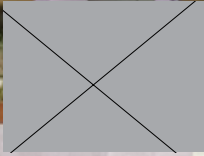


# ni-msme News Corner (NNC)



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

## Interface with British Deputy High Commissioner

Mr. Gareth Wynn Owen, British Deputy High Commissioner to AP & Telangana and Mr. Javaid Malla, Senior Adviser, British Embassy had visited **ni-msme** on 16 May 2024. They had interacted with Director General and Faculty for collaboration in the areas of climate action, risk management, exports and faculty exchange. During the meeting, Dr. Vijaya, Faculty Member, **ni-msme** made a presentation on **ni-msme** activities and areas of collaboration on climate action. Director General, **ni-msme** expressed that **ni-msme** has initiated various activities in Green energy sector to tackle challenges against climate change.

Mr. Gareth, appreciated **ni-msme** for organizing diverse programs for the International executives to adopt the India's best practices for the promotion and development of SMEs in developing countries.

He highlighted that such initiatives would bridge the gap between learning and practical application, preparing the officials to thrive in dynamic and competitive environments and in turn uplift the economy and GDP of that partner country. He enthusiastically conveyed his willingness and readiness to collaborate with **ni-msme** on Climate action matters, Exports and Faculty Exchange activities.



- » AS & DC Visits Campus
- » Success Story of Khandu Chakka
- » International Programme under Mekong-Ganga Cooperation
- » MSME Leadership Programme for SMEDAN
- » World Bee Day Celebrated
- » Workshop on Empowerment of Farm Women through Self Help Groups
- » Internship Programme
- » Entrepreneurship Awareness Programme
- » Fin RISE Advisory Committee Meeting
- » MoU with Wevio Global
- » Cluster News...
- » Faculty Visits Tide Business India Ekatrirt - 2024
- » Visits of Director General



## AS & DC Visits Campus

Dr. Rajneesh, IAS, Additional Secretary & Development Commissioner, Ministry of MSME, Govt. of India, New Delhi visited **ni-msme** in connection with development plan of ni-msme second campus and interacted ADG, CPWD along with his team of officers, industry experts on proposed "Export Acceleration and Facilitation Centre" on 30 May 2024. He also visited open land of **ni-msme**. A presentation on the activities of Centre of MSME Enabled Technology (COMET) & Export Acceleration and Experience Centre (EAEC) was made. Later, Dr. Rajneesh interacted with Faculty and Staff of **ni-msme**.



## NEED OF CLIMATE LITERACY IN INDIA



Climate impacts disproportionately affect people in developing countries, threatening lives and livelihoods. India's vulnerability to climate change is increasingly evident. As per the Global Climate Risk Index 2021 report, India was the seventh most affected nation by climate change in 2019. Climate literacy is crucial for understanding and addressing the challenges posed by climate change promoting the climate education as essential.

India is one of the few countries where environmental education is compulsory in formal education. Unfortunately, they do not adequately address immediate concerns related to climate change, such as greenhouse effects, health impacts and the consequences of a changing climate.

However, despite this, 65% of the Indian population remains unaware of climate change as a problem. Out of the remaining 35% (mostly educated individuals), 80% recognize climate change as a serious threat.

Climate and environmental education are essential to equip the new generation with knowledge, awareness, and skills to tackle climate change and other environmental challenges. India's first effort to include environmental education in formal education dates to the National Policy on Education in 1986.

The National Curriculum Framework in 2005 emphasized integrating environmental issues and recommended project-based learning. In 2016, the University Grants Commission (UGC) introduced a six-month compulsory course on environment studies for undergraduates from all disciplines.

To enhance climate literacy, the curriculum should focus on crucial aspects like Greenhouse Effects, Health Impacts, Adaptation Strategies, Biodiversity Conservation, Mitigation Measures, Empowering Students to Protect water bodies, wetlands, green spaces, Plant trees and increase forest cover.

The State of the Education Report for India 2023 emphasizes the role of education in addressing climate change challenges. By prioritizing climate literacy, India can prepare its citizens to combat environmental degradation and build a sustainable future.

In conclusion, fostering climate literacy among India's nearly 250 million school students are crucial. By doing so, we can boost India's fight against climate change and create a more informed and environmentally conscious society.

Secretary, Dept. of School Education and Literacy, Ministry of Education, Govt. of India says that Education is a transformational tool in our fight against climate change – when we know better, we can do better. The UNESCO State of the Education Report for India is dedicated to the pivotal role of education in addressing climate change. We can see from the research that India has already taken some significant steps in this direction, and in doing so, is helping to promote sustainable and long-term solutions to this global challenge.

