

ni-msme News Corner (NNC)



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

Phase-I International Executive Development Programmes

The First Phase of three International Executive Development Training Programmes sponsored by Ministry of External Affairs, Govt. of India under Indian Technical & Economic Cooperation (ITEC) formally inaugurated on 10 August 2023 at campus.

The programme directors are Dr. E. Vijaya, FM, Dr. Shreekant Sharma, FM and Mr. Vivek Kumar AFM. The program duration is three weeks from 07 to 25 August 2023. A total of 56 International Executives from 21 countries representing Ministries, Promotional Organizations, Banks and Government departments attended the programme.



The programme is designed to address the issues related to financing of SMEs besides sharing experiences that are beneficial to the participants.

During the inaugural, Dr. Shreekant Sharma briefed about the objectives and the programme design.

Dr. S. Glory Swarupa, Director General, ni-msme addressed the gathering and shared the rich training and handholding history of ni-msme and its association with the M/o External Affairs through ITEC. DG enlightened the participants about the significant

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contribution of MSMEs in developing economies toward GDP, Production and Exports. Director General highlighted India's growth, economic power, G20 Presidency, Chandrayan-3 and Indian Unicorns. She declared this ITEC International Phase-I batch as "N20".



Release of Book



ni-msme has organised the International Executive Program on "Export Opportunities for SME in Developing Countries", sponsored under ITEC, Ministry of External Affairs, Government of India, from 07 to 25 August 2023 at ni-msme campus. 16 International Executives from 12 countries representing Bangladesh, Cameroon, Eritrea, Guyana, Jordan, Kiribati, Kenya, Maldives, Nigeria, Sri Lanka, Zambia and Zimbabwe attended the program.

Keeping

the importance of SME Exports in developing economies, the International Executives have contributed 12 papers that have been edited and published a book titled: Export Opportunities for SMEs in Developing Countries: Global Experiences, which would surely invoke further deliberations on the theme which is immensely significant for the participating countries. During the Valedictory program, the Chief Guest, Ms. I. Rani Kumudini, IAS, Special Chief Secretary, Government of Telangana and Director General, ni-msme has released the book and presented the books to the international delegates.



Decline in Women Labour Participation in India



It was in 1848 that India got its first school for girls, thanks to Savitribai Phule and her husband, Jyotirao Phule. Thirty-five years later, India and the British Empire got their first female graduates -- Chandramukhi Basu and Kadambini Ganguly.

One might think 140 years would be a good enough time for India to go from receiving its first female graduates to reaching gender parity in the labour force contributing to the country's economy. But in 2023, that is sadly still not true.

Data from the International Labour Organisation (ILO) states that the employability gender gap in India is 50.9%, with only 19.2% of women in the labour force compared to 70.1% of men. As per World Economic Forum's Gender Gap Report 2022, India ranked 135 out of 146 countries and was behind smaller neighbours such as Sri Lanka, Bangladesh and Nepal. It is one of five nations, including China, Pakistan, Azerbaijan, and Qatar, with gender inequalities exceeding five percent.

The World Economic Forum (WEF) has highlighted that progress towards gender parity has been halted and even reversed due to COVID-19 pandemic. The pandemic disproportionately affected women, leading to what is widely known as the **"shcession,"** as sectors like retail and hospitality, where women are more prevalent, were significantly impacted.

The increased involvement of women in entrepreneurship has the potential to boost India's GDP by \$0.7 trillion by 2025, says an Indian Express report.

By establishing and running their own businesses, women entrepreneurs can not only generate employment opportunities for other women but also inspire them to enter the workforce. This, in turn, can lead to significant economic growth.

But surprisingly, India's female labour participation rate has been surprisingly declining over the past two decades, dropping from 32% in 2005 to 19% in 2021. Additionally, women's representation in high court judgeships remains below 10 percent. Some sectors, particularly male-dominated ones like manufacturing, present barriers to entry for women entrepreneurs and employees.

This downward trend applies to women across different social classes, religions, and age groups, including rural women who may rely on income the most.

The major factors behind the low rate of women employment in India are several. A few are listed Unpaid labour and vulnerable employment; Societal norms and gender roles; Gender pay gap; Need for better government measures, Laws and economic policies; Gender inequality and lack of suitable job opportunities for women; Reliance on agriculture; Increased prosperity; Choosing education over work and Safety concerns.

