

ni-msme News Corner (NNC)

DIAMOND JUBILEE BHAVAN

राष्ट्रीय सूक्ष्म, मध्यम और बड़े उद्योगों के लिए
 राष्ट्रीय सूक्ष्म, मध्यम और बड़े उद्योगों के लिए
 राष्ट्रीय सूक्ष्म, मध्यम और बड़े उद्योगों के लिए
 NATIONAL INSTITUTE FOR MICRO, SMALL AND MEDIUM ENTERPRISES
 AN SOCM/INSTITUTION OF INDIA, GOVT. OF INDIA

डायमंड जूबली भवन

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

Accreditation Certificate "UTKRISHT", 3-Star Rating



Capacity Building Commission (CBC) had developed the National Standards for Civil Services Training Institutions (NSCSTI), the first of its kind in the world, for quality assurance and standardization of capacity building practices at an institutional level. So far, 300+ institutions are registered, and 144 institutions from more than 20 Ministries have been certified on the National Standards for Civil Services Training Institutions.

National Institute for MSME (ni-msme) among the first few institutions in the country has been awarded with Accreditation Certificate with a 3 Star Rating on successful completion on National Standards for Civil Services Training Institutions (NSCSTI) process in recognition of excellent services in the field of promotion and development of MSMEs. The assessment was made based on the inspection of all Standard Operating Procedures and Methodologies followed by the Institute at different levels.

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The team from Capacity Building Commission (CBC) Shri Ch. Venkateswara Rao, Additional Director General & HoD (Retd.), Geological Survey of India, Ministry of Mines, Govt. of India and Ms. Jahnvi, from ICARE had conducted on-site assessment on 6 & 7 August, 2024 at ni-msme, campus. Dr. E. Vijaya, Faculty Member & Nodal Officer for CBC from **ni-msme** has coordinated the Desktop Assessment and Onsite Assessment for submission of documents. After onsite Assessment, the team from CBC had appreciated the documentation and ni-msme has been awarded the Certificate of Accreditation with the grading of UTKRISHT (Very Good).

To felicitate the accredited Civil Services Training Institutions (CSTIs), CBC hosted a CSTI Convention on 12 August, 2024 at Vigyan Bhawan, New Delhi, to celebrate the Accredited Institutions and launch interventions / products for the benefit of Civil Service Training Institutions. During the CSTI Convention, Director General, ni-msme has received the Accreditation Certificate from Hon'ble Minister of State, Dr. Jitendra Singh, Minister of State for Science & Technology; Personnel, Public Grievances & Pensions; Atomic Energy; Space and Prime Minister's Office, as part of Felicitation of Accredited Civil Services Training Institutions.

ToT on Entrepreneurship Development for ASUS Doctors

ni-msme conducted two batches of 5 day Training Programmes for 72 Coordinators of Research and Innovation cell of Ayurveda, Siddha, Unani and Sowa Rigpa Colleges (ASUS Colleges), at ni-msme campus. The programmes were organized from 05 to 09 and 19 to 23 August 2024 sponsored by National Commission for Indian System of Medicine (NCISM).

Dr. S. Glory Swarupa, Director General, **ni-msme** graced the inauguration programme along with the Programme Directors, Dr. Shreekant Sharma, FM, Mr. VBR Prasad, AFM and Mr. Vivek Kumar, AFM of SEE. The programme objective was to provide coordinators with essential Skills and Knowledge to effectively promote Entrepreneurship among ASUS college students. During this programme, sessions on Entrepreneurship Motivation, Business Games, Opportunities in Ayush Sector, MSME Policy & Schemes, Functioning of ED Cell, Digital Branding, IPR, Financial Management, Enterprise Registrations, Legal Formalities and Business Plan Preparation were delivered by ni-msme Faculty and Industry Experts. As part of the program, the participants visited T-Hub, T-Works and Ayurvedic Medicine Manufacturers (Rasendra Rasashala). During the visit, an interaction with successful entrepreneur was organized to understand the practical aspects and challenges faced by an entrepreneur.



