

ni-msme News Corner (NNC)



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

International Conference on IPR

National Institute for MSME has organised a two-day International Conference on "Intellectual Property Rights and Development of SMEs" sponsored under the International Cooperation scheme of the Ministry of MSME, Govt of India on 06 & 07 March 2023 at T-hub, Hyderabad. Objective of the Conference is to promote IPRs among SMEs and also to provide policy-oriented discussion involving Officials and Stakeholders, with a focus on Innovation, Sustainable Development and Economic Growth of SMEs. Total 172 participants including Government Officials, Researchers, Scientists, Academicians, Engineers, Industry Professionals, Technology Providers, Research Scholars and Students attended the programme.

International Conference was inaugurated on 06 March 2023. During the inaugural Ms. V. Swapna, Associate Faculty Member, **ni-msme** briefed agenda of the Conference followed by the welcome note by Mr. Srinivas Rao Mahankali, CEO T-hub.



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Inaugural address by Dr. S. Glory Swarupa Director General, **ni-msme**. She highlighted about the **ni-msme** role in IPR promotion among MSME sector. Guest of Honor Dr. S. Rama Rao, Former Director, World Intellectual Property Organization (WIPO) at United Nations New York mentioned about Global Workforce, Innovative Startups, Global Successes, Key Factors of IP and SME's. Chief Guest Address by Prof Krishna Deva Rao, Vice Chancellor, NALSAR University. He shared his ideas and highlighted the importance of IPR for SMEs to enter new markets and expand their business

The conference also had 5 Keynotes presentations from eminent speakers like Shri Ramesh Vishwanathula, Senior Attorney, Senior Advocate Practicing in the Supreme Court & High Court. IPR and SME's Indian and Global Perspective. International speakers Mr. Jitin Talwar- Patent Attorney, Patent Agent, Engineer and Lawyer, Globally Renowned IP Strategist, IAM 300 IP strategist, Chevening Gurukul Fellow- Oxford university. Dr. Sreekanth Attaluri, Global Institute for Food Security, Representative for Bangladesh, Dhaka, Dr. Devendra Gauchan, Honorary Research Fellow, Alliance of Bioversity International & CIAT, Nepal and Mr. Arundeeep S. Pradhan, President, Apio Innovation Transfer, US. Spoke about International Perspective of IPR.

The conference also witnessed a series of panel discussions and Fire side sessions pertaining to different themes like IPR concepts and issues; IPR and sunrise sectors, IPR and SME's; IPR and Future Technologies; Government Schemes- for promoting IP's. It also had Speakers from Government, legal firms and industry experts like Mr. Subhajit Saha, Head IPR & Legal Resolute group and founder of Resolute 4IP; Mr. Sandhir Srivastava Independent Consultant - Product/IP; Mr. Ashok Ram Kumar, Designated Senior Advocate; Mr. Vijay Kumar Makyam, Member, District Consumer Disputes Redressal Commission, IP attorney Sangareddy; Ms. M. S. Devi, Partner & Patent Attorney, K&S Partners; Mr. Naveen Kumar, Startup Facilitator - Patents & Trademarks Government of India; Dr. Kalyan Chakravarthy Akula, Vice President, PSAl; Head IP Dr. Reddys Labs; Dr. Togapur Pavan Kumar, Senior Scientist, Chemistry & IPR, CSIR-IMMT, Bhubaneswar; Mr. Vishal Reddy, Non-exec Director, Product Ownership & IPR, Book My Chef; Ms. Janaki Mandala, Advocate & Legal Practitioner. The conference also provided the opportunity for SMEs to showcase their innovative products. Total 18 stalls pertaining to Fuelsaver, IOT for farms sector, Smart Textiles, e-Vehicles, Healthcare, Robotics & IT Solutions were exhibited.

The conference was concluded on 07 March 2023. Ms. V. Swapna, summarized the 2 day sessions. International Speakers Mr. Arundeeep S. Pradhan, President, Apio Innovation Transfer, US and Dr. Devendra Gauchan Honorary Research Fellow, Alliance of Bioversity International & CIAT, Nepal and shared their experiences. Dr. S. Glory Swarupa, Director General, **ni-msme** during her valedictory address appreciated the Speakers, ni-msme & T-hub team for successfully organising the conference.

All the participants expressed a great satisfaction overall conduct of the conference. The conference concluded with vote of thanks from Ms. Preethi, Assistant Manager, International Programs & Partnerships, T-hub, Hyderabad.