Like any student on the brink of failing a class, this is the time for countries to get their act together. We are in the middle of a climate catastrophe and cannot afford any country to fail on climate change education. No country is safe from its impacts. Let's all mobilize, from teachers and students to the international community, so that all countries can make the grade, said a popular Researcher. ni-msme is making efforts in this direction to impart climate literacy to stakeholders in non-farm and off-farm sectors.

*Dr. S. Glory Swarupa  
Director General*



## ToT on Entrepreneurship Development for AYUSH Doctors

World Bee Day was observed by ni-msme on 20 May 2024. On this occasion 'Workshop on Honey Beekeeping' was conducted, which was sponsored by Punjab National Bank. Dr. S. Glory Swarupa, Director General, ni-msme, Programme Directors Dr. Shreekant Sharma, FM & Mr. V.B. Rajendra Prasad, AFM along with Ms. Anusha, Founder, Bee Fresh and Mr. Ganesh, Senior Manager (Agriculture Credit), Punjab National Bank graced the workshop inaugural. The workshop commenced with welcome address given by Dr. Shreekant Sharma, FM, SEE Department, Shri V.B. Rajendra Prasad, Associate Faculty Member and Dr. Shirish Kulkarni, Hindi Officer also spoke on this occasion. Addressing on this occasion Dr. S. Glory Swarupa said that it is necessary to promote value added products of wax, royal jelly and honey to make beekeeping more profitable. It will also create maximum employment opportunities and will provide a wide range of different products in the market. She said that ni-msme has conducted various programmes to impart the skills and to disseminate the knowledge, to bring out more people to bring in the mission of Madhukranti, so that enterprises comes up and more importantly the consumption of honey increases as the good factors of honey improves the health index of India. Ms. Anusha, shared her practical experiences of establishing Apiculture business. Addressing to the workshop Mr. Ganesh, Senior Manager (Agriculture Credit), Punjab National Bank appreciated the efforts of ni-msme and informed the various agriculture loans provided by PNB. On this day a session was organized providing theoretical and practical sessions on honey bee species, their behavior, production capacity, products from apiculture, extraction of honey and by-products. The participants appreciated the programme and took oath to protect bees and other pollinators.



## MoU with Wevio Global

An MoU with Wevio Global, Inc. exchanged on 01 May 2024 in the presence of Dr. S. Glory Swarupa, DG, **ni-msme** and Mr. Calvin Yi, President, CEO of Wevio Global and Chairman, Korea Food Processing Industry Association. The objective is to collaborate for establishment of primary food processing technology centre at **ni-msme**.



# Fin RISE

## Advisory Committee Meeting

The Project Advisory Meeting of the Centre of Financial Inclusion, **ni-msme**, was conducted on 27 May 2024 at ni-msme campus. This was the first full-fledged meeting of the committee. Dr. S. Glory Swarupa, Director General, **ni-msme** explained about the potential and importance of the MSME sector in India and the unmet credit gap. Shri Sandeep Varma, CEO, CGTMSE advised the centre to give thrust on activities that would lead to enhancement of credit to Micro & Small Enterprises under the

credit guarantee scheme. He also said that the proposed field studies research should focus on addressing the real time current issues, problems being faced by the sector.

The Chair, Shri A. Sreenivas explained about the rationale behind setting up the centre by the Ministry of MSME (**ni-msme**), CGTMSE and SIDBI. He also explained about the proposed activities of the centre in the coming days.



Shri V. Vidyasagar, CMD, Sagar Asia Pvt. Ltd. representing the industry appreciated the initiative and expressed the need for policy advocacy for getting the support of Government, Financial Institutions, Banks for the MSME sector. Ms. B. Kavitha Rajesh, Promoter of Om Sai Andhra Paints, appreciated the setting up of centre so that a large number of Micro and Small Entrepreneurs get financial credit from the banking sector. Shri T. E. V. Santosh, SGM, SBI, Shri MSRK Murthy, AGM, CGTMSE and Prof Rajeev Verma, IIM, Ranchi also participated in the deliberations and gave valuable inputs for better functioning of the centre.

## Interactive Session with Canara Bank

Shri A. Sreenivas, Chair, Centre of Financial Interaction (CFI) as part of promoting credit under credit guarantee cover of CGTMSE, held an interactive session on 17 May 2024 with Canara Bank front line staff as part of their MSME credit training program. The event was held at Learning and Development Centre, Canara Bank, Narayanaguda, Hyderabad.

Shri Sreenivas ascertained the utilization of the scheme by the respective branches in Canara Bank as part of MSME credit and explained the benefits under the credit guarantee scheme to the MSE entrepreneurs as well as lending bank. The participants were urged to increase the lending under the CGTMSE to needy and deserving entrepreneurs.

## International Programme under Mekong-Ganga Cooperation

National Institute for MSME (**ni-msme**) organized an International Programme on “Innovation, Market Access, Software Training and Online Payment System for MSMEs Development” under Mekong-Ganga Cooperation (MGC) under ITEC scheme of MEA, Govt. of India. The programme has organized from 15 April to 14 May 2024 at **ni-msme** campus. Total 19 International Executives from 4 countries, Cambodia, Lao PDR, Myanmar and Vietnam attended the programme.



