

ni-msme News Corner (NNC)



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

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



The 15th Governing Council (GC) and 14th AGM Meeting of National Institute for MSME (**ni-msme**) was held on 30 May 2023 at Diamond Jubilee Bhawan, **ni-msme** campus, Hyderabad under the Chairmanship of the Hon'ble Union Minister of MSME, Shri Narayan Tatu Rane Ji. The Ex-Officio members Smt. Mercy Epao, JS(SME), MoMSME & CMD, NSIC MoMSME; Shri Himanshu Asthana, GM I/c. (SIDBI) and Nominated Members Shri Jayesh Ranjan, IAS, Principal Secretary, Industries & Commerce, (FP & MSME) Department, Government of Telangana; Dr. Nethi Muralidhar, Managing Director, Telangana State Co-operative Apex Bank Ltd; Shri Venkat Kumar Tangirala, Member, Indian

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Green Building Council (IGBC); Shri Kathi Chishi, Secretary & Managing Director, MPCS Limited; Ms. Madhu Tyagi, Director, Confederation of Women Entrepreneurs (COWE); Dr. Sant Kumar Chaudhary, President, Shankara Group of Institutions; Shri Sayyad Pasha Patel, President, Phoenix Foundation and Shri C. Mohan Naidu, President, Development Organization for Village Environment (DOVE) have attended the meeting. Other Officials Shri Rajeev Kumar Jain, Section Officer, MoMSME; Ms. Ranjana Gautham, Assistant Section Officer, MoMSME and Dr. Shreekant Sharma, Faculty Member, ni-msme also present for the meeting.

Shri B. B. Swain, IAS, Secretary, MoMSME, Gol was the Vice-Chairman of GC, Shri Vipul Goel, Joint Secretary (ARI), Chief Executive Officer, Khadi & Village Industries Commission and Director, Entrepreneurship Development Institute of India have participated virtually for the said GC meeting. Dr. S. Glory Swarupa, Director General, ni-msme and Member Secretary, GC welcomed the Chairman, Vice-Chairman and all the esteemed members. She made a presentation on ni-msme about Genesis, Objectives, Vision & Mission and Services to MSME Sector, Core Competencies, Achievements in organizing Officers' Training, National Programmes, Sponsored Programmes, Announced Programmes, Skill Development under ATI & NSSH, Research Projects and International Executive Development Programmes. Besides, Director General also explained collaborations with various Institutes/ Organizations of National and International repute as also explained the infrastructure facilities of the Institute. With the permission of the Chair, Director General has placed the agenda items before the Committee Members for approval. The Hon'ble Chairman was apprised by the Director General, **ni-msme** regarding the progress made with respect to the Institute's activities during the year 2022-23 & 2023-24 (Upto May). Finally, the meeting ended with vote of thanks to all the members including Hon'ble Union Minister for MSME.

Inauguration of ni-msme Compound Wall

Newly constructed Compound Wall at vacated land of ni-msme was inaugurated by the Hon'ble Union Minister of MSME, Shri Narayan Tatu Rane Ji. in the august presence of Governing Council (GC) Members on 30 May 2023.



Inauguration of Classroom



Hon'ble Union Minister of MSME, Shri Narayan Tatu Rane Ji inaugurated Digital Classroom at Diamond Jubilee Bhawan of **ni-msme** in the presence of Governing Council (GC) Members on 30 May 2023.

RAMP Scheme to Boost MSMEs



The Union Cabinet has approved the Raising and Accelerating MSME Productivity (RAMP) Scheme, which aims to boost the performance of Micro, Small and Medium Enterprises (MSMEs) in India. The scheme, which has a total outlay of Rs 6,062.45 crore, will be implemented over a period of five years. The RAMP scheme will focus on improving the productivity, competitiveness and sustainability of MSMEs through a number of interventions, including:

- Providing access to Credit and Market Linkages
- Strengthening Institutions and Governance
- Addressing issues of Delayed Payments
- Promoting Greening of MSMEs
- Improving Capacity Building and Skill Development

The RAMP scheme is expected to benefit over 5.55 lakh MSMEs in India. It is expected to generate over 1.5 crore jobs and contribute to the GDP growth by 2.5%.

The RAMP scheme is a welcome initiative by the Government to boost the MSMEs sector, which is a major driver of economic growth in India. The scheme is expected to help MSMEs to overcome the challenges they face and become more competitive in the global market.