G20 Presidency: Inclusive Multi-Stakeholder Alliances to Empower Women



Women are expected to dominate the workforce in India over the next few decades, helping to shape and improve the nation's future. Women have the drive and ambition to succeed and grow their businesses, but they need the right support to unlock their potential and transform their communities, and even the economy at large. When it comes to entrepreneurship, this notion of getting capital, going digital and gaining knowledge is universal. With India as G20 president, the focus is on creating inclusive multi-stakeholder alliances to empower women.

India's social and economic demographics have been greatly impacted by women entrepreneurs and their growing presence in the nation. There has been a constant increase in the number of women enrolling in specialised management programmes in fields such as logistics and supply chain management, finance, international business, textiles, etc., which has helped to empower a group of women entrepreneurs. Women entrepreneurs are increasingly branching out into fields like pharmaceuticals, ITES, BFSI, real estate development, hotels and tourism, among others, after working in traditional industries like food processing, agro-products, handicrafts and textiles.

Women entrepreneurs now have a voice and a chance to engage in fields connected to the well-being of other women as a result of this empowerment. A growing number of start-ups are currently being created to address concerns such as women's health, maternity, women's cleanliness, and mental wellness. According to McKinsey Global, women own 20.37% of MSME businesses in India, which employ 23.3% of the population. Almost 15.7 million businesses in India are presently held by women, and women dominate the startup environment. The Indian economy is said to be supported by them. Increased female labour force participation, has the potential to boost India's GDP by \$700 billion. The proportion of women employed in industry and agriculture is higher than the proportion of males. These industries are frequently credited with lifting families out of poverty and boosting household income.

More women, particularly those in the millennial age, are achieving financial independence unlike ever before thanks to access to business opportunities and education. Although women have always been active earners and contributors to the family income in India, the new generation of "working" women is not only earning equal to or higher salaries than their male counterparts, contributing to or even managing the household, but also making their own decisions regarding purchases and investments, long-term savings plans, and having full control over their income. This is a key enabling element while becoming an entrepreneur.

When we look around, we see many women leading initiatives, whether they may be Self-Help Groups at the rural level, or startups and independent small businesses. Not only are women tapping into existing opportunities but also creating new opportunities for themselves. More women now have access to opportunities in the business sphere because to an increased focus on diversity at work. Women with meritorious credentials can work at local, national, and worldwide workplaces, giving them an equal opportunity to study and advance their knowledge in their chosen field even as the corporate world of the 21st century progresses towards expanding into a global marketplace.

I am very glad to announce that ni-msme is organising women hackathon to encourage women innovators to enter emerging areas of business and to lead the MSME sector. To make this event a grand success, please visit www.nimsme.org, share to women with progressive thinking and participate.

Dr. S. Glory Swarupa
Director General

Valediction of Phase III International Programmes



National Institute for Micro, Small and Medium Enterprises successfully organised the International Executive Development Programme, Phase-III, sponsored under ITEC Scheme by the Ministry of External Affairs, Govt. of India from 13 February 2023 to 24 March 2023 at ni-msme campus, Hyderabad. The two programmes organised were Promotion of Social Enterprises for Realizing SDGs and Diffusion of Innovations and Transfer of Technology. The valedictory ceremony was organised on 24 March 2023. Dr. S. Glory Swarupa, Director General, **ni-msme** was present during the valedictory. Dr. E. Vishnu Vardhan Reddy, IFS Spl. Secretary, Investment Promotion, NRI Affairs, Govt. of Telangana, graced the ceremony as the Chief Guest. The Programme Directors Dr. K. Visweswara Reddy, Dr. Shreekant Sharma and Mr. Sarath Muthyala, along with other faculty and staff of **ni-msme** attended the valedictory ceremony.

A special video about the programme and impressions of the participants created by the participants from Tajikistan was screened. Dr. K. Visweswara Reddy briefed the attendants about the programme. Total 28 participants from 10 countries attended the programme. He also mentioned about the industrial visits and study tours to Bengaluru and Mysuru arranged for the participants to gain practical exposure. "The participants prepared project reports on various topics relevant to the subject," he added. Dr. S. Glory Swarupa congratulated the participants for completing their training and asked them to work on their action plans by putting their learnings into practice once they return to their respective countries. Assuring the participants about the support from ni-msme, she said **ni-msme** will always work in collaboration with them in every possible aspect when required.