The programme was inaugurated by Dr. G. Malsur, IAS, Director, Industries, Commerce & Export Promotion, Govt. of Telangana.

Shri Harsh Chirania, Under Secretary, Indo-Pacific Division, Ministry of External Affairs, Govt. of India joined the inaugural ceremony virtually. Dr. S. Glory Swarupa, Director General, **ni-msme**, Programme Directors Dr. Shreekant Sharma and Mr. K Surya Prakash Goud.

Industry experts, entrepreneurs, and personnel from areas of relevance to the programme delivered



sessions on topics like Digital Transformation in India, UPI Payment System, Blockchain Technology, Payment System Development, etc. Participants were introduced to a range of topics, including the fundamentals of block chain technology, UPI, RUPAY, and the credit and debit system in Indian markets. study visit to T-Hub, T Works, NABARD, CDAC,

SIDBI, IDRBT, PNB were organized, where the participants interacted with the officials, and discussed a wide range of topics, exchanged ideas for improving the digital infrastructure and digitalizing the banking sector in their respective countries. The programme also included presentations by participants on their learnings, key takeaways, and action plan to be followed when they go back to work. During the valedictory, participants applauded the programme and efforts of **ni-msme** in organizing the same. The participants and **ni-msme** also discussed the potential collaborative possibilities across sectors among the MGC nations in future.

## MSME Idea Hackathon 3.0

On 02 May 2024, the National Institute for Micro, Small, and Medium Enterprises (**ni-msme**) made a significant progress in their Idea Hackathon 3.0, under MSME Innovation Scheme. Incubatees signed agreements and deposited their share of contribution moving the project to the next stage. Mr. Sarath Muthyala, Associated Faculty Member and the Single Point of Contact for Host Institute of Idea Hackathon 3.0, facilitated the event. Ms. V. Swapna Thiparu and Ms. Anusha Priya Jageeri, the winners of grant signed and submitted their documents, expressing their commitment to their innovative projects. This event underscores **ni-msme**'s commitment to nurturing small businesses and promoting creativity, especially among female entrepreneurs. The successful completion of this phase paves the way for exciting new developments in the MSME sector.



## Workshop on Empowerment of Farm Women through Self Help Groups

Workshop on Empowerment of Farm Women through Self Help Groups was conducted on 17 May 2024. The programme was organized by the School of Entrepreneurship and Extension (SEE) and Mr. Vivek Kumar was the Workshop Convener. Self Help Group members from various groups participated in the workshop hailing from in and around Hyderabad. The workshop was sponsored by "Peace for All Nations".

During the inauguration, Mr. V. B. Rajendra Prasad gave a brief overview of **ni-msme** and its activities. He highlighted the past programme **ni-msme**

conducted for the promotion of Self Help Groups. Shri Koyala Solomon Raj, CEO, Peace For All Nations, while delivering his address thanked **ni-msme** for conducting the workshop and has requested to support empowering women in future also through series of Seminars, Workshops and Training Programmes. Dr. Shreekant Sharma, FM, SEE, **ni-msme** while giving his inaugural address applauded the participants to take maximum benefits from the programme. He also highlighted the potential areas involving farm as major livelihood development sector. In his speech he also urged the participants to take every session carefully and try to put the environment as much as interactive. Workshop Convener, Mr. Vivek Kumar, AFM, SEE briefed about the programme inputs of the day.



During the day, valuable inputs were given on different spectrum of Enterprise Promotion such as Project Approach and Bank credit linkage for Micro Enterprises by Mr. V. B. Rajendra Prasad, Digital and Social Network Marketing by Mr. M. Sarath, AFM, SED, while Shri K. Suryapraksh Goud, FM, SED deliver interactive lecture on Escalation of SHGs towards Enterprises through Cluster Approach. The participants also learnt how to prepare business plan which was closely

monitored and guided by Mr. V. B. Rajendra Prasad, AFM, SEE. Mr. Samal Sunil Kumar, Director and Ms. P. Susheela Academic Coordinator "Peace for All Nations" were also present on the occasion. During valedictory, participants put their impression about the programme and desired that the programme could be of a little longer duration. Later certificates were distributed by Mr. K. Surya Prakash Goud, FM, SED. He also urged the participants to be in touch for any assistance they require in future. The programme concluded with a vote of thanks proposed by Mr. Vivek Kumar.

## Job Mela

**ni-msme** has conducted Job fair on 02 May 2024 for the trainees of ESDPs (IT &ITeS, Beauty & Wellness and Craft Baker Sector) under ATI scheme. Companies including Vagarious Solutions Pvt. Ltd., KS Bakers, Yannick Teck System Pvt. Ltd., U See Hair and Beauty Parlour, H1 HR Solution Pvt. Ltd., having 300 plus job openings attended the Job Fair.

