

# ni-msme News Corner (NNC)



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

## Hon'ble Deputy Chief Minister, Govt. of Telangana Launched National Conference ESG 2.0



Shri Mallu Bhatti Vikramarka, Hon'ble Deputy Chief Minister, Govt. of Telangana has launched ni-msme's "National Conference on ESG 2.0 Brochure", to be organised by National Institute for MSME (ni-msme), Hyderabad during 29 & 30 May 2025. Dr. S. Glory Swarupa, Director General, ni-msme along with Dr. E. Vijaya, Director, SEM & Mr. Sarath Muthyala, Associate Faculty Member, SED have participated during the visit.

The conference explores how Indian Financial Systems can integrate ESG principles with Climate Risk Management to create resilient and Sustainable Economic Growth.

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An organisation of the Ministry of MSME, Govt. of India

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## GEF-UNIDO Project Kickoff Meeting

The Kickoff Meeting for the GEF-UNIDO project, "Improving Thermal Energy Efficiency in the Design, Manufacture, and Operation of Industrial Boilers for Low-Carbon MSMEs in India," was successfully held at ni-msme. The event was graced by Shri Ateesh Singh, Joint Secretary (AFI), MoMSME; Dr. S. Glory Swarupa, DG, ni-msme, Shri Vinamra Mishra, Director, MoMSME; Shri Dibajit Das, National Project Coordinator, UNIDO; Shri Anadh Verma, Director, NPC and other esteemed team members from ni-msme.



## Pledge on TB Mukht Bharat

ni-msme staff participated in the "Pledge on TB Mukht Bharat (Ni-kshay Shapth)" as part of 100 day intensified campaign on TB (Tuberculosis) on 28 January 2025.



## Campaign on TB Elimination Chaired by Secretary, MoMSME

Virtual meeting on 100 day intensified campaign on TB Elimination chaired by Secretary Ministry of MSME.

Senior officers from Ministry of Health & Family Welfare made presentation on symptoms & measures to prevent.



## National Startup Day



The startup ecosystem in India has evolved rapidly, with over 160,000 recognized startups and more than 110 Unicorns-Startups valued at over \$1 billion. This remarkable growth reflects the success of the Startup India initiative, launched in 2016, and signifies the immense potential of young entrepreneurs who are not only fuelling economic growth but also creating job opportunities across diverse sectors. In nine years, DPIIT-recognized startups created over 16.6 lakh direct jobs, the nation ranks third globally in startup ecosystems.

National Startup Day celebrated on 16 January every year. It is a day to honour and recognize the contributions of startups to the global economy. Startups are often associated with innovation, disruption and entrepreneurship, making this day a perfect opportunity to highlight their importance. National Startup Day 2025 reminds us to celebrate the indomitable spirit of entrepreneurs and the ecosystem supporting them.

In the Startup India initiative, post getting recognition, a startup may apply for tax exemption under Section 80 IAC of the Income Tax Act. Post getting clearance for tax exemption, the startup can avail of tax holidays for 3 consecutive financial years out of its first ten years since incorporation. In addition to it, the startups can also avail rebates on patent filings, thus facilitating smoother operational processes. It allows startups to focus on their core mission of innovation and growth. The resilience and creativity of startups, especially in the face of unprecedented challenges like the pandemic, have proven that India is emerging as a global hub for innovation.

Sectors such as climate tech, fintech and health tech are thriving in particular driven by a digitizing economy, skilled talent, and global collaborations. Furthermore, the rise of incubators, accelerators, and access to international capital is also enabling efficient scaling. The outlook for Indian startups is highly promising with continued innovation in climate tech, fintech, and AI leading the charge. Increased global funding, government support, and a growing focus on sustainability are expected to drive growth. Expanding digital infrastructure and talent pools will also enable startups to scale further.