Dr. E. Vishnu Vardhan Reddy started his address by sharing his experiences while working in the United Nations and different countries representing the Ministry of External Affairs, GoI. He appreciated the participants for their efforts to learn. He also spoke about India's G20 Presidency and the concept of "One Earth, One Family, One Future". While talking about the success parameters of the programme, he said such programmes give an opportunity to the participants to enhance their network. He advised the participants to be in contact with **ni-msme** and also each other in the future. Representing the participants, Ms. Harriet Mchira from Malawi and Mr. David Maiye Aiyenigba from Nigeria thanked their respective Embassies, the Government of India, the Ministry of External Affairs, **ni-msme** and the **ni-msme** staff for their unconditional support throughout the programme. They appreciated the hospitality provided to them and said they were treated like a family. They also explained how the training programme will help them once they are back to work. Certificates were distributed to the participants by the Chief Guest. The programme was officially concluded with the vote of thanks proposed by Dr. Shreekant Sharma.



Executive Committee (EC) Meeting

The 32nd Executive Committee (EC) Meeting of **ni-msme** was held on 21 March 2023 at Udyog Bhawan, Ministry of MSME, New Delhi under the Chairmanship of 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 all agenda items and other matters for improvement of academic activities besides construction of compound wall and infrastructure development in the vacant land, to be developed as **ni-msme** second campus and also to improve the overall academic and financial status of the institute. The Committee appreciated the activities carried out.



In- Service Refresher Course for DC-MSME Officials

ni-msme has organised One Week Training program on "In-Service Refresher Course" for DC-MSME Officials, sponsored by DC-MSME, Ministry of MSME, Government of India from 27 February to 31 March 2023 in 4 batches at **ni-msme** campus, Hyderabad. A total of 120 Assistant Directors (Grade- I & II), Superintendents and Stenographers attended the Training. The program was intended to help the officers to develop expertise in general administration and financial matters for better functioning in their respective departments. The Program Director was Dr. E. Vijaya, Faculty Member, **ni-msme**. The objective of the training program was 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 handled the sessions during the training.



At the end of the training, an assessment test was conducted to assess the performance of the participants based on learnings from 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 workplace to enhance their role efficiency and improve their core competencies. The participants shared

their experiences & learnings from the training program. Participation certificates were distributed to the trainees. Vote of thanks proposed by Dr. E. Vijaya.

Workshop for Self Help Groups

Dr. S. Glory Swarupa, Director General, **ni-msme** and Mr. Vivek Kumar, AFM, SEE, **ni-msme** participated in Aggregator cum Sales outlet workshop held at Delhi on 22 March 2023 with an objective of sharing of experience of participating states as well as various corporates which can be later developed into a physical as well as web based Solution to facilitate market access for SHG Products. Initially welcome speech was given by Shri Raghavendra Pratap Singh, Director, Day-NRLM, Gol. This was followed by individual presentations of participants. Shri Tumul Taran, SRLM, Jharkhand, discussed about Project Palash, an innovative way of creating a marketing cum sales promotion platform based solution. This was followed by a brief input on the activities of **ni-msme** with focal attention on components of Rural Development by Dr. S. Glory Swarupa, Director General, **ni-msme**. Dr. Ved Priya Arya and Dr. Sandeep, Team from Patanjali gave their activity plan on their approach of enhancing the demand of SHG products. Their presentation was focused on Quality Assurance. Presentation was also made by Mr. Vivek Segal, from Kalguda's e-commerce solutions. The website for their platform is <https://emahila.org/>. Inaugural address and suggestive measures for marketing of SHG products was delivered by Shri Charanjeet Singh Ji, AS, Rural Development.

During the workshop individual states as well as various corporates presented their plan of activities. The states who presented were, Karnataka, West Bengal, Assam, Andhra Pradesh and Bihar. Team from Amazon also presented their strategies through Amazon Saheli and Amazon Karigar the two dedicated portals on which SHGs can showcase their products at customized concession charges. Mr. Vivek Kumar, AFM, **ni-msme**, also put **ni-msme** impressions on the series of webinars organized in collaboration with Amazon web services. The audience too shared their thoughts on the same.