On 09 August 2024, Senior Officials from NCISM visited ni-msme. The programme was appreciated by Shri Vaidya Jayant Deopujari, Chairperson, NCISM; Dr. B Sreenivasa Prasad, President, Board of Ayurveda and Dr. K. Jagannathan, President, BUSS who interacted with the participants and awarded certificates to the participants on successful completion of the training programme.

Mekong–Ganga Cooperation



The Mekong–Ganga Cooperation (**MGC**) takes its name from the Ganga and the Mekong, two large rivers in the region. The Mekong River is one of the world's greatest rivers, flowing through six countries: China, Myanmar, Thailand, Lao People's Democratic Republic, Cambodia, and Vietnam. The Lancang, sometimes known as the Mekong River, is a river that rises in China's Himalayas. It travels through nations in the Lower Mekong Basin before entering the South China Sea. The Mekong River flows from the Tibet Plateau to the South China Sea.

MGC aims at developing closer relations and better understanding among the member-countries to enhance friendship, solidarity, and cooperation; facilitating inter-state movement and transit; transport of goods and people in the region; creating necessary infrastructural facilities in the Ganga-Mekong basin areas and encouraging active participation in poverty eradication.

The **MGC** was established on November 10, 2000, at Vientiane, Laos at the First **MGC** Ministerial Meeting. It comprises six member countries, namely India, Thailand, Myanmar, Cambodia, Lao PDR and Vietnam. The **MGC** promotes cooperation in ten priority areas. It was decided that each area of cooperation would be coordinated through an Expert Working Group (WG) led by one **MGC** country. There were five initial Working Groups (WGs) under **MGC** with their lead countries, as follows:

- WG on Tourism: Thailand
- WG on Education (Human Resource Development): India
- WG on Culture: Cambodia
- WG on Communication & Transportation: Lao PDR
- WG on Plan of Actions: Vietnam

In addition, it envisions project-based cooperation among member countries in a variety of fields such as public health and traditional medicine, agriculture & allied sectors, water resources management, science & technology, MSMEs, skill development, capacity building, and the Quick Impact Projects Scheme. The Lead Country would be responsible for giving inputs related to their WG and identifying suitable action points in preparation for Plan of Actions (PoAs). It will also be responsible for providing guidance on implementing specific projects under the MGCPoA, so as to enhance cooperation in such areas among the MGC countries.

Education

India annually offers scholarships to the **MGC** nations through bilateral and multilateral channels. It is conceivable that Mekong nations have more extensive market access in India than India in **MGC**. Agriculture, processed foods, machinery, electrical and electronics, travel and tourism, and education have all seen significant advancements. Utilisation of students from the Mekong countries by promoting 50 MGC scholarships offered by the Indian Council for Cultural Relations (ICCR). 10 scholarships offered by the Ministry of AYUSH for students interested in pursuing under-graduate/postgraduate/Ph.D in Ayurveda, Unani, Siddha, Homeopathy and Yoga.

National Institute for MSME (ni-msme) organized an International Programme on "Innovation, Market Access, Software Training and Online Payment System for MSMEs Development" under Mekong-Ganga Cooperation (**MGC**) under ITEC scheme of Ministry of External Affairs (MEA), Govt. of India. A total of 19 International Executives from 4 countries, Cambodia, Lao PDR, Myanmar and Vietnam attended the programme. ni-msme Faculty, Industry experts, entrepreneurs, delivered sessions on Digital Transformation in India, UPI Payment System, Blockchain Technology, Payment System Development, etc. Participants were introduced to a range of topics, including the fundamentals of block chain technology, UPI, RUPAY, and the credit and debit system in Indian markets. Study visits to T-Hub, T-Works, NABARD, CDAC, SIDBI, IDRBT, PNB were organized for exposure, interaction and exchange of ideas for improving the digital infrastructure and digitalizing in MGC countries. The programme also included presentations by participants on their learnings, key takeaways, and action plan to be implemented at their workplace. The delegates applauded the programme learnings and efforts of ni-msme in organizing the same. ni-msme is poised for organizing more capacity building programmes on contemporary issues for promotion of Entrepreneurship and MSMEs.