Total 109 candidates who are looking for opportunities in IT & ITES, Beauty & Wellness and Craft Baker Sector attended the Job Fair and got interviewed. 39 candidates were shortlisted for next round of interview, and one candidate got selected.

## Faculty Visits Digital Branding of SHG Products at Rajanna Siricilla, Telangana State

Mr. Sarath Muthyala, Associate Faculty Member, **ni-msme**, was invited by District Collectorate, Rajanna Siricilla to explore potential strategies for digital branding and promotion of Self-Help Group (SHGs) on 16 May 2024. The meeting was attended by Shri Anuraag Jayanti, IAS, Collector; Ms. P. Gouthami, IAS, Additional Collector; Ms. Lavanya, Municipal Commissioner, Siricilla; and State Mission Coordinators from MEPMA, Hyderabad.



The discussions focused on the need for digital branding skills to enhance the visibility and sales of SHG products. The Collector emphasized the importance of these skills and directed the team to prepare an action plan based on the meeting's discussions. The role of **ni-msme** in capacity building will be finalized once MEPMA, Hyderabad submits this action plan. Mr. Sarath Muthyala also discussed training programs on digital branding and marketing to promote SHG products in the Siricilla District, in collaboration with MEPMA officials. This initiative marks a significant step towards empowering SHGs through enhanced digital branding and marketing skills, aiming to boost the visibility and sales of their products.

## Faculty Visits Tide Business India Ekatrith - 2024

Tide Business India has organized Ekatrith 2024 at We-Hub, Hyderabad on 04 May 2024 on empowering women led SMEs by initiating dialogue on enabling ease of doing business for women entrepreneurs. Ekatrith 2024 aims to be a beacon of support for women led SMEs, providing a platform to address challenges, foster dialogue on financial inclusion, and cultivate a robust network of women in business. Dr. E. Vijaya, Faculty Member & EDC In-charge, School of Enterprise Management, ni-msme, was invited as Guest of Honor for the program. During the inaugural address, Dr. Vijaya had enlightened the women entrepreneurs on various schemes & programs initiated by Ministry of MSME, Gol to promote and support women entrepreneurship across the country. Mr. Gareth, British Deputy High Commissioner to Andhra Pradesh and Telangana (British High Commission in India) and Ms. Shanthala Veigas, Associate Director, Strategy, WE Hub, Government of Telangana Initiative, Tide senior officers, policymakers, influencers and women small business owners joined for the conversations to catalyze change for women led businesses in India.





## Internship Programme

**ni-msme** recently witnessed the grand success of its internship program focused on Design Thinking, AI and Cash Flow offered in collaboration with PNCDNC. This internship was a remarkable success, equipping participating students with valuable skills and fostering a spirit of innovation. The valedictory ceremony featured Shri Ramesh Partani, Chairman and Director of Ru Education Pvt. Ltd., as the Chief Guest along with Program Director Mr. Sarath Muthyala, AFM, **ni-msme**. During the ceremony, Mr. Sarath Muthyala remarked, "Entrepreneurial guidance ignites students' creativity and problem-solving abilities, while exposure to AI and global collaboration prepares them for the tech-driven and inter connected future of business."

A customised curriculum combined theoretical knowledge with practical applications, provided students with a comprehensive understanding of key concepts in Design Thinking, Artificial Intelligence (AI) and Cash Flow Fundamentals. This initiative reflects **ni-msme's** commitment to nurturing the next generation of innovators and entrepreneurs ensuring they are well prepared to meet the challenges of the future. On the final day of the internship program, students presented their projects, integrating principles of Design Thinking, AI, and Cash Flow. The program concluded with a certificate distribution ceremony by Shri Ramesh Partani and Mr. Sarath Muthyala.

## PMKVY 4.0 Special Project in NER

**ni-msme** is conducting Skill Development Programmes under PMKVY 4.0 Special Projects in five states in the North East Region. Sponsored by National Skill Development Corporation (NSDC), the project includes training on job roles like Food & Beverage Service Associate, Aquaculture Worker, Mushroom Grower (Entrepreneur) Bamboo Work Artisan. By the end of May 2024, a total of 2698 candidates enrolled for the trainings for the job roles.



## PMKVY 4.0 Short Term Training

**ni-msme** is conducting Short Term Training (STT) under PMKVY 4.0 Skill Trainers in the campus. The enrolled candidates are being trained in Skill Trades like Junior Software Developer, Beauty Therapist, Tailoring, and Craft Baker. By the end of May 2024, 650 candidates in 14 batches enrolled themselves for training in the above mentioned areas.