Jio Mart presented an innovative solution provider with dedicated portal to showcase their products. Kudumbashree and EDII also presented their plan of activities. Grameen Bazaar model which is running very successfully at Patna Airport was discussed. Assam state representatives also made a detailed presentation and narrated about the project called ASOMI which is actually a Rural Mart cum District resource centre. Finally, the house was open for discussion. Mr. R. S. Reki, Senior officer, NMMU moderated the session. During the talks it was found that there is a challenge of setting a standard for quality control and also the common plan that multi SHG members products can follow uniformly. Mr. Vivek Kumar, pitched in stating that **ni-msme** may put its input on creating a quality standard document for various SHG Products. The house appreciated the idea and very soon the NRLM team with the input from various states will bring out a list of sectors on which standard documents can be prepared and later **ni-msme** can also play vital role in various preparing standardised training modules and conducting training in those sectors. Closing remarks was given by Shri Janardhan and Shri Tony from NRLM they also thanked each participant for participating in the workshop.



Valedictory of Agro-Based Entrepreneurship Development Programme

National Institute for Micro, Small and Medium Enterprises (**ni-msme**) has successfully completed a four weeks training programme on "Agro-Based Entrepreneurship Development Programme" sponsored by the Acharya NG Ranga Agricultural University (ANGRAU), Guntur, Andhra Pradesh, from 20 February to 18 March 2023. A total 30 students pursuing graduation in Agriculture, Agricultural Engineering and Food Science & Technology participated in the training programme. The objective of the training



programme was to motivate the participants to start agro based entrepreneurship by enabling them to internalize the concept and to choose the entrepreneurial career. The programme covered Agr-entrepreneurship related topics like Entrepreneurial Motivation, Entrepreneurial Characters, Business, Dynamics, Business Opportunity Guidance & Selection of Projects in Agri Sector, Design thinking & Innovation, Viable Investment Opportunities in Agri Sector, Agri Business Management, Market Survey, Marketing of Agri Products, Digital Marketing, Financial Management, Project Report Preparation, etc by the faculty of **ni-msme**. Exposure visits to various institutions like IIMR, NIRD-RTP, CFTRI, NFDB, ICRTSAT and Agri-Kisan Expo, were also organized.

Prof (Dr.) Neeraja Prabhakar, Vice Chancellor of Shri Konda Laxman, Telangana State Horticultural University (SKLTSHU) participated as a Chief Guest for the valedictory programme. In her valedictory address, she expressed that there are so many entrepreneurial opportunities in Agriculture and its allied sectors like Horticulture, Dairy etc. She has motivated the participants by explaining the success stories of some Start-up who graduated from SKLTSHU. Dr. S. Glory Swarupa, Director General of **ni-msme** in her address advised the trainees that do not give up their entrepreneurial goals until they goals are achieved she stated that hard work is only the way to achieve their goals. Programme Directors Dr. Shreekant Sharma and Mr. V. B. Rajendra Prasad organized the programme. Faculty Members of **ni-msme** and other officials also participated in the valediction programme.



AMDP on Analytics in Marketing



School of Enterprise Management (SEM) organised a six-day Advanced Management Development Programme on Analytics in Marketing from 13 March 2023 to 18 March 2023 in collaboration with KIIT School of Law, Bhubaneswar at KIIT campus, Bhubaneswar.

Dr. S. Glory Swarupa, Director General, ni-msme attended the inaugural ceremony. Dr. Jnyana Ranjan Mohanty, Registrar, KIIT University, Bhubaneswar graced the event as Chief Guest. Dr. Dibyendu Choudhury, Faculty Member & Programme Director, and Ms. V.Swapna, Associate Faculty Member were also present during the inauguration. Dr. S. Glory Swarupa addressed the participants and motivated them to put the learnings into practice.

Dr. Dibyendu Choudhury briefed the participants about ni-msme and gave an overview of the programme. The sessions were taken by ni-msme faculty, academicians, and resource persons from the industry on a wide range of aspects relevant to the subject. A few important topics that were discussed are Overview of Marketing Analytics, Descriptive Analytics & Data Visualisation, Data Analytics with TABLEAU, Tradeoff Analysis, Advanced Excel, Market Basket Analysis, and Forecasting & Predictive Analysis.

During the valedictory, the participants expressed their opinions about the programme and appreciated the contents of the programme and the subject delivered. The participants also shared their action plans about how they will utilise the knowledge they acquired during the programme. The programme was officially concluded with certificate distribution to the participants.