Dr. S. Glory Swarupa
Director General

FinRISE

Financial Inclusion Key to Nurturing Start-ups

Shri A. Sreenivas, Chair, Centre of Financial Inclusion, **ni-msme**, emphasized the critical role of financial inclusion in fostering a thriving start up ecosystem. Addressing a gathering of aspiring entrepreneurs at the ALEAP, We Hub's Pre-Incubation Program (PIP) 3.0 on 07 August 2024. Mr. Sreenivas highlighted the challenges faced by MSMEs in accessing credit and the Government's initiatives to address this gap. The dearth of credit funding is a major obstacle for start ups trying to take flight. To overcome this, the Government, through SIDBI, has established the Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) to provide collateral free loans to entrepreneurs. Mr. Sreenivas encouraged the aspiring entrepreneurs to make the most of the Government's support and leverage the resources provided by ALEAP We Hub. He stressed the importance of a strong entrepreneurial mindset coupled with sound financial planning, for building successful start ups. The Centre of Financial Inclusion, **ni-msme**, is committed to supporting MSMEs by addressing their financial needs and creating an enabling environment for growth.



ISO Audit Review

ni-msme is in the process of ISO recertification; to analyze the preparedness, an Internal Audit was held from 29 to 31 July 2024. ISO consultants Mr. J. K. Srivastava, Mr. Rajesh Srivastava along with Ms. V. Swapna, Associate Faculty Member & QMS Coordinator visited various departments and reviewed all relevant documented information that evidences the management system's conformity with all the standard's requirements. During this process, SOPs for Training Need Analysis, Course Design and Mentoring Programmes were developed. On 01 August 2024, all Faculty Members and Staff participated in a Brainstorming Session, Chaired by Dr. S. Glory Swarupa, Director General, **ni-msme** for better understanding of ISO requirements, identify gaps, and refine processes, with the aim of ensuring quality, safety, efficiency, and continuous improvement.



Scientific Honey Beekeeping

Scientific Honey Beekeeping Training for SC-ST Farmers, Women and unemployed youth was conducted at Warangal from 05 to 09 August 2024, sponsored by Telangana State Council of Science & Technology (TG-COST), SC-ST Cell. Smt. P. Srilakshmi, IFS and Member Secretary (FAC), TGCOST was the Chief Guest. Shri Venkat Reddy, Addl. Collector, Hanamkonda was Guest of Honor. Dr. C.V. Ramakrishna, Project Officer, TG-COST, SC-ST Cell and Mr. VBR Prasad, AFM, **ni-msme** and Dr. E. Rakesh, Project Coordinator, TGCOST were also present on this occasion.

Addressing the gathering, Dr. Srilakshmi highlighted efforts being made by TGCOST, SC-ST Cell for upliftment of SC-ST Communities within Tealangana State. She appealed to the participants to utilize the services of **ni-msme** for their livelihood activities. She also assured to provide necessary support by Girijan Cooperative Societies and SC-ST Market Linkages for better business to the trained candidates. Mr. VBR Prasad highlighted the need for employment generation and livelihood activities. The Chief Guest, Shri Venkat Reddy highlighted the increased awareness about health consciousness among the people. He appealed all the participants to acquire necessary skills for self-employment and become job giver than become a job Seeker.