Benefits of RAMP Scheme

The RAMP Scheme is expected to provide a number of benefits to MSMEs, including:

- **Improved Access to Credit:** The scheme will provide financial assistance to MSMEs to help them meet their working capital requirements and expand their businesses.
- **Enhanced Market Linkages:** The scheme will help MSMEs to connect with buyers and sellers from across the globe. This will help them to increase their sales and reach new markets.
- **Strengthened Institutions and Governance:** The scheme will help to strengthen the institutions and governance framework for MSMEs. This will help to create a more conducive environment for MSMEs to operate in.
- **Addressed issues of Delayed Payments:** The scheme will help to address the issue of delayed payments by buyers to MSMEs. This will help to improve the cash flow of MSMEs and make it easier for them to operate.
- **Promoted Greening of MSMEs:** The scheme will promote the adoption of green technologies by MSMEs. This will help to reduce the environmental impact of MSMEs and make them more sustainable.
- **Improved Capacity Building and Skill Development:** The scheme will provide training and capacity building to MSMEs. This will help MSMEs to improve their productivity and competitiveness.

ni-msme is nominated as Nodal Agency to carryout studies/surveys/IT related works under RAMP Scheme.

ni-msme, Hyderabad is committed to playing a leading role in the implementation of the RAMP Scheme and is working towards making a positive impact on the lives of MSMEs in India. As the RAMP Scheme is a comprehensive and ambitious initiative by the Government to boost the MSMEs sector. The scheme is expected to provide several benefits to MSMEs and help them to overcome the challenges they face. The scheme is also expected to contribute to the Economic Growth of India.

Glory Swarupa
Director General

Executive Committee (EC) Meeting

The 33rd Executive Committee (EC) Meeting of **ni-msme** was held on 26 May 2023 at Udyog Bhawan, Ministry of MSME, New Delhi under the Chairmanship of the Secretary to Government of India, MoMSME.

The Director General, **ni-msme**, while welcoming all the distinguished members of the Executive Committee, briefed them about progress of the academic activities and proposed academic activities.

The Committee discussed the all agenda items and other matters for improvement of academic activities besides status of construction of Compound Wall and Infrastructure Development in the vacant land as **ni-msme** second campus and also to improve the overall academic and financial status of the institute.



Meeting with Danish Ambassador

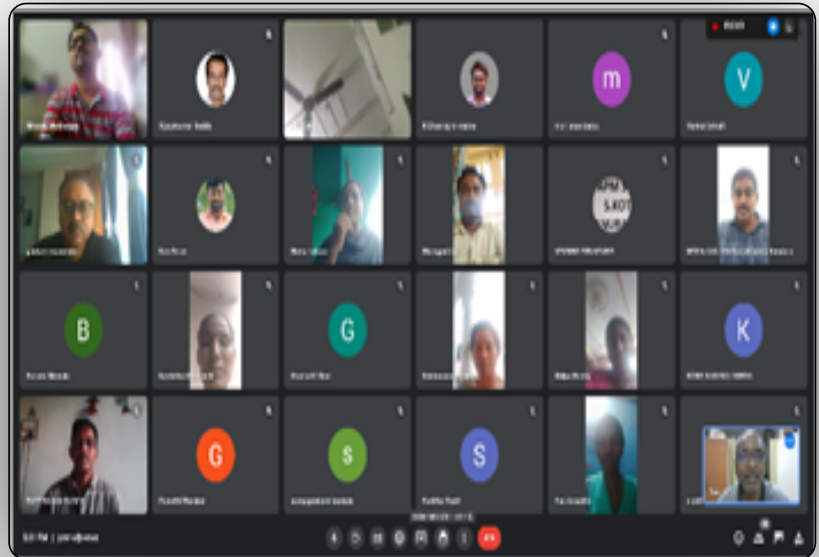
Dr. S. Glory Swarupa, Director General, **ni-msme** and Dr. Shreekant Sharma, FM, SEE attended the meeting with His Excellency Freddy Svane Ambassador of Denmark to India on 12 May 2023 at Garvi Gujarat, New Delhi. Esteemed invitees to the event were Mr. Bharat Lal, Director General, National Institute of Smart Governance, Prof Anjali Sastry, Associate Dean, MIT Open Learning & Mr. Rao Maddukuri, Founder & President of Poland India Business Council. The agenda was to discuss on Building a scalable skilling model leading to employment pathway for underserved Youth & SME's of India. The focus was on the green and circular economy including technology sector. The emphasis was on tier 2 & 3 cities as these are becoming the hub of MSMEs. Where there are high skilled human resources, which can drive our MSME sector.



