

# ni-msme News Corner (NNC)



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

## International Training Programme on Rural Economy Rejuvenation

International Maiden Paid Training Programme on 'Micro Enterprises for Rejuvenation of Rural Economy: Policies, Programs and Learnings' was inaugurated by Dr. S. Glory Swarupa, DG, **ni-msme** on 24 February 2025. This programme is being jointly organized by National Institute for Micro, Small and Medium Enterprises (**ni-msme**), Hyderabad, India and the Centre on Integrated Rural Development for Asia and the Pacific (CIRDAP), Dhaka, Bangladesh. A total of 13 delegates from five countries viz. Bangladesh, Fiji, India, Malaysia and Thailand are participating in the programme, scheduled from 23 February to 02 March 2025. The training aims to provide insights into various policies, programs and best practices for fostering rural micro-enterprises and their role in economic rejuvenation. During the programme, distinguished experts delivered insightful presentations on key themes: MSME Policies, Schemes and Institutional Support for Rejuvenating Rural Economies, Development Strategies for Rural Micro-Enterprises: Lessons from the Indian

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## ni-msme Reception to Hon'ble Minister of State for MSME

The National Institute for Micro, Small, and Medium Enterprises (**ni-msme**) extended a warm welcome to Sushri Shobha Karandlaje, Hon'ble Minister of State for MSME, Government of India, upon her arrival at Hyderabad. Shri K. Surya Prakash Goud, Director and Shri Vivek Kumar, Faculty Member, **ni-msme** welcomed and greeted the Minister on behalf of **ni-msme**.

## Workshop on Rural Technologies for Commercialization

**ni-msme** in collaboration with Mahatma Gandhi Institute for Rural Industrialization (MGIRI), Maharashtra, successfully organized a two day workshop on 24 & 25 February 2025 focused on promoting rural technologies and facilitating their commercialization. Dr. S. Glory Swarupa, Director General, **ni-msme**, inaugurated the event, which brought together experts, innovators, entrepreneurs, stakeholders, and government officials. Mr. Vikas Choudhary, Deputy Director and other team Members from MGIRI shared the need of promoting rural industries through innovation, research and sustainable technologies. The workshop served as a dynamic platform for knowledge sharing, idea exchange, and strategic discussions on implementing rural innovations that can transform industries and uplift rural communities. As part of the event, an exhibition featuring stalls showcasing rural and organic products. The initiative underscored the significance of sustainable entrepreneurship and traditional craftsmanship in driving rural economic growth. The workshop highlighted the critical role of rural technologies in fostering self-reliance, enhancing livelihoods, and strengthening rural industries through innovation and commercialization.



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Context, Commercialization of Rural Technologies for Innovative Micro Enterprises by Youth, ICT Tools and Digital Technologies: Empowering Micro Enterprises through e-Commerce, CRM, and Online Marketplaces, Role of Micro-Enterprises in Reducing Poverty, Driving Economic Growth, and Enhancing Community Resilience. The training programme includes expert-led sessions, interactive discussions, and field visits to provide participants with hands-on experience in successful micro-enterprise models. The event



underscores ni-msme's commitment to promoting knowledge exchange and capacity building among international stakeholders to drive rural economic growth. The programme is coordinated by Dr. Shreekant Sharma, Director, SEE and Mr. G. Devan Sai, Faculty Associate, SEE.

## International Cooperation



India is a country which has always played a constructive role on the world stage. Our offer of development aid, our development model is not based on 'give and take' but is guided by the developmental requirements of partner countries. Our focus has always been on Capacity Building and Resource Development. We have always strived for collective team work at all forums of our developmental partnerships.

*~Hon'ble Prime Minister Shri Narendra Modi*

The Indian Technical and Economic Cooperation Programme (ITEC) is the leading capacity building platform of the Ministry of External Affairs (MEA), Govt. of India. ITEC is administered by the Development Partnership Administration (DPA)-II Division of the MEA. Instituted in 1964, ITEC is one of the oldest institutionalized arrangements for international capacity building having trained more than 200,000 officials from 160+ countries in both the civilian and in the defence sector.

Building on India's vast and rich network of governance and development related expertise available in higher educational institutions and training facilities, ITEC offers nearly 10,000 fully-funded in-person training opportunities through nearly 400 courses offered at 100+ eminent institutes in India each year.

The ITEC programme continued with its commitment to share India's development experience with the world, providing online healthcare and governance related trainings to nearly 10,000 professionals through digital platforms from COVID onwards.