Major cities like Bengaluru and Mumbai lead the charge, while smaller towns also contribute to the entrepreneurial surge. Iconic firms such as Zomato, Nykaa, and Ola exemplify the shift from job seekers to creators, underscoring the vital role startups play in economic growth and job diversity. Startups play a pivotal role in advancing these trends, revolutionizing the way businesses interact with their customers.

ni-msme is committed to fostering innovation and inclusivity within the entrepreneurial ecosystem to achieve sustainable growth. On the occasion of National Startup Day, ni-msme extends best wishes to the resilient startup community for building a future shaped by vision and innovation. ni-msme remains dedicated to being a trusted partner in their journey.

*Dr. S. Glory Swarupa*  
Director General, ni-msme

## Exposure Visit @ ni-msme Campus

### i) Auxilium College (Autonomous), Vellore, Tamil Nadu:

Students from Auxilium College (Autonomous), Vellore, Tamil Nadu visited ni-msme campus on 27 January 2025 as part of their Industry Exposure. ni-msme team kept the students busy by giving quality input on Entrepreneurship Development component. Shri K Surya Prakash Goud explained about the experience of ni-msme in the field of Cluster Development while Dr. Shreekant Sharma, Director SEE, took a session on MSME Schemes and the charms of being an Entrepreneur. Shri Vivek Kumar handled a hand-on session on Achievement Motivation. During the visit they also had hands full experience on its entrepreneurial units, the Helping Society Foundation, Parikshit Foods and learnt about their journey. During the day the students had a time to explore activities of centre for Bio-char (kala Heera). Mr. D. Tejeswar, Faculty Consultant, SED explained the activities. Sri Vivek Kumar, FM, SED coordinated the visit.



### ii) Confederation of Women Entrepreneurs (COWE), Telangana Chapter:

Confederation of Women Entrepreneurs (COWE), Telangana Chapter has arranged field visit to ni-msme on 23 January 2025 for the benefit of participants. It was a 4-week Entrepreneurship and Skill Development Programme (ESDP) for potential entrepreneurs organized at Shiva Shivani Institute of Management, Kompally, Hyderabad. The group was headed by Smt. Shanthi Jaiswal, Programme Director, COWE Telangana Chapter. Dr. Shirish Prabhakar Kulkarni, Hindi Translator conducted a session for the participants informing the genesis of ni-msme, concept of Micro, Small and Medium Enterprises, important links provided by the Ministry of MSME, Govt. of India, various schemes being implemented by MoMSME to provide necessary assistance to entrepreneurs, efforts being made by ni-msme for Doubling Women Entrepreneurs in near future. He has given detailed information of Livelihood Business opportunities available including Scientific Honey Bee Keeping and Food Processing. All the participants visited the Livelihood Business Incubation Centre of ni-msme and an apiary for Scientific Honey Beekeeping.



### iii) ITEC Participants from MANAGE, Hyderabad

A batch of 21 International Executives nominated for Indian Technical and Economic Cooperation (ITEC) programme at National Institute of Agriculture Extension Management (MANAGE), Hyderabad visited ni-msme on 17 January 2025 as part of field visit. Ms. Usha Shree, Manager, Centre for Innovation and Agripreneurship (CIA), MANAGE, coordinated the visit.

Addressing to the executives Dr. S. Glory Swarupa, Director General ni-msme extended her warm greetings to the participants of ITEC programme and complimented for a full batch of women executives. She highlighted contributions of ni-msme for MSMEs and making policies for better growth of MSMEs at national and international level. She also informed that ni-msme trained more than 11,000 International Executives and reached up to 145 countries of the world. Highlighting 62 years of services of excellence by ni-msme Dr. Swarupa sad that ni-msme celebrated its Diamond Jubilee ceremony in the recent years and set a goal to doubling women entrepreneurs in near future.



She said that for Indian economy Agriculture is the largest sector, while MSME is the second largest sector contributing almost 30% of GDP. She said that Indian economy is the fastest growing economy in the world and is on 5th position. She also said that Government of India making efforts to place Indian economy of the third position at the International Level after United States of America and China. As part of this effort ni-msme trained 3000 women last year and is going to train 11000 women this year, so that they can become self-independent and emerge as entrepreneur.