SVEP Impact Assessment

National Institute for Micro, Small and Medium Enterprises (ni-msme) has embarked on an extensive impact assessment of the Start-up Village Entrepreneurship Program (SVEP) project, which has been implemented by the Society for Elimination of Rural Poverty (SERP) in Phase-I, in Andhra Pradesh. The four blocks under scrutiny are Tanuku, Kuppam, Rajam, and Srungavarapu Kota.

Mr. K. Surya Prakash Goud, Faculty Member, ni-msme, leads this crucial Impact Study assessment. Two National Resource Persons (NRPs) namely Mr. Nilendu Mukharjee and Mr. Gautham Muzamdar with the support of three young Professionals, Ms. Mathi Lavanya, Mr. K. Dhanraj, and Mr. Kavadi Ramakiran as well as 30 Business Promotion Managers (BPMs) and Cluster Resource Person-Enterprise Promotion (CRP-EPs) from the aforementioned blocks are involved in this project.



As part of this impact assessment, comprehensive case studies of CRP-EPs are being conducted, selecting the two most exemplary individuals from each block. Moreover, the assessment team has also commenced work on the case studies of entrepreneurs from all four blocks. This effort involves collecting data from 1,200 entrepreneurs. To facilitate data collection, a comprehensive questionnaire has been developed and explained to all the BPMs and CRP-EPs who will be working directly in the field. Their valuable contributions will play a pivotal role in assessing the impact of the SVEP project and identifying its strengths and areas for improvement.



In addition, virtual meetings are being scheduled regularly to ensure proper communication of any updates regarding the project. These meetings provide a platform for stakeholders to discuss progress, share insights, and address any challenges that may arise during the assessment process. Also, BPMs are conducting training sessions for CRP-EPs on data collection from entrepreneurs on the field level.

The impact assessment conducting by ni-msme is a significant undertaking that aims to gauge the effectiveness and outcomes of the SVEP project in fostering entrepreneurship and eliminating rural poverty. The results of this assessment will not only help shape future interventions but also provide valuable insights for policymakers and stakeholders in the field of rural development.

DG met Hon'ble Governor of Telangana State



Dr. S. Glory Swarupa, Director General of **ni-msme** met Dr. Tamailisai Soundararajan, Hon'ble Governor of Telangana State at Raj Bhavan, Hyderabad. Discussed Initiatives in Green Energy and Women Entrepreneurship Development Programmes along with Mr. Muthyala Sarath, AFM, ni-msme and Dr. Sandip Chattopadhyay, Founder Director, CDSRI

Visits of DG

- Director General, **ni-msme** had detailed meeting with Shri L. T. Darlong, IAS, Secretary & Director, Tribal Welfare Department, Agartala about the proposal and possible collaboration on 04 May 2023.
- DG, **ni-msme** visited on 03 May 2023 FREDDY SVANE, His Excellency, Royal Danish Embassy had detailed discussion on collaboration with Denmark, ongoing project with DCAC and their visit to ni-msme, Hyderabad.
- Director General, **ni-msme** participated in preparation of various Surveys/Studies/IT works under the RAMP Programme. Chaired by JS (AFI) on 19 May 2023.
- Director General attended workshop on RFP preparation under RAMP at Udyog Bhawan, New Delhi on 19 May 2023.
- Dr. S. Glory Swarupa, DG, **ni-msme** participated Meeting of Empowered Committee for ESDP Scheme under the Chairmanship of Dr. Rajneesh, AS & DC (MSME), Nirman Bhawan, New Delhi on 31 May 2023.

• Dr. S. Glory Swarupa, Direct General, **ni-msme** participated as Special Guest in Brahmakumaris event "Angel Life Kumaris Retreat" at Shanthi Sarovar, Gachibowli, Hyderabad on 18 May 2023. Director General highlighted the Women Participation in MSME sector.



Press Meet - Launch of MBA in MSME Management

National Institute for Micro, Small, and Medium Enterprises (ni-msme) conducted a press conference on May 9, 2023, at the Press Club in Hyderabad. The primary objective of the press conference was to announce the introduction of a collaborative program called MBA in MSME Management. This program has been developed jointly by ni-msme and ASBM University, Bhubaneswar. Prominent figures present at the press meet included Dr. S. Glory Swarupa, Director General of ni-msme; Dr. Biswajeet Pattanayak, President of ASBM University; Dr. Dibyendu Choudhury, Faculty Member of ni-msme; and Dr. Phalgu Niranjana, Professor at ASBM University.