If India wants its women to work, we need to see an array of changes at an individual, societal and governmental level that can create a supportive environment. Creating an inclusive environment that empowers women is crucial for India's growth trajectory, necessitating continuous evaluation of efforts to challenge stereotypes and encourage female labour force entry. Promoting gender equality and increasing women's participation in the workforce are critical steps toward leveraging India's demographic dividend and achieving sustainable growth.

Ministry of MSME has announced MSME Idea Hackathon 3.0, an exclusive opportunity for women. Grant upto Rs. 15.0 lakh is provided for women entrepreneurs. The hackathon invites ideas from the field of the services sector, agriculture sector, healthcare sector, power sector, and miscellaneous sectors. National Institute for MSME (ni-msme), is one of the Host Institute (HI) to support women entrepreneurs. ni-msme is working towards Doubling of Women Entrepreneurs in the country.

Glory Swarupa
Director General

Valediction of Phase - I

The Valedictory function for three International Programmes Phase-I 2023, viz Enterprise Development through Micro Finance" (EDMF); Rural Employment Generation through Enterprise Promotion Strategies (REG-EPS) and Export Opportunities for SMEs in Developing Countries (EOSMEsDC) was organised on 25 August 2023. The Chief Guest for the valedictory was Smt. I. Rani Kumudni, IAS, Special Chief Secretary, Government of Telangana. Dr. Shreekant Sharma, FM, SEE welcomed the guest and the participants. He also appraised the dignitaries about the activities of the three weeks programmes. Two candidates from each programme shared their impressions. Mr. Peter Nathan Lokure & Ms. SorphewHeang from EDMF; Mr. Emmnuel Philip & Ms Selwa Jane from REG-EPS and Ms. Farisha Fathhulla & Mr. Baituiba Edward from EOSMEsDC delivered impressions on behalf of their respective programmes. A book titled "Export Opportunities for SMEs in Developing Countries – Global Experiences" was released by the dignitaries. The editors of the book are Dr. S. Glory Swarupa, Dr. E Vijaya and Mr. M. Sharath and it contained articles submitted by the participants from EOSMEsDC programme.



Dr. S. Glory Swarupa, Director General in her special address urged the participants to strictly follow the back at work plan. She also expressed her desire that the participants may play a key role in promotion of the Women Enterprises and Micro Enterprises.



The valedictory address was delivered by Smt. I. Rani Kumudni, IAS. She appraised the house about the inner strength of participating countries and shown her happiness towards their learnings while delivering the impressions. She also narrated various incidents which shows how African countries are coming up very fast in the industrial arena and she desired that through organizations like ni-msme India can also support them. Later Certificates were awarded to the participants by the Chief Guest.

Humanitarian Gesture

Mr. Krishna, Mr. Ganesh and Mr. Satheesh staff members of **ni-msme** have donated blood for employee of **ni-msme**.

Dr. S. Glory Swarupa, Director General, **ni-msme** has appreciated three staff members for their generosity and felicitated to mark their kind action.



Book Exhibition

Book fair was organized at ni-msme campus on 23 August 2023, to facilitate the participants attending phase-I International Training Programmers so that they may use their book allowance prudently and relevantly. Reputed book store operators were invited to display a wide range of titles on the subjects focused in the training programmers.

Dr. Subhransu Sekhar Acharya, Chief General Manager, SIDBI, New Delhi Inaugurated the book exhibition. Dr. S. Glory Swarupa, Director General appreciated the book sellers for their ready cooperation. She pointed out that the exhibition saves a great deal of time for the trainees by making this one-stop arrangement. All the faculty and staff of ni-msme were present at the inauguration.

Dr. Dibyendu Choudhury FM & SEIC I/C, Mr. B. Pradeep Kumar Asst. Registrar and Mrs. P. Anjali Prasanna, Sr. A.A., coordinated the exhibition. Mr. M. Devidas, Library Assistant, displayed ni-msme publications at a separate counter.



Cultural Night

A cultural night was organized for participants of 3 International programmes and three National programmes at the campus on 24 August 2023. Programme Directors, Faculty, Staff had joined in the joyful event. The delegates participated with delight and enthusiasm, presenting solo as well as group performances of their native culture. Towards the end of show, the happy participants thanked the Director General, faculty and the functionaries for creating a friendly atmosphere, elucidative training and a comfortable stay at **ni-msme**.