National Institute for MSME (**ni-msme**), Hyderabad is one of the preferred training partners for MEA, successfully organised over 550 programs in various facets of Entrepreneurship Development and Management of SMEs. Since 1967, could built the capacity of 11,030 delegates representing 150 countries.

It is evident that **ni-msme** has been functioning in self-financed and self-sustenance model since the year 2000 demonstrating the true spirit of entrepreneurship.

It's matter of great pride in sharing that ni-msme is organising the first ever paid international training program on Micro Enterprises for rejuvenation of Rural Economy: Policies, Programs & Learnings in collaboration with Centre on Integrated Rural Development for Asia and The Pacific (CIRDAP), which is an Inter-Governmental and International organization head quartered at Dhaka, Bangladesh. 13 executives from 5 countries are attending.

**ni-msme** is keen for more collaborations to organise joint international programs for overall development of regions and contribute towards Viksit Bharat 2047.

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

## Field Visit to Gajapathinagaram Block under SVEP



A field visit was conducted to Gajapathinagaram Block, Vizianagaram, on 01 February 2025 to gather field inputs and conduct Focus Group Discussions (FGDs) under the Start-up Village Entrepreneurship Program (SVEP). The visit aimed to assess market dynamics, interact with key stakeholders, and understand ground-level enterprise development needs. The visit was led by Mr. Devan Sai Gudela, Faculty Associate, SEE. The visit included discussions with the BPM and

SERP teams on SVEP implementation, engagement with the Nodal Office team, and a block-level meeting with CRP-EPs, mentors, and stakeholders to strategize entrepreneurship development. Field interactions at Ramabhadrapuram provided insights into financial linkages, capacity-building initiatives, and challenges faced by rural entrepreneurs. Additionally, enterprises supported under SVEP and PMEGP were assessed for market outreach and sustainability. A market study in Ramabhadrapuram further explored supply chain linkages, demand trends, and entrepreneurial opportunities. The visit facilitated a comprehensive understanding of rural enterprise promotion, challenges, and market opportunities to strengthen micro-enterprise development in the region.

## PMIC Meeting

The Centre for Digital Branding and Marketing (CDBM) at **ni-msme** conducted its first Project Monitoring and Implementation Committee (PMIC) meeting on 10 February 2025. The meeting was chaired by Dr. S. Glory Swarupa, Director General, and attended by Mr. Sarath Muthyala, AFM & Head, CDBM, SED; Ms. V. Jisha, AGM, NABARD; Mr. P. Harsha Raghuram, DDM, NABARD; Ms. G. N. D. Prasanna, Officer, Bank of Baroda; and representatives from SHGs, FPOs, and OFPOs.



A notable success story highlighted during the meeting was that of Ms. Keerthana Guntaka from Lakshyam NGO, Peddavangara, whose SHG's revenue surged by 30% following intensive digital marketing training. Additionally, the WhatsApp Catalogue created after the training by Mahesh from Amarachinta Silk OFPO empowered them to leverage digital marketing tools, enabling business growth and improved customer reach with ease.

## Bankers Committee Meeting



**ni-msme** Faculty Member, Mr. Vivek Kumar, visited Kanksa Block, Paschim Bardhaman, West Bengal to strengthen the Startup Village Entrepreneurship Programme (SVEP). During his visit, he participated in the Block Level Bankers Committee (BLBC) meeting, chaired by Block Development Officer, Ms. Parna Dey. The meeting, attended by representatives from Central Bank and State Rural Banks, provided valuable insights for the effective implementation of the SVEP project

in the region. **ni-msme** is executing this rural entrepreneurship initiative as the National Resource Organization (NRO) under the Ministry of Rural Development, Government of India.

## Capacity Building of Indian Engineering Service Officers

Recognizing that ethics and soft skills form the foundation of a high-performing and value-driven workplace, **ni-msme** conducted an intensive two-week training program on "Ethics & Soft Skills" for Junior Telecom Officers of the Indian Engineering Services. Sponsored by the National Communication Academy (NCA) Technology, Department of Telecommunications, Ministry of Communications, Government of India, the program was held from 03 to 14 February 2025, at the ni-msme campus. Dr. E. Vijaya, Director, SEM, **ni-msme** ensured a structured and impactful learning experience being imparted.