During the programme, Dr. Shreekant Sharma, FM, SEE; Mr. VBR Prasad, AFM, SEE; Dr. Shirish Kulkarni, Hindi Translator & Programme Coordinator, ni-msme; Dr. Mohd. Wasim, Asst. Professor, FCRI, Mulugu, Telangana and Shri Vikas Kshirsagar, Master Trainer for Honey Beekeeping & Entrepreneur conducted various sessions and practicals on manufacturing value added products. Field visit was arranged to FCRI, Mulugu, where Dr. Shailaja, Asst. Professor, FCRI conducted session on field arrangement of Bee boxes and modern technologies available for Beekeepers. Dr. Shreekant Sharma, FM, SEE was the chief guest for valedictory session.



Memorandum of Understanding (MoU)



Exchanged MoU with Dr. Pola Bhaskar, IAS, Commissioner of Collegiate Education (CCE) for Faculty Development in Entrepreneurship Development in the August presence of Smt. Savitha, Hon'ble Minister of Backward Classes (BC) Welfare, Andhra Pradesh to organize Faculty Training (Master Trainers Programme), Assistance in course design for Restructuring of Degree Programmes, AI based content Development and Promotion of Research, Innovation and Publications in GDCs; Economically Weaker Sections Welfare and Handlooms & Textiles, Govt. of Andhra Pradesh. Appreciate the innovations of Commissioner in Govt. of Degree Colleges.

PMKVY 4.0 Special Project in NER

ni-msme is conducting Skill Development Programmes under PMKVY 4.0 Special Projects in five states across Northeast region, sponsored by the National Skill Development Corporation (NSDC). The project includes training on job roles like Food & Beverage Service Associate, Aquaculture Worker, Mushroom Grower (Entrepreneur), and Bamboo Work Artisan. By the end of August 2024, a total of 2,698 candidates enrolled for the trainings. Certificates were issued for 11 batches, assessments completed for 12 batches, and 34 batches have completed their programmes.



PMKVY 4.0 Short Term Training

ni-msme is conducting Skill Development Training under PMKVY 4.0 Short Term Training Programme in the campus. By the end of August 2024, a total of 510 candidates had enrolled in the training. The candidates are being trained in trades such as Junior Software Developer, Cloud Application Developer, Beauty Therapist, Self Employed Tailor, and Craft Baker. Certificates were issued for 3 batches, assessments completed for 4 batches, and 8 batches have completed their programmes. Assessment for Self-Employed Tailor Batch-1 was completed on 27.08.2024.



Entrepreneurship and Skill Development Programmes under ATI Scheme

ni-msme is conducting Entrepreneurship Skill Development Programmes under ATI Scheme of Ministry of MSME, Govt. of India, on its campus.

Objective of the ESDPs is to empower unemployed youth and women with the necessary skills, knowledge, and mindset to successfully start and manage their own businesses or enhance their employability in various sectors. By the end of August 2024, a total of 720 candidates had enrolled in the training.

The details of ongoing programmes are presented in table below.

Ongoing programmes from 22 July 2024

Sr. No.	Name of the Programme	No. of Batches
1	Graphic Designer	5
2	Animator	2
3	Media Developer	3
4	Application Developer - Web & Mobile	2
5	VFX Editor	3
6	User Experience Designer	1
7	Junior Software Developer	2
8	Professional Makeup Artist	2
9	Self Employed Tailor	2
10	AI & ML Jr. Telecom Data Analyst	2
	Total	24