Study Tour / Visits



As part of the training International participants are taken to Bengaluru and Mysuru to have hands on experience of whatever they have learnt during their conceptual session. Some of the important institutions covered were, RUDSETI, where they got chance to look into the skills development training programmes offered for rural unemployed youth. They were taken to prestigious CFTRI and got themselves briefed about the activities from Shri P Ramesh Kumar, Sr. Principal Scientist, CFTRI. The visiting

participants had a glimpse of display along with technological intervention being done. They also visited Karnataka State Handicraft Corporation Ltd popularly known as Cauvery Craft Complex. Mr. Kaleem, Director Craft Complex and Common Facility Center briefed the facilities available. The international participants find this useful and learnt the time share method of toy manufacturing. They also



visited Arun Fine Arts and interacted with Micro Enterprise owner of the Wooden inlay cluster at Mysuru. The focus of the visit was to see the wooden carving on the wood without using any color. The international delegates visited various SME Export units and interacted with Mysuru Industry Association. To understand India's heritage and culture, they visited various historical places in Mysuru. At each place, the trainees had discussions with concerned officials which enhanced their understanding of the concepts. The delegates were received with

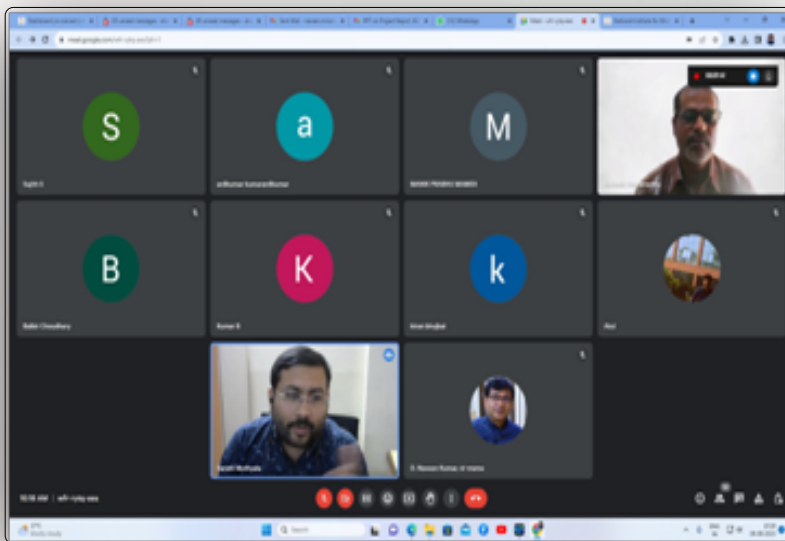
warm welcome and hospitality at every organization, and the officers received their questions with a reaching out attitude and patience, clarifying their doubts.

During their in-plant study, the group visited T-Hub and interacted with incubatees. They also visited the National Fisheries Development Board.



Online Workshop on How to Start Business

The School of Enterprises Development (SED) has organised an Online Workshop on How to Start Business on 09 August 2023. Participants are from different states like Andhra Pradesh, Jharkhand, Kerala, Maharashtra, Tamil Nadu and Telangana. Mr. D. Naveen Kumar has welcomed all the participants and briefed about ni-msme and objective of the programme. Mr. Sarath Muthyala, Associate Faculty Member (AFM), took session on Idea Generation & Validation and explained about how to identify the project ideas and freeze the ideas, briefed about Design Thinking Model. Mr V. B. Rajendera Prasad, Associate Faculty Member (AFM), ni-msme has explained about Entrepreneurial Qualities and Government Schemes. Mr. D. Naveen Kumar, Consultant has explained about Project Report preparation, how to prepare financial statements (Manufacturing & Profitability, DSCR, BEP, Cash Flow, Repayment Schedule, Balance Sheet). The programme conducted with vote of thanks and feedback from the participants.



Agro-Based Entrepreneurship Development Programme

ni-msme has conducted a three-week training programme titled "Agro-Based Entrepreneurship Development" sponsored by Acharya NG Ranga Agricultural University (ANGRAU), Andhra Pradesh. A total of 38 students pursuing graduation in agriculture and agricultural engineering are participating in the programme. The objective of the training is to motivate the participants towards entrepreneurship by enabling them to choose the entrepreneurship as their career.

The programme was inaugurated by Dr. S. Glory Swarupa, Director General of ni-msme. In her inaugural address she expressed that there is ample scope for innovation, value addition and entrepreneurship development in agricultural sector. She also mentioned that their mission should be development of rural sector through agri based entrepreneurship.



