Business Incubator (LBI) on 19 December 2023 at **ni-msme** as part of their curriculum. During the visit, Mr. J. Koteswara Rao, Faculty, **ni-msme**, explained the many stages of incubation and how incubators provide resources, guidance, and a suitable environment for aspiring entrepreneurs.

All MBA students expressed an understanding of the practical aspects of developing ideas into sustainable businesses. visited Parikshith Food Products unit, they briefly explained about their products like Chocolate Cookie, Vanilla flavoured Cookie, salted soya bean nuts, Red chilli soya bean nuts, spanish tomato soya bean nuts, lime Pudina Soya bean nuts, Tofu Pickle, Tofu Pizza, Soya Curd and Soya Milk, etc. Mr. Praveen Kumar, Professor of St. Mary Centenary college of Management coordinated the visit.





## Agro-Based Entrepreneurship Development

The National Institute for Micro, Small and Medium Enterprises (**ni-msme**) conducted a two-week training program from December 18 to December 29, 2023, on Agro-Based Entrepreneurship Development Programme for 100 students from the Odisha University of Agriculture & Technology, Bhubaneswar. The program was directed by Dr. Shreekant Sharma and Mr. Vivek Kumar and aimed to instil entrepreneurial motivation and provide insights into opportunities in agriculture and allied sectors.

Dr. Glory Swarupa, Director General, delivered an inspiring address during the inauguration, offering valuable advice to trainees. She emphasized the importance of dedication and hard work in achieving entrepreneurial goals. During the inauguration of the program, Dr. Shreekant Sharma and Dr. Vivek Kumar motivated participants to choose a career in entrepreneurship, highlighting the increasing trend of Agri-entrepreneurship and the need for young entrepreneurs for rural development.

The sessions familiarized participants with concepts of entrepreneurship, government schemes, marketing, finance, GST, IPR, and other regulatory requirements for setting up agro-based ventures. Exposure visits to NRCM, ICRISAT, IIMR, NIRD-RTP, NFDB, and CIMAP were arranged to provide practical insights and broaden the participants' perspectives.

The program was enriched by the active participation of **ni-msme**'s faculty members, guest speakers, and other officials, providing valuable insights for the trainees on their entrepreneurial journey. Mr. Vijay Nadiminti, CEO of AgHub, PJTSAU, presided over the valedictory session and distributed certificates to the participants. The attendees expressed satisfaction with the comprehensive content, suitable for Agri-graduates launching their enterprises. The program concluded with a cultural night, enhancing the celebratory atmosphere marking the successful completion of this impactful training initiative.



## Seminar on Next Gen Technology

**ni-msme** organized a seminar titled 'Next Gen Technology for Industrial Designs' on December 11, 2023, sponsored by Marconi Technologies, at the **ni-msme** campus. The aim of this seminar was to focus on industry, academic, and public sector customers, accelerating their digital transformation journey through implementation of automation solutions.





## Technology Day on Digital Transformation Solutions

**ni-msme** organized 'Technology Day on Digital Transformation Solutions for Indian Industry and Academic Institutions', Pune sponsored by 3D Engineering Automation LLP, in collaboration with NIT Warangal and SIEMENS. The event marked a culmination of efforts aimed at technological advancement. DG, **ni-msme** addressed the audience, highlighting the MSME sector's adoption of Industry 4.0 technologies and noting its increasing awareness of this transformative shift. With 6.3 crore unorganized businesses, predominantly 99% in the micro-sector and only a few in the small-scale category, this sector holds significant economic importance, contributing to 33% of the GDP and playing a vital role



in employment generation. More than 6,000 products are registered in the MSME sector, aspiring to secure the third position and drive towards a 5 trillion economy, aligning with the PMO's directives. Achieving this goal involves strategic decisions encompassing employment creation, educational policies, and reforms, especially aimed at facilitating the transition of micro-enterprises into small-scale businesses, notably for women. To strengthen the 'Make in India' initiative and reduce reliance on Chinese products, there's a concerted effort to standardize manufacturing practices through



Intervention of Industry 4.0. This strategy aims to amplify exports while minimizing dependence on external inputs. Technological interventions such as 3D Printing, Augmented Reality (AR), Virtual Reality (VR), Artificial Intelligence (AI), and Block Chain are not only optimizing operations but also playing a crucial role in Industry 4.0 strategies. These advancements aim to amplify exports while concurrently reducing dependency on imports.

In the medical field, software-driven solutions are increasingly vital, optimizing processes with minimal material usage and extensive prototyping. Technology applications stand as crucial drivers for future automation.

Collaborations among 18 industry associations, MediaTek, and Aero City are underway to capitalize on these opportunities. Numerous schemes have been set in motion to seamlessly integrate Industry 4.0 technologies across sectors.