She also advised to the international executives to come forward to increase women entrepreneurship in their countries for sustainable development and increase share of women in national GDP. She also given information about SFURTI Scheme, being implemented by ni-msme for traditional Industries through cluster development initiative. Dr. Shreekant Sharma, Director, School of Entrepreneurship and Extension welcomed the executives and highlighted the brief of 62 years journey on ni-msme, Support extended to MSMEs at National and International level, Schemes of Govt. of India for MSMEs.

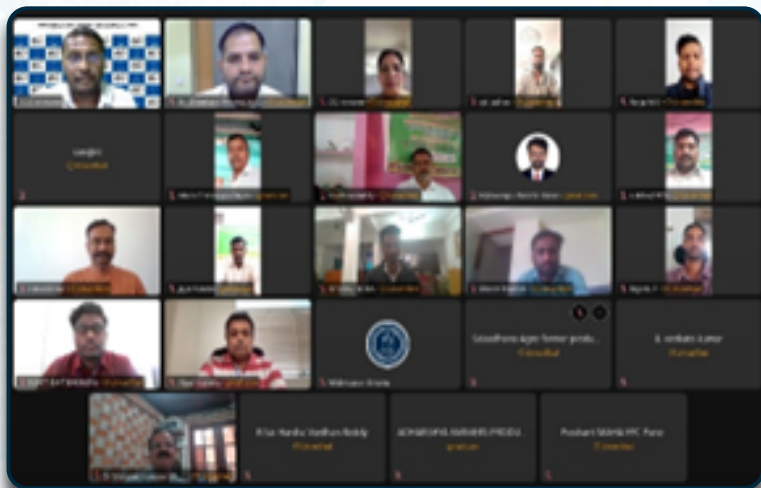
Shri Basudev Datta, Asst. Registrar made necessary arrangements to provide all necessary information to the International Executives during their study tour, while Dr. Shirish Kulkarni, Hindi Translator has given detailed information about Livelihood Business Incubation (LBI) Centre of ni-msme. Women Executive visited Parishit Food Products and Helping Hand Society units displayed at Prerana building of ni-msme campus.



## Empowering Farmer Producer Companies

The National Institute for Micro, Small and Medium Enterprises (ni-msme), conducted a two-day online training program titled “Empowering Farmer Producer Companies (FPCs) in India: Unlocking Growth Through Policy, Technology, and Market Linkages” on 20 & 21 January 2025.

Total 23 participants from 9 states, including Andhra Pradesh, Maharashtra, Odisha, Assam, Tamil Nadu, Kerala, Punjab, Jammu & Kashmir and Karnataka. Attendees included CEOs of FPOs, Cluster-Based Business Organizations (CBBOs), officials from input companies, and state government representatives.



The event was inaugurated by Dr. S. Glory Swarup, Director General, ni-msme, who emphasized the critical role of FPOs in rural economic growth. She highlighted the importance of integrating technology, accessing government schemes, and building market linkages to ensure FPO sustainability. Dr. Sathyendra Kumar, Associate Faculty Member & Program Director, led the sessions, focusing on governance, financial strategies, and market integration. Dr. Kumar emphasized the need for strong foundations to overcome challenges and unlock growth opportunities.

The topics covered on Governance, Leadership, and Financial Strategies for FPC success, with inputs by Dr. Sathyendra Kumar and Mr. Vinruth Reddy & Scaling FPCs, Sustainable Business Models, and Leveraging MSME Schemes, with expert insights by Dr. Shreekanth Sharma and Mr. Emmanuel Murray.

The program concluded with inspiring success stories from FPCs across India, motivating participants to implement actionable strategies. This initiative underscores ni-msme's commitment to empowering rural enterprises and promoting inclusive economic growth.

## PMKVY 4.0 Special Project in NER

ni-msme is conducting Skill Development Programmes under PMKVY 4.0 Special Projects in Northeast region, namely Assam, Meghalaya, Tripura, Mizoram, Nagaland and Arunachal Pradesh. sponsored by the National Skill Development Corporation (NSDC). PMKVY assessment process for Programmes Mushroom Grower (AGR/Q7803) and Bamboo Work Artisan (HCS/Q8702) ensures that candidates are thoroughly evaluated on both theoretical knowledge and practical skills.