## World Bee Day Celebrated

World Bee Day was observed by **ni-msme** on 20 May 2024. On this occasion 'Workshop on Honey Beekeeping' was conducted, which was sponsored by Punjab National Bank. Dr. S. Glory Swarupa,



Director General, **ni-msme**, Programme Directors Dr. Shreekant Sharma, FM & Mr. V. B. Rajendra Prasad, AFM along with Ms. Anusha, Founder, Bee Fresh and Mr. Ganesh, Senior Manager (Agriculture Credit), Punjab National Bank graced the workshop inaugural. The workshop commenced with welcome address given by Dr. Shreekant Sharma, FM, SEE Department, Shri V.B. Rajendra Prasad, Associate Faculty Member and Dr. Shirish Kulkarni, Hindi Officer also spoke on this occasion. Addressing on this occasion Dr. S. Glory Swarupa said that it is necessary to promote value added

products of wax, royal jelly and honey to make beekeeping more profitable. It will also create maximum employment opportunities and will provide a wide range of different products in the market. She said that ni-msme has conducted various programmes to impart the skills and to disseminate the knowledge, to bring out more people to bring in the mission of Madhukranti, so that enterprises comes up and more importantly the consumption of honey increases as the good factors of honey improves the health index of India. Ms. Anusha, shared her practical experiences of establishing Apiculture business. Addressing to the workshop Mr. Ganesh, Senior Manager (Agriculture Credit), Punjab National Bank appreciated the efforts of ni-msme and informed the various agriculture loans provided by PNB. On this day a session was organized providing theoretical and practical sessions on honey bee species, their behavior, production capacity, products from apiculture, extraction of honey and by-products. The participants appreciated the programme and took oath to protect bees and other pollinators.



## Entrepreneurship Awareness Programme

SEE organized an Entrepreneurship Awareness Programme on 30 April, 2024. The Programme Director was Dr. Shreekant Sharma, FM. The awareness programme was attended by 40 students from JVR Government College and Government Degree College for Women (GDCW), Sathupally, Khammam, which was coordinated by Mr. Naveen C.K. Prathapaneni.

An interactive session was delivered by Mr. V. B. Rajendra Prasad, AFM. Valuable insights on micro enterprise development was provided along with business ideas and Government schemes. The participants were encouraged to become job providers rather than job seekers. The programme was a significant step towards empowering students with the knowledge and motivation needed to embark on entrepreneurial journey, reflecting **ni-msme's** commitment to nurturing the first generation entrepreneurs.



## Success Story of Khandu Chakka

Dr. Rushikesh Anil Thakre BAMS, MD (Ayu), Master in Hospital Administration and Management, Fellowship in Ethnopharmacology, PhD (Ayu) a participant of Training of Trainers in Entrepreneurship Development Sponsored by NCISM has started a firm "Ajan Vruksha" engaged in herbal product manufacturing and sale. He is serving as Faculty at Mahatma Gandhi Ayurveda College, Hospital and Research Centre, Salod, Wardha.



He started selling "Khandu Chakka Herbal Pain Relief Oil" made up of *Ehretia laevis roxb* and selling of *Ehretia laevis roxb* plant by the trade name "Khandu Chakka". Khandu Chakka Herbal Pain Relief Oil. Along with startup, he took intellectual property rights. He made a medicated thread for fistula-in ano made of *Ehretia laevis roxb* and filled patent no No.202021008932 A, which is published. "Khandu Chakka" is a registered trade mark under class 5 No. 3990363 and class 31 No. 4486973. He registered 40 copyrights related to research regarding this plant and 20

copyrights are under process. He has registered on Facebook, Instagram, Indiamart, Tradeindia.com, Just dial, Amazon, Jiomart, Meesho, MSME Mart, Flipkart, and Google Business; which are very cost-effective for capturing national and international markets. He has own website [khanduchakka.com](http://khanduchakka.com). After profit making, he started marketing on Cable TV ads, Auto rickshaws, Pamphlets, Banners, Hoardings, Stalls at various expos, Bus stand audio-visual ads, Radio ads by the tag line.

**दर्दकाइलाजपक्का- खंडूचक्का- खंडूचक्का**

He thanked **ni-msme** and NCISM for the training and guidance. Dr. Rushikesh can be reached over Mobile: 9923089064 / 7790038009 e-mail: [ajanvruksha@gmail.com](mailto:ajanvruksha@gmail.com)