## Visits of Director General

Dr. S. Glory Swarupa, DG, **ni-msme**, inaugurated the National Seminar on Physical and Psychological Issues in Women: Management of Risks and Challenges organized by NIT, Warangal, sponsored by National Commission for Women, Govt. of India as Chief Guest on 15 December 2023. Later, the proceedings of the seminar were launched.



Dr. S. Glory Swarupa, Director General, **ni-msme** participated in the inaugural Ceremony of R&D Conclave and Industry Outreach organized by National Institute of Technology (NIT), Warangal on 16 December 2023. Guests of Honour during the event were Dr. Ramanuj Narayan, Director IMMT, Bhubaneswar, and Dr. J. R. Joshi, Project Director, DRDL, Hyderabad. Dean of 31 NITs across India participated in the conclave.



## Visitor's Gallery

Mr. Arbind Shrestha, Mentor & Associate Professor and Mr. Basudev Lal Karn, Mentor & Associate Professor from Birgunj Public College, Nepal interacted with DG, **ni-msme** for collaboration and guidance on Innovation, Entrepreneurship Development & Startup Promotion.





## Entrepreneurship Skill Development Programme Valediction

Dr. Manoj Nardeosingh, Secretary General of African Asian Rural Development Organisation (AARDO), was the Chief Guest for the valedictory session of the Entrepreneurship & Skill Development Programmes (ESDP), sponsored by MoMSME, Govt of India organized by **ni-msme**. The event was held on December 13, 2023, and was attended by participants who received training in various fields such as Craft Baker, Junior Software Developer, Beauty Therapist, Assistant Fashion Designer, and Web Developer. Programme Director Ms. V. Swapna, Associate Faculty Member, gave the introduction about the ESDP programmes and welcomed the participants. Dr. S. Glory Swarupa, DG, **ni-msme**, in her special address, urged the participants to apply the acquired skills in their career advancement or entrepreneurial endeavors.

Dr. Manoj Nardeosingh highlighted that such programmes play a crucial role in fostering innovation, enhancing professional capabilities, and nurturing entrepreneurial spirit among individuals. He appreciated **ni-msme** for organizing such programs for the benefit of unemployed youth and highlighted that such initiatives would bridge the gap between academic learning and practical application, preparing individuals to thrive in dynamic and competitive environments. Participants gave positive feedback and expressed that they got mentorship and guidance from industry experts. Certificates were awarded by the Chief Guest, and the vote of thanks was proposed by Dr. Shreekanth Sharma, Faculty, SEE.



## Memorandum of Understanding (MoU)

**ni-msme** entered into an MoU with Central Council for Research in Unani Medicine (CCRUM), Ministry of AYUSH, Govt. of India on 14 December 2023 for Training, Skilling, Research, Consultancy and Publications jointly in various scientific aspects related to Unani Medicine.



**ni-msme** also signed MoU with Bharatiya Yuva Shakti Trust (BYST) on 27 December 2023 for joint Entrepreneurship Development Programmes and Certification.

## Students Visit



Agripreneurship Orientation Programme for 126 Final Year B.Sc (Agriculture) students from Amrita Vishwa Vidyapeetham, Coimbatore was organised at **ni-msme** campus on 12 December 2023. Dr. Shreekanth Sharma delivered the session. The students visited Livelihood Business Incubator (LBI) and interacted with entrepreneurs.



## Millets for Global Food Security: International Roundtable

AARDO and MANAGE held an International Roundtable Meeting on "Millets for Global Food Security" from 12-14 December 2023. The event, attended by 31 delegates from 11 countries, highlighted the importance of coordinated efforts to enhance millet production and food security. DG, **ni-msme** delivered a special address on efforts of MoMSME and **ni-msme** for promotion of Millet based Enterprises. Key speakers



highlighted the need for improved millet production, food safety, and millets for health.

Renowned agricultural scientist Padma Shri Subhash Palekar and Indian Millet Man Padma Shri Khader Vali discussed the need for improvements in millet processing and marketing. They suggested creating food products from millets to address food security issues and increase mental awareness about millets. The event also unveiled the African-Asian Journal of Rural Development.

*ni-msme Wishes A Very Happy, Prosperous and Successful  
New Year 2024 to All The Readers*

**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**

Small Enterprises Development,  
Management & Extension Journal

*A worldwide window on MSME studies*

**Our Social Presence**



**Editorial Board**

Editor : Dr. S. Glory Swarupa  
Associate Editor: Dr. Dibyendu Choudhury  
Editorial Coordinator & Layout Design:  
Ms. P. Anjali Prasanna

Published by Dr. S. Glory Swarupa, Director General on behalf of National Institute for Micro, Small and Medium Enterprises

An Organisation of the Ministry of MSME, Govt. of India and ISO 9001:2015 certified

Yousufguda, Hyderabad 500 045, India. [www.nimsme.org](http://www.nimsme.org)