Advanced MDP on Innovation, Incubation & IPR

Advanced Management Development Program (AMDP) on “Innovation, Incubation and Intellectual Property Rights” sponsored under ESDP scheme of Ministry of MSME, was being organized by School of Enterprise Management (SEM) in association with CSIR-IMMT, Council of Scientific and Industrial Research, Ministry of Science and Technology, Govt. of India, Bhubaneswar from 13 to 18 March 2023 at Shanti Swarup Bhatnagar Hall CSIR-IMMT. The objective of this residential intensive training program was to train and nurture the participants on various aspects of Innovation, Incubation & IPR and to make them ready for the entry to entrepreneurial and allied sectors. This program was attended by with about 60 participants including Entrepreneurs, Startups, Aspiring technologists from various R&D Institutes and Universities from different parts of the country such as Assam, Maharashtra, Telangana, Andhra Pradesh, Kerala, Tamil Nadu, West Bengal and Odisha. The program included theory, practical sessions, interactions, demonstrations, lab visit and industrial visit spanning over six full days, wherein the participants got a very insightful knowledge on the practical aspects of Innovation, Incubation and Intellectual Property Rights.



The Inaugural function was held on 13 March 2023 and Dr. S. Glory Swarupa, Director General, ni-msme, Hyderabad was the Chief Guest. Dr. G. Narahari Sastry, Director, CSIR-IMMT delivered the opening remarks and Ms. V. Swapna, Associate Faculty, ni-msme & Programme Director addressed the participants briefing about ni-msme activities. Dr. A. K.Sahu, Chief Scientist, Dr. Y. S. Chaudhary, Senior Principal Scientist, Dr. D. S. Rao and Dr. T. Pavan Kumar, Senior Scientist and Convener of this workshop were among the other who played key role in conduct of the program. About 200 audience were present during inauguration.

In the valedictory, Prof Supriya Pattnayak, Vice Chancellor, Centurion University was the Chief Guest. The event was attended by about 100 audiences including the programme participants. Interaction

and feedback from the participants were taken before the start of formal function. Mr. Muthyala Sarath, Associate Faculty Member, **ni-msme**, Dr. D. S. Rao, Head-HRD, CSIR-IMMT and Dr. T. Pavan Kumar, CSIR-IMMT were the dignitaries on the dais and Dr. Pavan Kumar summarized the entire event briefly followed by the address of two



dignitaries on the dais. The program concluded with certificates distributed to the participants. Participants expressed a great satisfaction for the arrangements and overall conduct of the program.

Entrepreneurship Development Programme



SEE Department conducted 4 weeks training program on Entrepreneurship for Prospective and Practicing Entrepreneurs from 27 February to 24 March. In this training program, selection of suitable projects for investment, setting up of industries, Government schemes, registration, details of licenses, project report preparation, marketing management, financial management, digital marketing, banks' loan issuing procedures, technical resources of projects, assistance and cooperation of various technical institutions, etc were covered.

A total of 15 participants attended the program. During feedback, participants said they after attending the EDP they were confident to start their business. At the end of the program certificates, we awarded to the participants. Program Director Mr. Gaddam Sudarshan, Program Co-ordinator Mr. Ram Kiran delivered vote of thanks.

ESDP on Jute Products

National Institute for Micro Small and Medium Enterprises organized an ESDP program on Jute Products Conducted by M/s. Shasrith Textiles from 06 to 24 March 2023. The ESDP program was Sponsored by the Development Commissioner, Ministry of MSME Govt. of India Under the ESDP Scheme. A total of 25 participants attended the program. Participants have been trained on 15 types of bags like Pouches, Lunch Bags, Files, Vegetable Bags, Hand Bag, Letter pads, etc. During the feedback, participants thanked Director General for training them on Jute products so that they can start their own enterprises and stand on their feet. Program Director Ms. V. Swapna, AFM was present during distribution on completion of the program.



Job Mela for ESDP Trainees

ni-msme has conducted Job fair on 20 March 2023 for the trainees of ESDPs (Solar & E.V) under ATI scheme. Companies including Kehansri Technologies and Services Private Limited, Avghni Renewable Energy Systems India Pvt. Ltd, Gigawatt Solar Pvt. Ltd, UniSolar Power Pvt. Ltd, Windstream Energy Pvt. Limited, Act Fiber, Grencell Energy Private Limited took part in the Job Fair. Total 92 candidates with different skills like on Solar Power Systems, Electrical knowledge, Solar panel technology, troubleshooting and repair of Solar panels, were interviewed. Total 68 candidates were shortlisted for next round of interview at the respective companies.