## ESDP for SC Unemployed Youth

**ni-msme** has been entrusted with conducting 20 Training Programmes for the Promotion of Entrepreneurship among SC Unemployed Youth in Aquaculture and Fisheries Sector, sponsored by National Fisheries Development Board (NFDB). The training programmes were organized with the objective to inculcate entrepreneurial zeal and capabilities among SC youth in fisheries and aquaculture sector. **ni-msme** successfully conducted 7 training programmes in the months of April & May 2024 in Telangana, Karnataka, Chhattisgarh, West Bengal, Kerala and Maharashtra. Dr. Shreekanth Sharma, Faculty Member and Mr. Vivek Kumar, AFM of , **ni-msme** are the Programme Directors. In the training programme various sessions on opportunities in fresh water & marine aquaculture,



value addition in fisheries, income generating activities fisheries potentials & possibilities, fish processing & quality, packaging & labelling for fish products, scientific aspects of aquaculture, state fishery department schemes & programmes, hybrid, solar & wind energy applications and inputs on business plan preparation, feasibility studies were also taught. Exposure visits was arranged to have practical understanding of fish production and processing. The feedback of the programmes was rated excellent by the participants.

## MSME Leadership Programme for SMEDAN

Dr. Dibyendu Choudhury, Faculty Member, **ni-msme**, currently on deputation to Nigeria, is coordinating “MSME Leadership Programme: Learning from Indian Experiences” for 20 pre-selected Nigerian Officials. The programme, being conducted using the Training of the Trainer (ToT) approach started on 27 May 2024. The 48 hour programme distributed over 2 months, with 2 hour sessions held every alternate day aims to prepare second level management for distributed leadership. The programme will equip the officials from Small and Medium Enterprises Development Agency of Nigeria (SMEDAN) with the knowledge, skills, and insights necessary to become effective leaders in the MSME sector. By leveraging India's rich experience in MSME development and promotion, SMEDAN aims to implement its next 5 year action plan and position itself as a leading organization driving MSME growth in Nigeria.



## Faculty Meets Director General of SMEDAN, Nigeria



Dr. Dibyendu Choudhury, Faculty Member, **ni-msme**, currently on deputation to Nigeria as an ITEC Expert, met Dr. Charles Odii, Director General of Small and Medium Enterprises Development Agency of Nigeria (SMEDAN) on 09 May 2024. Representing **ni-msme**, Dr. Dibyendu Choudhury presented him with a meticulously crafted Indian Handloom stole from the cluster created by **ni-msme** as Nodal Agency as a mark of respect for Dr. Charles's contribution and dedication to promote SMEs in Nigeria.

Dr. Choudhury and Dr. Charles Odii engaged in a productive discussion on critical issues like MSME development, the role of MSMEs in economic growth, initiatives to empower entrepreneurs, and shaping a brighter future for Nigeria. Dr. Choudhury commended SMEDAN's efforts in supporting Nigerian SMEs. Both the delegates expressed a desire for future collaboration between India and Nigeria across various sectors that could drive economic growth in Nigeria.

## Implementation of Digital Branding Reforms in Agricultural Marketing

**ni-msme** organized five-day online training from 06 to 10 May 2024, focusing on “Implementing digital branding reforms in agricultural marketing” sponsored by MANAGE, Hyderabad.

A total of 26 candidates were from several states, including state officials, NGO representatives, entrepreneurs and students from diverse agricultural fields like sericulture, horticulture, and veterinary science attended the programme. The program aimed to equip them with modern digital marketing strategies to enhance agricultural marketing effectiveness. The program highlighted the power of digital branding in empowering farmers. By eliminating intermediaries, this direct-to-consumer approach allows farmers to showcase their products, share their brand stories, and establish a unique market identity. This not only empowers farmers but also fosters a more transparent and efficient agricultural ecosystem. The programme concluded with a feedback session and valediction. Participants expressed high satisfaction with the course content, structure, and insightful presentations by the speakers.



## District Collector Explores SFURTI Initiative for Poodur Vegetable & Fruit Processing Cluster

The Medchal Malkajgiri District Collector had an Interaction with SPV of Poodur cluster on 25 May 2024 to discuss the potential integration with the SFURTI initiative.

The interaction was led by District Collector Shri Goutham, IAS, included SPV (Special Purpose Vehicle) members and representatives from Nodal Agency (NA) Mr. Surya Prakash Goud, FM, SED and Mr. Duvvada Tejeswara Rao and Implementing Agency, along with the Technical Agency for collaborative efforts. Discussions focused on

leveraging the cluster's activities for the SFURTI program's success. The discussions centered on the cluster's current activities and explored its potential for the SFURTI Initiative. This collaborative effort aims to strengthen the cluster and contribute to the district's agricultural sector.



## Review and Progress Meeting of Tribal Cluster



On 16 May 2024 Director General, along with the NRCD team, IA, and TA, with SPV reviewed and assessed the progress of the Chandrugonda Bamboo Cluster, Telangana. During detailed discussions on cluster activities, SPV members shared updates on their progress. The Director General suggested the effective utilization of the Common Facility Center (CFC) and emphasized the empowerment of artisans. Additionally, new product designs were discussed, with directives

given to the IA and TA for further interventions to ensure the cluster's sustainability in line with the SFURTI Scheme objectives.