As a part of the programme, participants is taken to exposure visits to various institutions like NIRD-RTP, IIMR, NFDB, CFTRI, ICRISAT etc for their exposure on institutional support. Interactive sessions with successful entrepreneurs of Agri sector will be arranged for their motivation. Dr. Shreekant Sharma, FM, SEE and Mr. V.B. Rajendra Prasad, AFM, SEE are the programme Directors for this programme.

MSME Loan Mela

Loan Mela was organized at ni-msme campus on 18 August 2023. Major private, public-sector banks such as State Bank of India (SBI), Canara Bank, Yes Bank, Industrial Development Bank of India (IDBI), Axis Bank, Dhanalakshmi Bank and ARKA FINCAP (NBFC) participated the Mela and erected stalls. During the inauguration, Shri Bala Krishna, Deputy General Manager, Regional Head, Canara Bank gave the orientation to existing and aspiring entrepreneurs about various schemes available and requirements for availing the loans. The event also given awareness about the PMGEP and PMFME schemes for setting up micro enterprises. The event witnessed overwhelming response from more than 80 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. The event was coordinated by Ms. V. Swapna, Associate Faculty Member, ni-msme.



Interaction at American Embassy

Ms. V. Swapna Associate Faculty Member, IPFC was invited for the meeting hosted by U.S. Consulate General, Hyderabad to interact with American Speaker Ms. Nancy Wang on 04 August 2023. Ms. Wang is the Director of Product & Engineering and General Manager at Amazon Web Services. The meeting agenda is to connect the local IPR experts so as to network and exchange notes on the topic of IPR and related issues. During the meeting there was a fruitful discussion on latest trends, challenges and opportunities in the field of IPR and possible collaborations to address the Startup IP issues.



Soya Bean Products Inauguration at LBI



Soya Bean Products processing unit was inaugurated at LBI, ni-msme campus by Dr. S. Glory Swarupa, Director General, ni-msme on 15 August 2023.

Mr. Rakesh Mungelkar, Proprietor explained the process of making different types of products using Soya Bean. Director General appreciated and encouraged the entrepreneur for his future endeavors.



Training on Data Science, Data Governance and Data Analytics

National Informatics Centre, Gol has organized a 5 day training programme from 21 to 25 August 2023 titled " Data Science, Data Governance and Data Analytics" to the officials of NIC. The programme was organized at ni-msme campus, Hyderabad. A total of 28 Senior Officers belong to different states of India participated in the training. The training sessions were run mostly by hands on training mode in the computer lab. After completion of the programme ni-msme has issued certificates to the participants.

Workshop on Business Plan Preparation & Government Schemes

ATI Cell, ni-msme organised Loan Mela on 18 August 2023, as preparation, organized Workshop on "Business Plan Preparation & Govt. Schemes", the workshop was attended by more than 300, aspiring and practicing entrepreneurs/startups.

The workshop briefed about bank formalities/procedures, preparation of bankable project report and various schemes for MSMEs. Manager, State Bank of India.



Press Meet for Diploma in Management and Entrepreneurship

In a significant step towards fostering entrepreneurship and enhancing management skills, National Institute for MSME and Ascensive Educare Ltd. jointly launched a Diploma Programme in Management and Entrepreneurship. The launch event took place at Kolkata Press Club on 29 August 2023. The event was graced by Dr. S. Glory Swarupa, Director General, ni-msme. Dr. Dibyendu Choudhury, Faculty Member, ni-msme and Mr. Abhijit Chatterjee, Chairman, Ascensive Group of Companies.



Dr. S. Glory Swarupa emphasized the importance of continuous learning and skill enhancement in today's competitive business landscape. Course if comprehensive addressing the needs of aspiring entrepreneurs and professionals seeking to enhance their management acumen. Dr. Dibyendu Choudhury provided insights into the curriculum and course structure. He highlighted how the programme is tailored to instill practical knowledge and real-world skills that can drive success in various business environments.

Mr. Abhijit Chatterjee shared his perspective on the significance of entrepreneurial education in cultivating a culture of innovation and growth. He commended the collaboration's commitment to empowering individuals to become effective leaders and successful entrepreneurs. Two courses are being provided under this programme. "Diploma in Business Management and Entrepreneurship" spans 6 months, catering to recent graduates. It aims to furnish them with a holistic grasp of vital business functions, including Marketing Strategies, Financial Management, HRM, and hands-on aspects of initiating and steering a thriving business.