MSME Loan Mela

The “MSME Loan Mela” was organized at National Institute of Micro, Small and Medium Enterprises (ni-msme) campus on 02 March 2023 that was attended by major private, public-sector banks such as State Bank of India (SBI), Canara Bank, Yes Bank, Industrial Development Bank of India (IDBI), Development Credit Bank Ltd. (DCB), Bank of Baroda (BoB), Bandhan Bank.



The event witnessed overwhelming response from more than 150 MSMEs and First-generation Entrepreneurs from in and around Hyderabad. The banks gave individual presentations about their MSME specific financial products and exclusive service offerings for the MSMEs. They also interacted one-on-one with the entrepreneurs during the event to receive the applications for an

early disbursement of their business loans.

MDP on Analytics Data Driven Decision Making

Management Development Program on “Analytics Data Driven Decision Making” was organised from 13 to 17 March 2023, sponsored under ESDP scheme of Ministry of MSME, in association with Department of Information Technology, Chaitanya Bharathi Institute of Technology.

The objective of analytics-driven decision making programme was to help organizations make better decisions by using data and insights. This can lead to improved

business performance, increased efficiency and a competitive advantage in the marketplace. This programme received more than 75 registrations out of which 45 participants from various institutes like BVRIT, Sreyas, MGIT Hyderabad and RGM CET Nandyal, Annamacharya Rajampet, etc participated. The program includes theory and practical sessions, interactions and demonstrations.

Sessions on various topics were delivered by experts. In the valedictory, Prof. P. Ravinder Reddy, Principal, CBIT, Prof. U. K. Chowdhary, Director I&I, CBIT and Prof. Rajanikanth Aluvalu, Head of IT Department & Convenor-MDP were presented. Participants were very interactive and shared good feedback about the programme and thanked Ministry of MSME for conducting the programme.



International Women's Day Celebrated

National Institute for Micro, Small and Medium Enterprises organized a Women Hackathon on 10 March 2023 as a part of International Women's Day Celebrations at the **ni-msme** campus, Hyderabad. Smt. Jyothi Reddy, Founder & CEO, Key Software Solutions, USA graced the event as the Guest of Honour, and Dr. Sowmini Sunkara, Director, WeAIM, Hyderabad was the Special Guest. The program Director was Dr. E. Vijaya, Faculty Member, **ni-msme**. The objective of the Hackathon is to encourage women innovators. this hackathon will provide a platform for Women from Industry, Academia, Research, Science & Technology streams to work on the problems to bring out the real-time solutions and instill confidence to be innovators. In her welcome note, Dr. E. Vijaya briefed the participants about ni-msme and the activities undertaken by ni-msme. Quoting a Sanskrit Shloka, she said women are the architects of Society. Special Guest, Dr. Sowmini Sunkara, stated that the time for women has changed and more women should step out of their shells and they should work to turn their dreams into reality. She encouraged the participants to enhance their skills and organize their time to be successful. While discussing the functions of Agrighar, she explained to the participants the incubation support are being provided for entrepreneurs. She also expected that new entrepreneurs will take up the agricultural sector as their business area.



Guest of Honor, Smt. Jyothi Reddy, CEO of Key Software Solutions, USA shared her experience of overcoming challenges throughout her journey from studying in an orphan school to establishing and becoming the CEO of Key Software Solutions in the USA. She motivated the participants to develop discipline, dedication and honesty for achieving their goals. Later, she interacted with the participants and answered questions on various relevant topics. Mr. Vivek Kumar, Associate Faculty Member explained to the participants about various themes covered under the Women Hackathon and how women innovators can solve the problems under each theme. It was also informed that the grand finale of the Women Hackathon will be on 01 July 2023. The women Hackathon poster was released by the Director General, **ni-msme** along with dignitaries.

Dr. S. Glory Swarupa, Director General, ni-msme delivered the key note address and expressed that ni-msme was very keen on the initiative of doubling the women entrepreneurs through various EDP and Capacity building programmes. She shared the story of Sreelakshmi Suresh, the Founder, eDesign, and explained how she became the youngest CEO by designing hundreds of websites at a very young age. She advised the participants to believe in themselves, be sincere & honest, improve their knowledge & skills, and work hard towards their goals. The programme was officially concluded with the vote of thanks proposed by Ms. V. Swapna, Associate Faculty Member, **ni-msme**.