The Director General, **ni-msme** proposed innovative ideas such as bamboo houses, various bamboo products, and bamboo furniture to attract more tourists to the area. As Chandrugonda Bamboo Cluster, located in the Khammam and Bhadrachalam (Badradi Kothagudem) regions, presents a significant opportunity for Eco-tourism. These initiatives are expected to enhance the cluster's appeal and contribute to its economic growth.

## MoMSME Reviews SFURTI Clusters in Kerala

Mr. Arun, Joint Director, MoMSME, along with Mr. K. Sura Prakash Goud, Faculty Member of **ni-msme**, reviewed the progress and operations of "Flavoured Coconut Milk and Virgin Coconut Oil Cluster" in Tirur. The team appreciated the new initiatives undertaken by the SPV Kerala in addition to the SFURTI interventions. During their visit, the officials explored the Common Facility Centre (CFC) and examined the advanced machinery and production processes involved in coconut based product manufacturing. They also interacted with the beneficiaries of the SFURTI scheme to understand the



impact of the scheme on local livelihoods and the traditional coconut industry.

Mr. Arun and Mr. K. S. P. Goud were impressed by the innovative steps taken by the Special Purpose Vehicle (SPV) beyond the SFURTI interventions. The Joint Director appreciated the SPV for its efforts in enhancing production efficiency and product quality through new initiatives. The visit underscores the Ministry's commitment to support in revitalizing traditional industries through targeted interventions and continuous monitoring.

The positive feedback from the visit highlights the successful implementation of the SFURTI scheme and its significant benefits to the coconut cluster set up in Tirur.

Ministry officials visited various clusters to review the progress of SFURTI (Scheme of Fund for Regeneration of Traditional Industries) Clusters. The clusters visited include the IEEZA Handloom Cluster in Jogulamba Gadwal, Telangana, and Two Clusters in Andhra Pradesh: Pulivendhula banana processing cluster, L.Kota Sesame Processing Cluster and Five clusters in Jharkhand: Bundu Bamboo Cluster, Lohardaga Honey Processing Cluster, Sukhrigarh Gold & Silver Cluster, Annatdev Woodcraft Cluster, and Basantrai Badge & Embroidery Cluster.

The officials observed the construction of the CFC and the machinery installed in the CFC. They interacted with SPV members regarding the benefits of soft interventions as well as the present scenario.

## Strategic Partnership Advances Biochar Development at Kala Heera, Center for Biochar

**ni-msme** and the Progressive Biochar Society (PBS) joined forces on 04 May 2024, to strategize on advancing Biochar activities under the Kala Heera Center for Biochar. **ni-msme** pledged resources



to conduct entrepreneurial courses, ensuring financial empowerment for the Center for Biochar. Discussions included outreach to educational institutions, developing training programs, and organizing National and International seminars through out the academic year. This expansion reflects the Center's global aspirations for Biochar. Engaging with national and state level Institutes, GOs and NGOs, supported by **ni-msme**, aimed to explore collaborative avenues.



## Interactive Session with Divyangjan Aspiring Entrepreneurs

The Director General of **ni-msme** had an engaging and insightful interaction with aspiring Divyangjan entrepreneurs from Dehubindia, alongside GNITS AIC from G. Narayanamma Institute of Technology and Science, Hyderabad on 06 May 2024. The event focused on empowering entrepreneurs with disabilities and providing them with essential support systems. During the session, Mr. K. Surya Prakash Goud and Ms. V. Swapna, Faculty Members, elaborated on the support mechanism and handholding programs offered by **ni-msme**. These programs are designed to foster entrepreneurship and provide comprehensive assistance to budding entrepreneurs, particularly those with disabilities.



DG expressed admiration for the enthusiasm and determination of the Divyangjan entrepreneurs. DG highlighted the importance of inclusive growth and assured continuous support through initiatives like the Livelihood Business Incubator (LBI), PMEGP, and

other central schemes aimed at promoting the welfare of Persons with Disabilities (PWD). The session underscored the commitment of ni-msme to nurture and support entrepreneurial ventures among Divyangjan, ensuring their access to the resources and guidance needed to succeed. The event was a significant step towards building an inclusive entrepreneurial ecosystem, providing a platform for Divyangjan entrepreneurs to make significant contributions to the economy.

## Navigating the Future with ESG 2.0

The Director General called for a meeting along with Program Director Mr. Sarath Muthayala, AFM and conference team members to discuss and develop an action plan for navigating the future with ESG 2.0. The objective is to strategize and devise an action plan for navigating the future with ESG 2.0. In this ESG 2.0 phase, the Director General emphasized a focus on stakeholder collaboration for energy efficiency in environmental technologies and institutional support for green initiatives. Discussions also addressed the execution of ESG 2.0 for maximum impact with partnering agencies.