## Himachal Pradesh SRLM Activities

**ni-msme** as NRO has been entrusted with preparing Detailed Project Report (DPR) for three blocks namely Bilaspur, Bhuranj and Baijnath in the state of Himachal Pradesh. The project under the leadership of project director, Mr. K. Surya Prakash Goud has been initiated selection of Mentors, one each for three blocks. After selection of the mentors, the identification and selection of CRP-EPs (Data Collectors) for all three blocks were taken up.

**Bilaspur Block:** Mr. Vivek Kumar, FM ni-msme, visited the block and interacted with SHG Didis and explained the importance of Data collection to prepare effective DPR. Later interviews were also conducted. During the visit, the team also met Ms. Babita Dimar, Block Development Officer and appraised the action plans. Focused interaction was also done with LDM, Bilaspur, HP and Senior Manager, Cooperative Banks to get awareness on listing potential products to be included as input while finalizing the DPR preparation for various blocks of Himachal Pradesh.

**Bhuranj Block:** ni-msme team continued their preparedness activities for DPR preparation in the Bhuranj block of Hamirpur District. Selection process of CRP-EPs along with training of Mentors being carried out. Focused Group Discussion with SRLM officials along with LDM, Manager HP state Gramin bank with the involvement of CLFs and Block Development officer were also conducted.

**Baijnath Block:** ni-msme team started their strive in the block Baijnath by giving an overview of the DPR process and the responsibilities of a CRP-EPs. Team also updated on DPR preparation activities in the block to Sri Rakesh Patlal, BDO, Baijnath. After the selection of the CRP-EPs the orientation was given to

them, which will be followed by data collection and data analysis which will be used as input for preparing the DPR for all the three blocks.



## Faculty Presentation at International Conference

Dr. Vemula Radhika, Faculty (Consultant) presented a paper at International Conference on Contemporary Global perspective in Management Environment and Technology on the topic Adoption of HR Analytics and its impact on Talent Acquisition for identifying Quality Resources at Delhi School of Business, Hyderabad virtual on 16 & 17 January 2025.



## Internship Programme for ICFAI University

CFI, ni-msme conducted screening of MBA students from IBS, ICFAI University on January 18, 2025, for the summer internship program. Students from IBS Hyderabad have been selected for the program, which will involve a week of orientation at the ni-msme campus followed by practical experience with banks and financial institutions in Hyderabad. This collaboration aims to provide students with valuable practical experience and contribute to their professional development.



## Green Drive – Banking for a Greener Planet



Bank of Baroda's Green Drive – Banking for a Greener Planet initiative. Mr. Ritesh Kumar, Zonal Manager & General Manager, Hyderabad led the plantation of fruit-bearing trees, joined by Deputy General Managers and Regional Managers. Mr. M. V. Kameswara Rao, Chair, CFI and other representatives of ni-msme also participated. The event, saw enthusiastic participation from ni-msme representatives as well, including Mr. M V Kameswara Rao, Chair, CFI. The collaborative effort underscores the commitment of both Bank of Baroda and ni-msme to environmental sustainability.

## Strengthening MSME Access to Finance: CFI and BoB

Mr. M.V. Kameswara Rao, Chair of CFI, and team engaged in a fruitful dialogue with Bank of Baroda (BoB), focusing on CFI's objectives to promote financial literacy and access to credit for MSMEs.

The discussion centred on potential collaborations to leverage Bank of Baroda's extensive network and financial expertise for the betterment of MSMEs.



## 4th Project Advisory Committee Meeting

4th PAC Meeting of CFI concluded successfully on 28 January 2025 at Campus Chaired by Dr. S. Glory Swarupa, Director General, ni-msme. Mr. M. V. Kameswara Rao, Chair, CFI briefed the activities of CFI during the 3rd quarter ended Dec 2024. Members attended Mr. S R Meena, GM, SIDBI, New Delhi; Mr. MSRK Murthy; AGM, CGTMSE, Mumbai; Ms. Bhuvaneshwari, DGM SME, SBI, LHO, Hyderabad; Mr. V. Vidyasagar, CMD, Sagar Asia Pvt Ltd; Mr. Rajeev Verma, Asst. Professor, IIM, Ranchi; Smt. B. Kavitha Rajesh, Proprietor, Om Sai Paints; Dr. C G Sastry, Vertical Head, CFI and Dr. E. Vijaya, Director, SEM.