Online Workshop on Business Plan Preparation

Mr. D. Naveen Kumar, Consultant, SED, organised One Day Online Workshop on "Business Plan Preparation" on 28 March 2023. In this programme 7 participants participated from different states of Telangana, Chhattisgarh, West Bengal, Odisha and Maharashtra. Dr S. Glory Swarupa, Director General, **ni-msme** inaugurated the programme. She has congratulated all the participants expressed that the programme has been designed to create awareness among prospective entrepreneurs on Idea generation, validation of idea and preparation of Business Plan. She also explained that the Entrepreneur should have learning ability to know new trends in market, understand the problems of customer, based on customer needs entrepreneur has to develop the products & services.

Mr V. B. Rajedera Prasad, Associate Faculty Member has explained about idea generation, freezing of ideas, types of business, how to do market survey to the participants.

Mr D. Naveen Kumar explained how to prepare Business Plan. He covered contents of the business plan, Project Cost, Working Capital Assessment, Manufacturing Cost & Profitability, DSCR, Cash flow, Break Even Analysis, Balance Sheet. The programme concluded with appreciation feedback from the participants.



Refreshment Training for BDSPs

National Institute for Micro, Small and Medium Enterprises (ni-msme) conducted four day Refresher Training Service Providers for Business Development Support Persons (BDSPs) at Jalna, from 25 to 28 March 2023 at Raj Mangal Karyalaya, Ajintha Nagar. Total 30 Women and 5 Men BDSPs attended the programme.

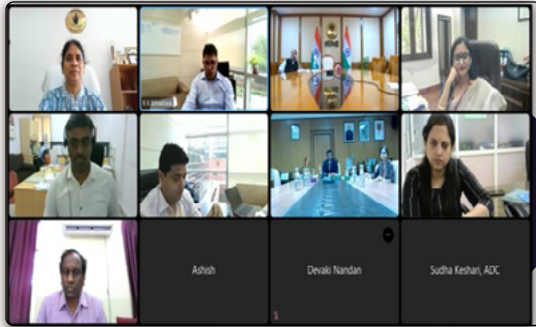
On 26 March Shri Gourav Sakalgaonkar, Partner SMB Catalyst, Management Consulting Firm working with Small and Medium Enterprises conducted sessions on ethics of business, importance of effective communication, business plan presentation & loan repayment and business development. In second half Shri Kishor Deshmukh, Marketing expert conducted sessions on difference between Enterprise and Entrepreneurship, business and Marketing strategy, getting knowledge of the product and other aspects to survive in price war in the market, 4 Ps for effective Marketing etc. After sessions, assignment to prepare business plan was given to the participants. Dr. Shirish Kulkarni, coordinator **ni-msme** gave information regarding various schemes for MSMEs, being conducted by the Ministry of MSME, Ministry of Transport and Ministry of Food Processing. He also shared the Hindi book of Schemes for MSMEs to the participants. He explained about business plan preparation. In second half Shri Vijay Khonde, Consultant MSMEs, Aurangabad conducted sessions support from the Ministry of MSME, five 'S' for clean and healthy premises of MSMEs, Zero Defect and Zero Effect-ZED Certification, necessary licenses and approvals for MSMEs, Udyog Aadhar Registration.

Dr. Shirish Kulkarni, coordinator ni-msme highlighted importance of insurance for enterprises, Digital Marketing, handholding & Mentoring skills. Shri Chaitanya Bawkar, Chartered Accountant conducted session on ethics of business, importance of Knowledge, Dedication and fund for the business, importance of Aadhar card, Pan Card, Bank Accounts like savings accounts, current Accounts, liabilities of entrepreneur, taxation, GST, Important Financial Statements, Cash inflow, appropriate decisions for business development, Balancesheet Loan repayment etc. Shri Mahesh Sakalgaonkar and Shri Mahesh Ratnaparkhi shared their experiences with participants. The programme concluded with vote of thanks presented by Shri Dattatreya Sot, Coordinator from MSRLM.



Director General Visits

Director General attended at 8th Annual Shakti National Convention 2023 in New Delhi organised by MoMSME on 01 March 2023.



Director General, ni-msme participated in Standing Committee on Government e-Marketplace Chaired by Ms. Arti Bhatnagar, AS & FA, MoMSME.

DG, ni-msme attended as Chief Guest at Sumudhura Township, Banjara Hills in International Women's Day celebrations on 05 March 2023. Guests of Honours are Shri P. Basavaiah Choudary (Chairman, MC, Sumadhura); Mrs V. Vijaya, (Vice Chairman, MC); Shri A. Rama Narayana Reddy (Secretary, MC) and Shri K. Surya Narayana (Treasurer, MC).