During the conference, the officials shared that the MBA in MSME Management program will commence from the academic session of 2023 and is the first of its kind to combine practical experience and exposure to MSME operations. The initiative aligns with the National Education Policy of 2020 and will be delivered by ni-msme and ASBM University, known for its management expertise.

It was mentioned that individuals with a minimum of 50% marks and a valid CAT/XAT/MAT/ASBMU Entrance Test score are eligible to apply for admission to the program. Those who are selected will have access to education loans through the Star Vidya National Scheme offered by the Bank of India, as ASBM University has already gained recognition from the bank.

The officials further emphasized the importance of micro, small, and medium enterprises, which currently employ approximately 50 million people and contribute around 8% to the country's GDP, 45% to manufacturing production, and 40% to exports. Given the rapid growth of this sector and its crucial role in the nation's economic development, the MBA in MSME Management program aims to meet the rising demand for skilled management professionals capable of effectively managing MSMEs. Additionally, the program intends to nurture entrepreneurship among young individuals and encourage the creation of more entrepreneurs.

The program follows a residential model where students will complete their first-year courses (2 semesters) at ASBM University in Bhubaneswar and the subsequent year (2 more semesters) at ni-msme in Hyderabad. This unique arrangement enables students to gain expertise through expert classroom exposure and practical hands-on experience. Upon successful completion of the program, students will be awarded an MBA degree by ASBM University.



Awareness Creation Programme on Entrepreneurship



Small Industries Development Bank of India (SIDBI), Hyderabad has entrusted Entrepreneurship awareness programmes followed by EDPs for the selected candidates of Awareness Camps. In the month of May 2023, ni-msme has organised 5 Entrepreneurship awareness programmes and 5 EDPs. ni-msme has conducted first Entrepreneurial Awareness Creation Programme (EAC) on 02 May 2023 in Guntur. A total number of 75 prospective entrepreneurs were attended

the programme. 35 selected candidates were selected for EDP during 03 to 05 May 2023. 2nd EAC was conducted on 09.05.2023 in **ni-msme** campus. A total number of 70 prospective entrepreneurs have attended the programme. Dr. S. Glory Swarupa, Director General, ni-msme participated as a Chief Guest and addressed the participants. ni-msme faculty has created awareness on viable investment opportunities and government schemes and motivated the participants. Out of 70 participants, 33 were selected for EDP and they have attended during 10 to 12 May 2023. The third EAC was on 16.05.2023 in Conference hall of DRDA, Nellore. A total number of 68 prospective entrepreneurs were attended the programme. Out of 68 participants, 33 were selected and attended for EDP during 17-19 May 2023. Dr. Siva Kumar, SDE, SIDBI has participated in valedictory function as a chief guest and distributed the certificates. The fourth EAC was organised on 23 May 2023 in Warangal. A total number of 80 prospective entrepreneurs were attended the programme. Programme Director Mr. Vijay Kumar along with GM DIC, LDM, KVOB Regional officer has created awareness on viable investment opportunities and government schemes and motivated the participants. Out of 80 participants, 30 were selected and attended for EDP during 24-

26 May 2023. The fifth EAC was conducted on 30 May 2023 in Visakhapatnam. A total number of 60 prospective entrepreneurs were attended the programme. Shri Dakshinamurthy, Manager, SIDBI has participated as a Chief Guest and addressed the participants. Out of 60 participants, 30 were selected and attended for EDP on 31 May 2023. During the EDP course, Project identification, Market survey, Financial management, Marketing, Digital Marketing &



Branding, Project report Preparation etc topics were explained by faculty members and expert guest faculty.

In-Service Refresher Course for DC-MSME Officials

ni-msme has organised a series of one week training program on “In-Service Refresher Course” for DC-MSME Officials, sponsored by DC-MSME, Ministry of MSME, Govt. from 01 to 12 May 2023 in 2 batches at **ni-msme** campus, Hyderabad. A total of 58 officers from various levels such as Superintendents, Stenographers, Upper Divisional Clerks and Lower Divisional Clerks attended the Training. The program is intended to help the officers to develop expertise in General Administration and financial matters for better functioning in their respective departments. The Program Directors Dr. E.Vijaya, Faculty Member and Mr. B. Pradeep Kumar, Asst. Registrar, **ni-msme**.