A total of 15 Junior Telecom Officers participated in this transformative training, designed to instill core ethical values, enhance critical thinking, and develop problem-solving abilities. The program aimed at fostering a culture of integrity, accountability, and professionalism, equipping officers with essential competencies such as teamwork, collaboration, effective communication, and strategic decision-making. The curriculum featured 40 sessions, with 26 hands-on practical exercises focusing on Team building & leadership development; Time & stress management at the workplace; Work-life balance strategies; SWOT analysis for self-improvement & Root cause analysis for problem-solving.

A highlight of the program was an exposure visit to Sardar Vallabhbhai Patel National Police Academy, where participants engaged with senior government officials to gain deeper insights into ethical governance, organizational leadership, and public service excellence. During the Valedictory Session, officers shared their experiences and key takeaways from the training. The program concluded with the distribution of participation certificates, marking the successful completion of this insightful and enriching learning journey.



## Orientation to Bihar Officers under RAMP

The first batch of the five day Training Programme on Promotion and Development of MSMEs for officials of the Industries Department, Government of Bihar, was successfully conducted at **ni-msme** campus from 17 to 21 February 2025. Organized by the School of Enterprise Development (SED), **ni-msme**, and sponsored by the Department of Industries, Government of Bihar, the program witnessed active participation from 49 officers.

The program was inaugurated on 17 February 2025, with an inspiring address by Dr. S. Glory Swarupa, Director General, **ni-msme**. She motivated the participants to approach their professional responsibilities with confidence and a practical mindset, urging them to apply their learnings effectively in their day-to-day roles. She further underscored the critical role of Industrial Extension Officers (IEOs) and senior officials in nurturing the MSME sector. A key highlight of her address was the Government of India's initiative to establish the Makhana Board, a game-changer for Bihar's economy. The Programme Director, Mr. Vivek Kumar, provided an insightful overview of the training structure, emphasizing its practical relevance and long-term benefits for the participants.

The training curriculum covered key aspects of MSME development, including: Project Identification & Project Profile Preparation; Financial Management & Appraisal from a Banker's Perspective; Intellectual Property Rights (IPR) and its role in MSME growth & Strategic Planning & Policy Interventions. Participants engaged in group and individual assignments, hands-on presentations, and interactive case study discussions, enhancing their decision-making and problem-solving capabilities. The Valedictory Session, held on February 21, 2025, was chaired by Shri K. Surya Prakash Goud, Director, SED, **ni-msme**. He encouraged participants to apply their newfound knowledge in their professional roles and assured continuous support from ni-msme for their work-related initiatives.

Adding to the discussions, Dr. Shreekanth Sharma, Director, SEE, **ni-msme**, advised the officers to approach challenges with a strategic mindset, emphasizing the importance of composure and analytical decision-making in their roles. The participants expressed deep appreciation for the training program, with many requesting an extension of the program duration to allow for more in-depth learning. Certificates of Participation were awarded, marking the successful completion of the training. The event concluded with a vote of thanks by Mr. Vivek Kumar, Programme Director and Faculty Member, SED, **ni-msme**. Notably, four additional batches of this training program are scheduled in the coming months, reinforcing ni-msme's commitment to strengthening the MSME ecosystem through capacity building and policy advocacy.



## DC-MSME Sponsored Programmes

### i) IPR Awareness for Aspiring Women Entrepreneurs:

**ni-msme** organised Advanced Entrepreneurship Skill Development Programme (AD-ESDP) on “Patent Application Drafting and Filing Procedures in India” at Sri Padmavati Mahila Visvavidyalayam (Women’s University), Tirupati from 10 to 14 February 2025 sponsored under ESDP Scheme, DC-MSME, Govt.of India. The programme commenced with a Welcome Address by Prof. M. Vidyavathi, setting the tone for the proceedings. Ms. V. Swapna, Head of IPFC, **ni-msme**, Hyderabad, provided insights into the programme and **ni-msme**’s role in fostering innovation and entrepreneurship.



The Chief Guest, Prof. Uma Vennam, I/C Vice Chancellor, delivered a keynote address, emphasizing the initiative’s significance in academia, research, and industry collaboration. Prof. N. Rajani, Registrar, reinforced the importance of teamwork in achieving academic excellence, while Prof. Sudha, Dean – School of Sciences, highlighted the impact of interdisciplinary research on scientific progress.

The programme was attended by academicians, researchers and entrepreneurs. It featured expert sessions, hands-on training, and interactive discussions on patent laws and procedures.