On the occasion of International Women's Day celebrations, Director General Dr. S. Glory Swarupa attended at Center Institute of Tool Design (CITD), Hyderabad on 08 March 2023.

Dr. S. Glory Swarupa, Director General, ni-msme had participated at Brahmakumari's peace bhavan, Srinagar Colony on the occasion of Women's Day Celebrations on 10 March 2023.



Dr. S. Glory Swarupa, Director General of ni-msme Honoured with UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS AWARD for outstanding contributions in Gender Equality.

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As a part of International Women's Day Celebrations 2023, a Conference was held on 12 March 2023 by International Commission of Culture & Diplomatic Relations with a theme of Changing Trend of Women Empowerment. As a Special Guest, Dr. S. Glory Swarupa, Director General, **ni-msme**, Hyderabad highlighted on this occasion that women have the skills and resources to improve their economic status and move out of poverty and in addition women should plan how to utilize their income and other resources.

Invited Director General of **ni-msme** as Chief Guest at International Women's Day celebrations organised by Confederation of Women Entrepreneurs (COWE), Hyderabad.



Dr. S. Glory Swarupa, Director General, **ni-msme** was invited to speak International Women's Day Celebrated by Indian Institute of Chemical Technology (CSIR-IICT), Hyderabad on 08 March 2023.

Exchanged MoU with Dr. D. Srinivasa Reddy, Director, IICT for Promotion of Entrepreneurship/Skill in Chemical Industry sector and BEST programmes.



NRO Secretariat Inaugurated

Ministry of Rural Development, Government of India has recognised **ni-msme** as National Resource Organisation (NRO) from implementing its flagship programmes. In this regard Dr. S. Glory Swarupa, Director General ni-msme has officially inaugurated the NRO secretariat in the training block on 31 March 2023. This secretariat will house the domain experts pertaining



to Rural Development, Finance, marketing and also mentors for facilitating in establishment of Rural enterprises.

The faculty members Mr. Surya Prakash Goud, Dr. Dibyendu Choudhary, Dr. Shreekant Sharma, Mr. VB Rajendra Prasad, Mr. Vivek Kumar and Dr. K. Visweswara Reddy were present. The young professionals Mr. Dhanraj and Mr. Ramkiran were also present. Director General ni-msme hopes this year would be full of activity based.

MDP Quality Management Practices for Growth Happiness & Sustenance

National Institute of Micro, Small & Medium Enterprise (ni-msme) has organized Quality Management Practices for Growth Happiness & Sustenance, from March 03 to 09 2023. Total 25 faculty from Loyola Academy attended the programme.

The programme covered the topics of concepts of Total Quality Management (TQM) & particularly drew focus on Six-Sigma, TQM, ISO 9000, Lean Manufacturing, 5S, Work Place Management (WPM) and Clean In Place (CIP) systems, Kaizen & Kanban and Government schemes including the ZED certification for MSMEs. The program also covered various topics such as food safety and hygiene, food processing, packaging, and labeling, and the latest trends and developments in the industry.

The speakers from ni-msme Ms. V. Swapna, Associate Faculty Member, G. Sudharshan, Faculty Member, External speakers Mr. C. V. Ramana & Mr. R Srinivasan from QCFI and Prof P V Chandra ISO consultant delivered the sessions during the programme.

Overall, the program was a great learning experience, provided an excellent opportunity for faculty members to enhance their skills and knowledge in Total Quality Management and its importance in the growth and sustenance of business.



Bid Farewell

Shri Poorna Bahadoor, retired from his services as Multi Task Attender (MTA) in **ni-msme** on 31 March 2023 on attainment of 60 years. He has served the institute for 33 years. On the occasion of his retirement, a farewell function was organized by the Recreation Club. He was felicitated by the Director General, Recreation club, Faculty members and other staff Members. They have wished him a happy and healthy retirement life.



RIP to Smt. Padmaja Topi

Smt. Padmaja Topi, Administrative Assistant (A.A) passed away on 11 March 2023 at the age of Forty Four due to sudden massive cardiac arrest. Smt. Padmaja Topi joined the Institute and rendered services for 9 years 3 months.

The **ni-msme** family expressed condolence to the bereaved family and offered their tributes to the departed soul.

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