The second course, "Advanced Diploma in Business Management and Entrepreneurship," extends over 11 months. Tailored to graduates seeking more profound knowledge, it delivers practical perspectives on advanced business concepts, strategic planning, innovation, and leadership in the ever-evolving business landscape. Additional assistance like access to Government Schemes, Institutional Support, Bank Linkage, assistance to job, and Bank Loan will be provided to the candidates pursuing Advanced Diploma in Business Management and Entrepreneurship. The dignitaries mentioned that the diploma programme will be provided at seven different places across West Bengal.

More than 50 reporters from print and electronic media participated in the Press Meet.



Celebration of Chandrayan – 3 Success

National Institute for MSME (**ni-msme**), Hyderabad celebrated successful soft landing on South Pole of the Moon at 06.04 pm on 23.08.2023 with 56 International Delegates from 26 countries. Dr. Subhramsu Sekhar Acharya, Chief General Manager, SIDBI, New Delhi; Director General and Faculty Members have participated the pride moment. It is most defining pride moment for ni-msme and MSME sector. *Congratulations to ISRO.*



National Seminar on Biochar



National Seminar on Biochar: Status and Opportunities was organised by ni-msme in Association with India Biochar and Bio Resources Network (IBBN). Biochar Crusaders and GIZ. Dr. S. Glory Swarupa, Director General, ni-msme inaugurated the Seminar. Mr. Jonas Barthalomaye from GIZ, New Delhi delivered a keynote address.

The event had attracted enthusiastic and knowledgeable participants from 11 states. During the seminar, a captivating demo on biochar production. Participants immersed in the process of converting biomass

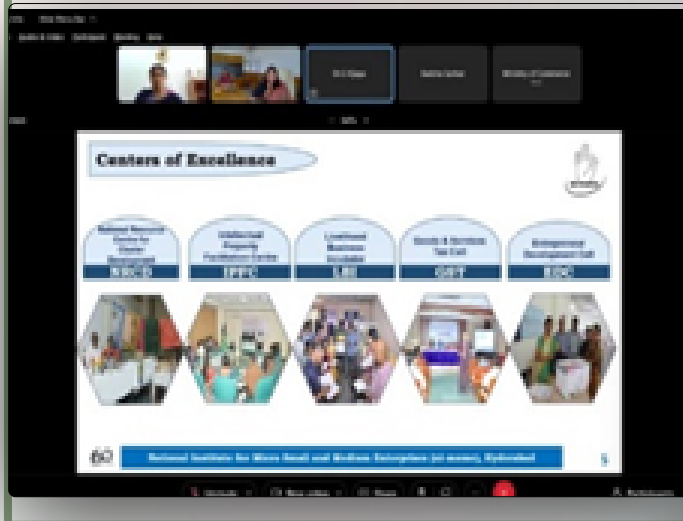
into valuable Biochar was organised bridging the gap between theory and real-world application.

Visits of Director General

Dr. S. Glory Swarupa, Director General, ni-msme, invited as esteemed Chief Guest Orientation of silver MBA batch at School of Management Studies, University of Hyderabad on 02 August 2023.



ni-msme to establish partnership with Ministry of Commerce & Industry as Knowledge Partner for Free Trade Agreement to promote Exports. A presentation was made on 08.08.2023.



Dr. S. Glory Swarupa, Director General, ni-msme had meeting with Shri. Jayesh Ranjan IAS, Principal Secretary to ITE&C, Govt. of Telangana and Padma Shri Ravi Kumar Narra, National President of the Dalit Indian Chamber of Commerce and Industry (DICCI) for collaborative programmes on 07.08.2023.

Ms. Devyani, Director and Mr. Vinay Kumar Pandey, Manager from Centre for Responsible Business (CRB) visited ni-msme on 03 August 2023. Discussed interventions on Sustainability, Energy Efficiency and Gender equality in MSMEs with Dr. S. Glory Swarupa, Director General along with Mr. Surya Prakash Goud, FM and Mr. Sarath Muthyala, AFM, ni-msme had interacted.



DG, ni-msme participated in an online meeting on MERI MAATI MERA DESH organised by Ministry of Youth Affairs, Govt. of India on 03 August 2023.



Director General, ni-msme was the Keynote Speaker in Workshop on MSMEs Capacity Building on Race to Net-Zero organised by Centre for Responsible Business (CRB) in Association with SME Climate Hub and Association of Lady Entrepreneurs of India at ni-msme campus. Welcome address by Ms. Devyani Hari, Director, CRB (Project Objective, Indian Net-Zero Context – Current Scenario, Regulatory, Reporting, Finance and Innovation). Dr. Rajani Kumari Chamala, Vice Chairperson Clusters and Managing Committee Member, Association of Lady Entrepreneurs of India (ALEAP) & Managing Director, Shri Sai Manasa Nature Tech Pvt. Ltd. and Kiwis Eco Laboratories Pvt. Ltd; Shri Debajit Das, National Project Coordinator, United Nations Industrial Development Organisation, MSME Energy Efficiency and Solar Thermal Project, UNIDO Regional Office India and Mr. Sanjay Banka, Executive Chairman, Banka BioLoo Ltd. have participated in the workshop.