The workshop aimed to provide a comprehensive understanding of patent laws, develop skills in patent drafting, guide participants in filing patent applications, and promote awareness of IP rights and commercialization opportunities. Eminent speakers from BITS Hyderabad, NRDC, IIT Tirupati, IIT madras and law firms are engaged to deliver the session during the 5-day programme.

The valedictory function of the workshop was graced by Dr. Glory Swarupa, Director General, **ni-msme**, on 14 February 2025. In her address, she emphasized the crucial role of patents in fostering innovation and protecting Intellectual property, particularly for Micro, Small and Medium Enterprises (MSMEs).

Dr. Swarupa highlighted how patent protection can enhance the competitiveness of MSMEs, enabling them to commercialize their innovations and gain a stronger foothold in the market. She also outlined the various government initiatives and support mechanisms available to help MSMEs navigate the patenting process, access funding, and leverage intellectual property for business growth.



Her address reinforced the significance of IP awareness and capacity building, encouraging participants to utilize their knowledge for innovation-driven entrepreneurship. Prof. D. M. Mamatha, Organizing Secretary, concluded the event with remarks of gratitude and vote of thanks.

## ii) Cross-Boarder Trading Practices:

Advanced Management Development Programme (AD-MDP) on Export-Import Management and Documentation Procedures was successfully conducted from 10 to 14 February 2025 under ESDP Scheme of DC-MSME, in collaboration with Lakshmi Narain College of Technology (LNCT), Bhopal. The program aimed to strengthen MSMEs' participation in global trade by equipping participants with essential knowledge on export-import policies and procedures.

The event hosted 25 young entrepreneurs, providing them with insights from distinguished speakers, from DGFT, MSME Policy Experts, DICCI and practising Entrepreneurs. The sessions covered key aspects of export regulations, GST implications, IEC registration, logistics management and government incentives for exporters.

The programme provided comprehensive learning experience, enabling participants to navigate international trade with confidence and efficiency.

## iii) "Know Your Ministry" Programme for Newly Recruited Young Professional:

The School of Enterprise Management (SEM) at ni-msme successfully conducted a three-day Orientation Training Program for newly recruited Young Professionals (YPs) from 12 to 14 February 2025. Sponsored by the Office of the Development Commissioner, MSME (O/o DC-MSME), Ministry of MSME, Government of India, the program brought together 76 Young Professionals from various MSME DFOs across the country.

The training program was designed to equip YPs with a comprehensive understanding of the Ministry's vision and mission, ensuring alignment with its broader objectives. Through an immersive learning experience, participants gained insights into the real-world challenges faced by MSMEs and explored how the Ministry addresses these issues through policy interventions, financial schemes, and strategic development programs.

During the inaugural session, Shri Gaurav Katiyar, Joint Director (Admin), O/o DC-MSME, addressed the Young Professionals, outlining their roles and responsibilities within the Ministry. He emphasized the significance of their contributions in driving impactful change in the MSME ecosystem. The sessions were led by distinguished faculty members from **ni-msme** and senior officials from O/o DC-MSME, offering valuable perspectives on policymaking, implementation, and stakeholder engagement.

The program concluded with YPs presenting action plans based on their learnings, demonstrating their commitment to leveraging knowledge for MSME growth and development.

This orientation not only empowered them with essential insights but also fostered a sense of purpose and strategic direction as they embark on their professional journey within the Ministry..





## Empowering Startups: Mastering MSME Schemes for Innovation, Growth and Success

The National Institute for Micro, Small, and Medium Enterprises (**ni-msme**) successfully conducted a two day online training program titled "Empowering Startups: Mastering MSME Schemes for Innovation, Growth and Success" on 20 & 21 February 2025. The program aimed at enhancing awareness and accessibility of MSME schemes to foster innovation, financial growth, and sustainability among startups.