The members offered their suggestions, ideas for the CFI activities and appreciated the work done during the Quarter under review. The CFI is committed to take forward the mandate given with many innovative ideas and strategies.



## Visitors' Gallery

Indian Chamber of Food and Agriculture (ICFA) launched its Telangana State Agriculture Council (TSAC) at ni-msme on 25.01.2025. The meeting was attended by 31 renowned experts, policy makers, researchers and industrialist. The ICFA has shown interest to start its office at ni-msme, DG, ni-msme is honorary member for this chapter.



Key discussions on the SEED Scheme for Andhra Pradesh! Shri Thota Sathish, DGM, NSFDC, visited Dr. S. Glory Swarupa, Director General, for a productive discussion on implementing the SEED Scheme in AP, accompanied by Shri K. Surya Prakash Goud, Director, SED.

Professors Daniel Münster & Heidi Field from @UniOslo visited ni-msme to share insights on biochar initiatives in India. Discussions focused on collaborative opportunities to enhance biochar applications through innovative technologies under the Center for Biochar.



ni-msme, a truly National Institute serving all segments of population. Implementing the Scheme for Economic Empowerment of De-Notified, Nomadic and Semi Nomadic Tribes (SEED-DNT). DNT tribes are most neglected, marginalized and economically and socially deprived communities. The scheme is supported by Ministry of Social Justice and Empowerment, Govt. of India.

Dr. Beulah Suresh, Head & Assistant Professor, PG and Research, Department of Business Administration and Dr. Suganthakumari, Assistant Professor, Department of Chemistry, Auxilium College (Autonomous), Vellore, Tamilnadu. Interacted with Dr. S Glory Swarupa, Director General, ni-msme regarding possible conduction of various training programmes in near future for their academic staff. Shri Surya Prakash Goud, Director, SED, Shri Vivek Kumar and Shri Basudev Datta, AR, ni-msme were also present during the discussions.





Mr. Sarath Muthyala, AFM, ni-msme has attended the inauguration of "Grameen Bharat Mahotsav" at Bharat Mandapam, New Delhi inaugurated by Hon'ble Prime Minister Shri Narendra Modi ji on 4 Jan 2025.

Mr. Sarath Muthyala, AFM, ni-msme has interacted with officials from NABARD and representatives from different organisations for possible collaboration to create impact among FPOs, OFPOs, SHGs with Digital Branding and Marketing Interventions.



Dr. Shreekant Sharma, Director, SEE, ni-msme participated in IoE-UoH Sponsored Two-Day National Workshop on "Skill India for Viksit Bharat: Empowering Rural Youth for Future Opportunities" on 08 January 2025 at School of Life Sciences, University of Hyderabad and delivered talk on "Industrial Support and Government Schemes for Rural Youth". The programme was inaugurated Prof. B. J. Rao, Vice Chancellor, University of Hyderabad and Padma Bhushan Dr. Krishna Ella, Chairman, Bharat Biotech International which proved to be useful for NGOs, Students and Youth.



In line with the Skill India Mission of Hon'ble Prime Minister, Ministry of Environment, Forest & Climate Change (MoEF&CC) has launched a Green Skill Development Programme (GSDP) under Which Certificate Course on Waste Optimisation Professional is being conducted for Skill enthusiasts. Environmental Protection Training Research Institute (EPTRI) Gachibowli, Hyderabad conducting 2 months duration Green Skill Development programme certificate course on "Waste Optimization Professionals" organised during 17th December 2024 to 15th



February 2025. Mr. J. Koteswara Rao Associate Faculty of ni-msme has been invited as resource person to address the session on "Circular Economy towards zero waste society". There are 25 Environmental professionals from Andhra Pradesh and Telangana states actively participated in the captioned programme. all programme participants are well received and very much appreciated and showing interest to establish waste to wealth aspects at their respective back home situations.