Glimpses of Ongoing ESDP under ATI Scheme 2024-25

FDO on Building Resilient EDCs: Infusing Entrepreneurship in Education

An MoU has been signed between Dr. S. Glory Swarupa Director General of ni-msme and Dr. Pola Bhaskar IAS, Commissioner of Collegiate Education, Govt. of Andhra Pradesh with an aim to conduct Faculty Development Programmes for Commerce Faculty and Management Development Programmes on Entrepreneurship Development for principals of 161 Government Degree Colleges of Andhra Pradesh. ni-msme inaugurated One Week Faculty Development Programme (FDP) on "Building Resilient EDCs: Infusing Entrepreneurship in Education" the Commerce faculty of the Govt. Degree Colleges on 27.08.2024 at ni-msme campus. Dr. S. Glory Swarupa Director General of **ni-msme** and Dr. Pola Bhaskar IAS, Commissioner of Collegiate Education, Govt. of Andhra Pradesh participated inaugurated the program. A total number of 36 lecturers attended the program. The objective of the programme is to enrich the knowledge of the Commerce lecturers on how to establish and function the Entrepreneurship Development Cells (EDCs) in their colleges. After completion of the training program, they will prepare semester wise curriculum and inculcate entrepreneurial education in graduation. During the training, ni-msme is giving inputs like Procedures for establishment of EDC, Functions of EDC, Strategies for enterprise development, new schemes of Ministry of MSME, Government of India, Project Report Preparation, Process of Innovation, Incubation and Industrialization. An exposure visit has been organised to T-Hub, T-works for better understanding of Innovation eco system. Mr. Sarath Mutyala AFM and Mr. V. B. Rajendra Prasad AFM are the program directors.



Implement SEED Scheme in Andhra Pradesh



(ni-msme), serving as the implementing agency for the National Scheduled Castes Finance and Development Corporation (NSFDC) for implementation of SEED scheme in Andhra Pradesh. Initially, ni-msme forming 300 Self-Help Groups (SHGs) for implementing the SEED Scheme in all six districts of Andhra Pradesh. ni-msme focussing on identifying potential De-notified Tribes (DNT) communities, gathering essential data on DNT communities and forming SHGs to empower them economically. The aim is to empower

them through various training programs, particularly in traditional handicrafts and livelihood components, thereby encouraging their economic upliftment. On 20 August 2024, NSFDC officials, including Chairman-cum-Managing Director Shri Rajnish Kumar Jenaw and Chief General Manager Shri Ramesh Rao, visited Mother Teresa Colony in Chilakaluripeta, Guntur District. During their visit, they interacted with community members and observed the ongoing activities under the DNT SEED Project. The CMD and officials emphasized the importance of utilizing the SEED Scheme for the economic empowerment of DNTs and assured continued support for their development. The collaborative efforts of ni-msme and NSFDC are significantly transforming the socio-economic landscape of these communities, promoting self-reliance and economic empowerment among DNTs in Andhra Pradesh.

Valedictory of International Workshop

An International workshop on the “Effective Policies, Programmes and Schemes for Empowering Youth and Women in Establishing and Managing MSMEs” was inaugurated on 29 July. The 5 day workshop was sponsored by African-Asian Rural Development Organisation (AARDO).

The workshop was attended by 11 senior officials from 11 countries attended. **ni-msme** invited eminent speakers for this workshop. Shri Jayesh Ranjan, IAS Special Chief Secretary to Govt. of Telangana; Smt. C. Rama Lakshmi, IFS (Retd.); Shri Rajendra Nimje, IAS (Retd.) DG, CGG; Dr. P. Chandra Shekara, DG, MANAGE; Smt. Suseela Chintala, CGM, NABARD; Ms. Lydia Murimi, Director-BD ICRISAT; Shri T.C.S Reddy, CEO & MD, APMAS; Brig. Pogula Ganesham President, Palle Srujana; Dr. Vijay Mahajan, Founder, BASIX; Shri A. Praveen Reddy, President, MCRBMS; Dr. Ramanjaneyulu, GV Executive Director CSA and Smt. Priya Gazdar, Chairperson FICCI-



FLO delivered sessions in the International Workshop. Participants got an understanding of Rural Development Model of Deccan Development Society, Zaheerabad during their study visit.

On 02 August 2024 the valedictory programme commenced with welcome speech by Dr. Shreekant Sharma, FM, SEE. The participants gave an excellent feedback about the workshop and expressed unanimously, “the depth of expertise and detailed information shared during the workshop have greatly influenced them to contribute in shaping effective policies and programmes in their respective countries”.