The main objective of the training program is to update and enhance professional knowledge and skills needed for the better performance of government officers and also to bring about efficiency in the administration and delivery of better services to the public.

During the inaugural Session, Director General, ni-msme addressed the participants and expressed that In-Service refresher course is very important for the government officers to update their fundamental skill-sets and knowledge in government rules and regulations in order to enhance effectiveness and productivity in their workplace. Dr. E. Vijaya gave an overview of the programme and the various topics to be covered during the training programme.

10 Eminent speakers from Various Government Organizations such as Accountant General Office, Indian Institute of Chemical Technology (IICT), Income Tax & TDS, Regional Training Institute, Hyderabad central University, ICFAI Business school , Brahma kumaris, International Motivational speakers and ni-msme faculty had handled the sessions during the training.

During the Valedictory session, Director General, ni-msme congratulated the officers for the successful completion of the training program and advised the trainees to apply the learnings in their work-place to enhance their role efficiency and improve their core competencies. The participants shared their experiences & learnings from the training program. At the end of the program, participation certificates were awarded to the trainees.



Training Programme on Honey Beekeeping

SEE conducted Training Programme on Honey Beekeeping on 11 & 12 May 2023 at ni-msme campus in which 9 participants attended. It is noteworthy that ni-msme conducted 32 Honey Beekeeping training programmes last year sponsored under National Beekeeping and Honey Mission (NBHM). Dr. Shreekant Sharma, Programme Director highlighted the importance of beekeeping and relevant Government schemes. Dr. Shirish Prabhakar Kulkarni conducted session on opportunities in apiculture and its by-products. He also interacted with participants on marketing of these products. Mr. Ramkiran, YP coordinated the programme. Dr. Wasim, Honeybee Expert, Forest College and Research Institute, Mulugu delivered sessions on honeybee entomology, requirements for honeybee keeping, maintenance of honeybee colony, the practical class was quite exciting for the participants. Shri Pruthviraj, honey beekeeper and entrepreneur conducted sessions on various species of honeybees, their life cycle, flora and other requirements for honeybee rearing, their behavior, appropriate place for honeybee keeping, maintenance of honeybee colony, common diseases and pests and measures to get rid from them, colony division and migration of bee boxes along with practical demonstration. Mr. Rajendra Prasad, AFM, SEE conducted session on project report preparation. During the valediction, certificates were awarded to all the participants in presence of Mr. Rajendra Prasad, AFM SEE, Mr. Vivek Kumar, AFM SEE, Mr. Pruthviraj, Bee Keeper Entrepreneur and Dr. Kulkarni.



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DICCI-IGNITE Participant Received Best Entrepreneur Award

Proud moments, one of DICCI-IGNITE participant trained by **ni-msme** Shri. Chittukuri Mallesh Garu, M/s. Neelima Industries SCCL Ancillary unit located at Ramakrishnapur, Manchiryal District received Best Entrepreneur award from Telangana State Industries Minister Shri K. T. Rama Rao Garu under T-Pride Category. Director General, Dr. S. Glory Swarupa and ni-msme family members appreciated him and extended best wishes for his future endeavors.



He was also at the forefront of several efforts aimed at furthering education and social empowerment at his hometown. He also keeps working to boost development and focus on Dalith community's people's welfare. He is making commendable efforts to empower the lives of Dalit communities. We are sure that the relationship will be strengthened further in the coming years.

Collaborative Virtual Training Programme

ni-msme has organized a collaborative virtual training program on "Implementation of Digital Branding Reforms in Agricultural Marketing" supported by National Institute of Agricultural Extension Management (MANAGE), Government of India from 22 to 26 May 2023.

Total 35 participants were trained. The objective of the training is to make the entrepreneurs capable of creating their digital presence and product marketing through Digital Platforms. The concepts of Marketing, Customer acquisition, Brand Building, Payment gateway will give them exposure to plan and prepare their business plan and optimize the marketing budget. Dr. Shailendra, Deputy Director, MANAGE had interacted with the participants and encouraged them to apply the classroom learning in their respective businesses. Mr. Sarath Muthyala, Associate Faculty Member (AFM) was the program director and course instructor.

Inauguration of Micromall

DG, ni-msme inaugurated "The Kauphy Shoppe" at Micromall in ni-msme campus on 24 May 2023. A first step of encouraging new budding entrepreneur and wished the enterprise, a good luck.



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
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