Director General, ni- msme visited Smt. Seethakka, Hon'ble Minister of Women & Child Welfare, Govt. of Telangana and invited as Chief Guest for International Women's Day Celebration to be conducted by ni- msme, Hyderabad on 07 March 2025.



Dr. S. Glory Swarupa, DG, ni-msme, Hyderabad, participated in a panel at Grameen Bharat Mahotsav 2025, organized by NABARD, on "Promoting Rural Women Entrepreneurs." She emphasized Financial Inclusion, Skill Development and Policy Support, reinforcing ni-msme's commitment to empowering Women-led Enterprises and Driving Sustainable Rural Economic Growth.



Shri Manoj Kumar, Hon'ble Chairman, KVIC visited ni-msme, distributed tool kits (pottery & mobile repair) and interacted with beneficiaries. The tool kits would help for better livelihood & self employment. Director General, ni-msme also participated in the event.

DG, ni-msme delivered expert talk on Navigating the Roadblocks: Financial Sustainability & Growth Strategies for MSMEs in ALLURE, Indian Paint Conference at Kolkata, organised by Indian Paint Association.



DG, ni-msme participated as Chief Guest and Panelist at Tejas 2K25 Project Expo organized by Anurag University, Hyderabad on 27 January 2025.

DG, ni-msme has participated as Esteemed Speaker virtually at SME ZEE Express show of ZEE Business Channel. The theme of the session was "Strategies of 2025".



## Expression by Ms. Sravanti, Daughter of Late Dr. GUK Rao



My family and I would like to take a moment to share a personal note about ni-msme.

My father, the late Dr. G.U.K. Rao had the privilege of working with ni-msme for more than thirty years. The incredible work culture, dedication to excellence, and emphasis on building strong relationships have made ni-msme a remarkable institution. We are extremely grateful to the Director General, Dr. S. Glory Swarupagaru, who continues to uphold ni-msme's core values and has successfully nurtured the organisation as a family.

A huge shout-out to the DG and her team for allowing us to relive our nostalgic memories that lasted 30 years with our beloved father late Dr. G.U.K Rao, celebrating his contribution and memories alongside his faculty members. We are deeply touched by the warmth and affection bestowed upon us during this unforgettable gathering on 20 January 2025. We remain forever committed to the ni-msme family for organising such a meaningful event. It is evident that NIMSME has always been more than just an organisation—it is a community dedicated to the growth and fostering of relationships most gracefully. With all our hearts, we wish the DG and her team all the very best in their future endeavors. May ni-msme soar high and continue to shine brightly as an "abode of peace" where love resides and memories are created.

## New Year Get Together

DG, ni-msme wishes all the stakeholders and ni-msme staff a very happy and prosperous New Year and inaugurated Brochures of upcoming International Training Programme and International Conference. Centre for Sustainability and Climate Action was announced during the new year gathering.



## Republic Day at Campus

The 76<sup>th</sup> Republic Day was celebrated with traditional fervor and festive gaiety on 26<sup>th</sup> January 2025 in the campus. All the members of ni-msme family attended the event. Dr. S. Glory Swarupa, Director General, ni-msme hoisted the National Flag, the National Anthem was sung and everybody saluted the flag. In her speech, highlighted the theme, Swarnim Bharat- Virasat aur Vikas and narrated the significance of the ceremony and its date. She talked about the progress of the country in the last decades, as also about the Institute's contribution to the MSME sector and its endeavours. She has advised all the ni-msme family members to contribute to the institute effectively to achieve the personal excellence. From previous day itself, the ni-msme green campus was decorated in the tri colour theme with patriotism visible from each of its staff members. A cultural programme, in which many talented and enthusiasts' participants from our Skill Development Programmes as well as from our ni-msme staff participated. A Skit showcasing the Skill enhancement activity was also presented.

The celebrations concluded on a sweet note with the exchange of Republic Day greetings among the ni-msme family member. The event reflected the patriotic spirit and collective enthusiasm.



### Editorial Board

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### Our Social Presence



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