Dr. Sanjeeb Behera, Head, IEC, Division, AARDO highlighted **ni-msme** and AARDO Cooperation initiatives for rural development through enterprise creation. In her speech Dr. S. Glory Swarupa, Director General said about the achievements of **ni-msme** towards Youth and Women Entrepreneurship Development and assured for cooperation in their future endeavors.

The valedictory address was delivered by Dr. G. Narendra Kumar, IAS, Director

General, NIRD he gave a snapshot of India’s Rural Development initiative post independence and the various challenges & opportunities which was a great learning for the policy makers. The participants were awarded certificates on successful completion of the programme.

ni-msme Launches SVEP Activities in Madhya Pradesh

ni-msme NRO has recently launched the Startup Village Entrepreneurship Program (SVEP) activities in Madhya Pradesh. As part of this initiative, **ni-msme** Faculty Members Mr. K. Surya Prakash Goud, Mr. Vivek Kumar and National Resource Person (NRP) Mr. Nilendhu Mukherjee have commenced field work to prepare Detailed Project Reports (DPRs) for the effective implementation of SVEP across five blocks viz., Berasia, Nasrullaganj, Silwani, Sheopur and Narmadapuram.

The team conducted Focused Group Discussions (FGDs) and field surveys in these blocks to ensure that the DPRs reflect the ground realities and address the specific needs of the local communities. The aim is to enhance the livelihoods of micro-entrepreneurs and SHG Didis in these areas.



During the field visit, **ni-msme** team actively participated in the meeting held with Cluster Level Federations, Bank Officials, Entrepreneurs and also visited local/weekly Markets to understand market demand, marketing channels and scope for promotion of group enterprises. The **ni-msme** team also engaged in one on one interactions with progressive Didis (SHG members) across all five blocks, gaining valuable insights into their experiences and aspirations. Furthermore, the faculty members of **ni-msme** had the opportunity to discuss with Mrs. Anju Pawan Badhoriya, CEO,

Zila Panchayat Raisen, Mr. Atendra Singh Gurjar, Collector & CEO and Dr. S. K. Mudgal, District Project Manager, Zilla Panchayat of Shivpur, Madhya Pradesh. The discussions focused on identifying key attributes necessary to propose interventions that would effectively improve the Livelihoods of Micro Entrepreneurs and SHG Didis in the respective blocks. This initiative marks a significant step towards Empowering Rural Entrepreneurs in Madhya Pradesh and ensuring sustainable economic growth in these regions.

ni-msme Faculty Trains Defence Personnel

It was a proud moment for **ni-msme** to contribute to the Rakshaks (Protector) of our Country by getting invitation to train 30 defence personnel. Mr. Vivek Kumar, Associate Faculty, delivered a sessions for Junior Commissioned Officers of Défense (Army, Navy and Airforce) on Entrepreneurship Development on 08 & 09 August 2024 at Institute of Cooperative Management, Hyderabad. The session covered Achievement motivation, Government Schemes, Innovative Idea Generation. The last day, participants also had undergone a hands-on preparing a Business Plan on their future ideas including financial and projections. Later, each of the group made presentation. The programme ended with one on one interaction with the participants on their proposed future plan in the area of entrepreneurship.



Ayush Ministry Initiative through NNC

Dr. Manoj Nesari, Adviser, Ministry of AYUSH came across ni-msme news bulletin i.e. ni-msme News Corner (NNC) and inspired by ni-msme activities initiated, Training of Trainers on Entrepreneurship Development (ToT-ED) for 624 Ayurveda, Siddha, Unani, and Sowa-Rigpa (AUSU) colleges in 20 batches. The coordinators of Research, Innovation, and Entrepreneurship Development Cells of ASUS colleges were trained to guide students and community at large to create entrepreneurs in Indian System of Medicines (ISM). The training programme was organized at ni-msme with the support of National Commission for Indian System of Medicine (NCISM).