Dr. S. Glory Swarupa, Director General, **ni-msme** presented proceedings of "National Conference Navigating the Future with ESG: Making Industries (MSMEs) Sustainable, Responsible and Impactful" to Smt. Susheela Chitala, CGM, NABARD along with Mr. Sarath Muthayala, Associate Faculty, Program Director from **ni-msme**.



## MSMEs Promotion for Industrial Promotion Officers

**ni-msme** organized a two-week training programme on Promotion of MSMEs for Industrial Promotion Officers from 29 April to 10 May 2024. Total 12 Industrial Promotion Officers have attended the programme. Mr. J. Koteswara Rao, addressed the participants, briefed about the activities of **ni-msme** and gave a brief overview of the programme and the various topics to be covered during the training programme.



Mr. K. Surya Prakash Goud has taken session on Cluster Development Models to promote Agriculture Clusters, significance of Cluster Diagnosis, Design Strategy for effective implementation of cluster interventions. Mr. M. Karthik Kumar, Subject Domain Expert has taken session on General Finance Rules (GFR). Ms. V. Swapna has taken sessions on IPR, Trade mark and Geographical indications for Micro Enterprises promoted by Meghalaya state. Mr. K. Rameshwar Rao, Consultant (Administration) ni-msme has explained about CVC Guidelines, procedure

to prepare tender document, EMD, Security Deposit, Tender Committee, Evaluation of Technical Bids, Financial Bids, Preparation of minutes of tender, issue of letter of aware, Agreement, Issue of work order. Dr. E. Vijaya has taken sessions on the topics such as Financing Small and Micro Enterprises, Risk in Financing, Monitoring, Recovery Financial Services, Sickness & Rehabilitation and Credit Rating, etc.

Mr. J. Koteswara Rao, Faculty, SED and Programme Director briefly explained the concepts of Waste Management and Resource Recovery projects illustrated with suitable examples. highlighted that landfill is one of the most popular methods of waste disposal in India, as more than 50% of the total solid waste generated is untreated and dumped into landfills, primarily due to inefficient waste management systems in India. As a part of the training program, in plant exposure visits arranged at Cocotang Micro Enterprise located at Pragathi Nagar industrial estate and Radiant LED Manufacturing / Refrigerator/electronic appliances Manufacturing unit located at Fab-city Raviryala -e-city and T- hub and T-Works at Knowledge city to enable them to understand the innovation and entrepreneurial ecosystem.

The programme was concluded on 10 May 2024, during the valedictory session, Dr. S. Glory Swarupa, Director General of **ni-msme** graced the occasion and congratulated the officers for the successful completion of the training program. She advised the officers to apply the learning in their work place to enhance their role efficiency and improve their core competencies. The participants shared their experiences & learning from the training program. They said that the programme was very useful and informative, also appreciated the Faculty, Guest Speakers and rated the programme as Very Good. At the end of the program, participation certificates have distributed to the all programme participants. The Valedictory session concluded with a formal vote of thanks proposed by Mr. J. Koteswara Rao.





## Director General Visits

• Dr. S. Glory Swarupa, Director General, **ni-msme** visited His Excellency Dr. Manoj Nardeosingh, Secretary General, African Rural Development Organisation (AARDO) for organizing International Workshop on Women Entrepreneurship for AARDO Member Countries on 29 May 2024.



• Dr. S. Glory Swarupa, Director General, **ni-msme** visited Islamic University of Science and Technology (IUST), Awantipora, Sri Nagar. Participated in the interaction session at Centre for Innovation and Entrepreneurship Development (CIED) on 03 May 2024.



• Director General, **ni-msme** along with Mr. K. Surya Prakash Goud, FM, SED and Mr. Rajendra Prasad, FM, SEE met with Shri Malsur, IAS, Industry Department on 07 May 2024.

• Online meeting under the Chairmanship of Secretary, MoMSME to discuss key action items – 100 days on 07 May 2024.

• DG, **ni-msme** Visited Sher-e-Kashmir University of Agricultural Sciences and Technology (SKUAST). Discussion held with Vice Chancellor, Shri Nazir Ahmad Ganai about promotion of Agri Entrepreneurship & IPR programmes on 04 May 2024.



• Ms. Mathura Masoom, JKAS, Director, ULBs Srinagar highlighted the need for Solid Waste Management in collaboration with ni-msme Hyderabad.

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

**JIEMS**  
Journal of  
Innovations  
Entrepreneurship  
Management &  
Skill Development



Small Enterprises Development,  
Management & Extension (SEDME)

**Sedme**

### Editorial Board

Editor : Dr. S. Glory Swarupa

Editorial Coordinator & Layout Design:  
Ms. P. Anjali Prasanna

### Our Social Presence