Mrs. Neeraja Gandhi, DHSO, Department of Horticulture, Govt. of Telangana along with Technical Agency met Director General to discuss on interventions in Pudur Agro and Food Processing Cluster under SFURTI Scheme.

Interactive session with Shri E. Mahesh, Deputy General Manager, National Institute for Smart Government (NISG) at ni-msme campus on different aspects of Project Management and Manpower Augmentation.



Director General, **ni-msme** made a presentation to APEX Committee chaired by Secretary, MHI on 22 August 2023 at Udyog Bhawan, New Delhi.

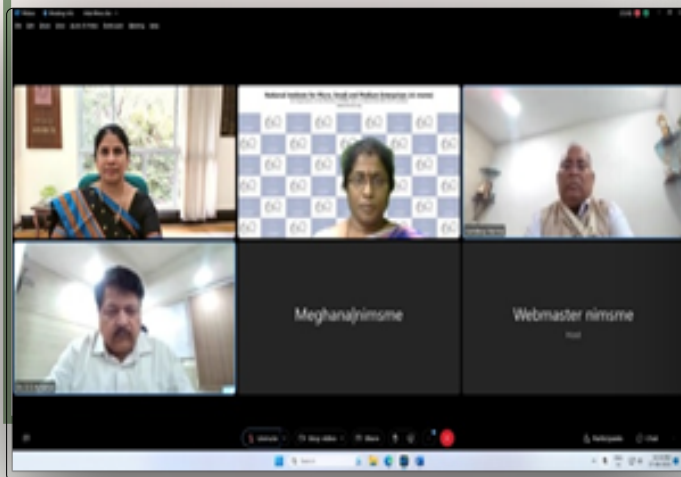
Preparatory workshop on proposed T-IGNITE chaired by Director General, key functionaries of DICCI and CII.



Ms. Rohini Naidu, Founder, Period Health Care, TGF – The Girl Foundation visited Director General, ni-msme for Technical and Financial assistance.



Meeting with CGM, NABARAD, Delhi on 17.08.2023 and CEO, CGTMSE, Mumbai to establish Center of Financial Inclusion (CFI) at nimsme, Hyderabad



Meeting with Dr. Sunil Jha, IITD for strengthening of ni-msme's CEFC proposal on 30.08.2023



Dr. Subhransu Sekhar Acharya, Chief General Manager, SIDBI, New Delhi visited ni-msme campus on 24 August 2023.

Discussed with Dr. S. Glory Swarupa, DG, ni-msme for establishment of Central Financial Inclusion.



Charcha

Dr. S. Glory Swarupa, Director General, ni-msme was invited as a panelist at ISB, Hyderabad, for a special programme Charcha, where the discussion revolved around "collaborative efforts to enhance access to finance through partnerships."



Startup Innovation Summit & Awards 2023



Dr. S. Glory Swarupa, Director General, ni-msme invited in MSME and Startup Innovation Summit & Awards 2023 – 3rd Edition ceremony at Mumbai on 26 August 2023. ni-msme supported the event as Affiliated Partner. DG delivered a special address on MSME scheme support system and efforts of Govt. of India to help MSMEs. Interacted with Entrepreneurs, Innovators & Award Winners. Provided the guidance. Presented the awards to the winners as Guest of Honor. Total 80 awards were being presented during the ceremony.





Tri-colour Flies High in the Campus Sky



Independence Day was Celebrated at the campus on 15 August 2023 with a great sense of pride & honour, commemorating the nation's 77 years journey since independence in spirit of Azadi ka Amrit Mahotsav with great solemn and 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.



The flag hoisting was followed by a delightful cultural event. International delegates performed their tradition and ni-msme employees took part with joyful skit on "patriotism" making the Independence Day celebrations memorable.



Our Journals

Journal of Innovation, Entrepreneurship, Management and Skill Development (JIEMS)
<https://nimsme.org/journals>



Small Enterprises Development, Management & Extension (SEDME) Journal
<https://nimsme.org/journals>



Our Social Presence



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