The training program is brainchild of Dr. Nesari, Vaidya Jayant Deopujari, Chairperson, NCISM, Dr. S. Glory Swarupa, Director General, ni-msme, Dr. B. Srinivasa Prasad, President of Board of Ayurveda, NCISM and Dr. K. Jagannathan, President of Board of Unani, Siddha and Sowa-Rigpa. Dr. Shreekanth Sharma, Mr. Vivek Kumar, Mr. VBR Prasad from ni-msme and Dr. Siddalingesh M. Kudari, Member, BERISM, NCISM started implementing the programmes from December 2023 and till date 17 batches have been trained. The trained participants have successfully established Entrepreneurship Development Cells and numerous success stories have come up. This initiative is expected to play a crucial role in promoting the growth and development of the Ayush sector by nurturing a new generation of entrepreneurs and innovators. We thank Dr. Nesari for his proactiveness and initiative in identifying ni-msme as their training partner through our news bulletin.



Visitor's Gallery

Ex-employees of ni-msme, Shri Chalva Rai, Shri Murali Kishore, Shri Sanjeeva Rao, Shri Gopala Swamy, Shri Narasimha Rao, Shri Narayana, Shri Yadaiah, Smt. Rama Devi and Smt. Rajyalakshmi interacted with Dr. S. Glory Swarupa, Director General, ni-msme on 20 August 2024. The meeting was conveyed at the request regarding the applicability of EPF Higher Pension Scheme. Mr. Ramesh, PF Consultant, Kukatpally also participated the meeting along with **ni-msme** officials.



Shri Sandesh Naidu, Vice President, Examic Edtech, Mysuru, Karnataka met Dr. S. Glory Swarupa, Director General, **ni-msme** for Conducting Assessment of Skill Development Programmes and Learning Management Systems (LMS) based courses.



Director General Visits

Dr. S. Glory Swarupa, Director General, ni-msme participated and shared the impact of Sensitisation & Capacity Building Programme of **ni-msme** during the Panel Discussion in Growth Workshop organised by Financial Express, Hyderabad.



Participated as Expert in the 4th Steering Committee Meeting organised by Directorate of Entrepreneurship and Innovation, SRM University, Guntur District, Andhra Pradesh State. SRM is working for launch of Entrepreneurship University. **ni-msme** is looking forward to entrepreneurial collaborations. DG offered key & practical suggestions for promotion of Entrepreneurship among Faculties/Students.



Participated in the Constitution of Working Group for the Sub-theme MSME and Informal Employment-Urban, under the theme of 'Promoting Entrepreneurship, Employment and Skilling – Leveraging the Demographic Dividend for the 4th National Chief Secretaries Conference. Offered suggestions for improvement of concept note under the chairmanship of Joint Secretary (AFI), MoMSME

Had discussion with Mr. Saurabh Gaur, IAS, Principal Secretary, Higher Education, Government of Andhra Pradesh for Capacity Building of Teachers and to establish Experience Centre at **ni-msme**.



Success Story of Vaidya Tejas-Where Rejuvenation Meets Radiance

Vaidya Tejas is a start-up which produces high quality, customised Ayurveda cosmetics. This start up is the brainchild of Dr. Tejaa Olety and Dr. Ranjitha. Dr. Tejaa is currently working as a consultant in Hyderabad and Dr. Ranjitha S. is pursuing her MD in Dravyaguna Dept. in SDM, Hassan.

This was started when they envisioned the power of Ayurveda when combined with cosmetics.

They started the company almost a year ago when they were pursuing their under graduation in Bangalore. Vaidya Tejas believes in harnessing the ancient

wisdom of Ayurveda to create holistic beauty solutions. With gratitude to the revered Acharyas, whose teachings illuminates their path, they humbly offer their vision born of devotion and reverence. The aspirations of Vaidya Tejas resonates with a singular purpose, to democratize wellness.

Vaidya Tejas stands apart from other cosmetic companies, with the customisation of their products. They understand the nature of customer's skin, lip and hair through questionnaires and customise the product accordingly. The products are highly affordable as they believe everyone deserves the healing hand of Ayurveda in their cosmetics. They currently have many products, such as in Hair care products like shampoo, Lip care includes lip balm and chopstick and Skin care essentials that they have are, under eye gel, serum, night cream and face soap.

They are currently conducting business through social media, word of mouth, and a stall set up once a month at SDM, Hassan. The founders would forever be grateful to SDM College of Ayurveda and Hospital, Hassan for giving such a huge opportunity.

The college is unlike others as it has an Entrepreneurship Development Cell which encourages the start-ups and creative ideas amongst the students. The college also provides a platform for setting up stalls in the hospital once a month during Swarnamruta, an initiative warmly welcomed by the founders.

They are also extremely grateful to NCISM for their initiatives and to ni-msme for supporting the young entrepreneurs by training their teachers on Entrepreneurship Development through workshops. They would also like to thank ni-msme for giving them a platform to showcase their talent. In conclusion, they pledge to illuminate countless lives, one radiant soul at a time.

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Success Story @ ni-msme Campus

Recycled Notebook Launch

"We are happy to announce the launch of our Recycling Notebook Project, inaugurated by our esteemed Director General of ni-msme, Dr. S. Glory Swarupa Garu. Through our 'GIFT A BOOK, MAKE A CHILD'S FUTURE' initiative, we have successfully distributed notebooks to underprivileged students across Telangana, Andhra Pradesh and Odisha by Helping Society Foundation (HSF). This project aims to promote sustainability and support education for all, and we are grateful for the opportunity to make a positive impact."



Helping Society Foundation Celebrated Two Years of Nurturing Growth

We are thrilled to mark the second anniversary of our nursery in ni-msme, showcasing the fruits of our labor - literally! Our HSF Urban Farming and Nursery Unit has been bustling with activity, and we're proud to exhibit our homegrown, organic produce: - Fresh Fruits: Pomegranate, Star Fruit, Pineapple; Crisp Vegetables: Tomatoes; Thriving Vegetable Plants: Tomato, Chilli; Vibrant Flowering Plants: Chrysanthemum, Marigold, Rose; Fragrant Herbs: Lemon Grass and Natural Fertilizers: Biochar and Compost, crafted on our campus.

Happy to present these items to Dr. Glory Swarupa Garu, on second-year Anniversary Occasion of HSF. We are grateful for her support and guidance.



Tricolour Flies High at Campus

The 78th Independence Day of our country was celebrated at the campus on the 15 August, in a spirit of solemn dedication. All the Faculty and staff of **ni-msme** gathered in front of training building for flag hoisting. Dr. S. Glory Swarupa, Director General, ni-msme hoisted the Tricolour and the National Anthem was sung, in which all the staff of **ni-msme** joined with a great sense of pride and reverence adding their voices.

The Director General shared her reflections with the assembled gathering, on the achievements of **ni-msme** and highlighted the projects taken up. **ni-msme** Accredited with a 3-Star "UTKRISHT" rating following a comprehensive assessment by the Capacity Building Commission (CBC). MSME is playing very crucial role, Doubling of Women Entrepreneurs, One Village One Entrepreneur, PM Vishwakarma, Atmanirbhar Bharat and Viksit Bharat. She highlighted ni-msme's role in achieving Viksit Bharat.



The flag hoisting was followed by a delightful cultural event. ni-msme employees took part with patriotic songs and joyful skit on " **ni-msme** role in Promoting Entrepreneurship among Unemployed Youth" making the Independence Day celebrations memorable.



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

JIEMS

Journal of
Innovations
Entrepreneurship
Management &
Skill Development



Small Enterprises Development,
Management & Extension (SEDME)

Sedme

Annual Report of ni-msme for the FY 2022-23 Tabled before the Lokh Sabha and Rajya Sabha has been approved and available in ni-msme's website www.nimsme.org/annual-reports

Editorial Board

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