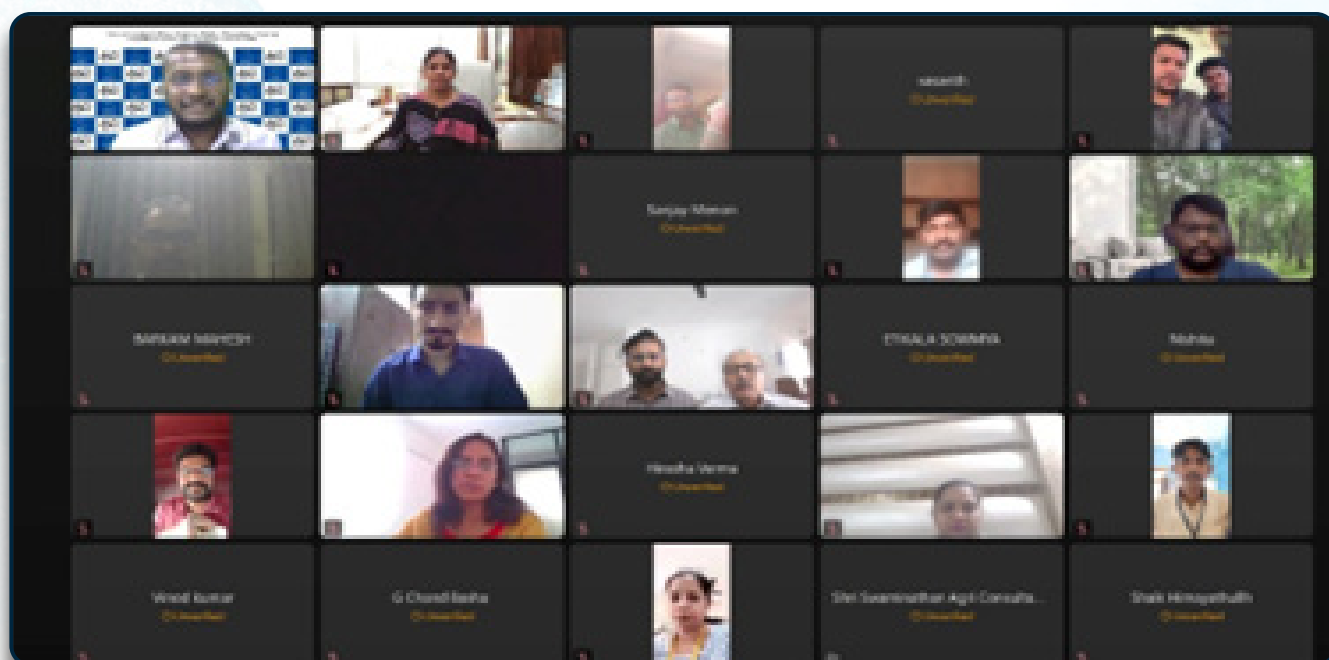
A total of 37 participants from Andhra Pradesh, Chhattisgarh, Delhi, Karnataka, Maharashtra, Telangana, Uttar Pradesh and West Bengal attended, including startup founders, MSME consultants, financial advisors, and incubation managers.

The program was inaugurated by Dr. S. Glory Swarupa, Director General, **ni-msme**, who emphasized the critical role of government schemes, financial assistance and digital adoption in driving startup success and MSME growth.

The training featured insightful sessions led by industry and academic experts, covering essential areas such as: MSME Ecosystem & Financial Strategies Dr. Sathyendra Kumar, Associate Faculty Member & Program Director; MSME Growth Strategies Dr. Mahesh Kadam; Funding & Subsidies for Startups Mr. Sarvesh Ghangale; Digital Transformation & Technology Adoption Mr. Sarath Muthyala; MSME Financing Schemes & Loan Opportunities CA Abhishek Sharma; Collateral-Free Credit for Entrepreneurs Dr. C.G. Sastry; Intellectual Property Rights (IPR) & Startup Protection Mrs. Swapna Vanamala & Incubation Support & Entrepreneurial Growth Dr. Pooja S. Bhat.

The valedictory session was addressed by Dr. Shreekanth Sharma, Director, School of Entrepreneurship and Extension, who emphasized the need for continuous learning and innovation in the startup ecosystem. Mr. Devn Sai, Faculty Associate, efficiently coordinated the program, ensuring seamless engagement.

This initiative reaffirms **ni-msme**'s commitment to fostering entrepreneurship by equipping startups with critical insights, financial literacy, and strategic frameworks to navigate the MSME landscape effectively.



## Memorandum of Understanding (MoUs)

**i) MoU with WBSRLM:** **ni-msme** has signed an MoU with the West Bengal State Rural Livelihoods Mission (WBSRLM) to develop Detailed Project Reports (DPRs) for the Startup Village Entrepreneurship Program (SVEP) in Kaliachak Block, Malda District and Kanksa Block, Paschim Bardhaman District.

The agreement was signed in the presence of Smt. Kuhuk Bhusan, IAS, CEO & SMD, WBSRLM. Mr. K. Surya Prakash Goud, Director (SED), **ni-msme**, discussed the action plan and execution strategy for the SVEP DPRs with the State SRLM team for the two blocks. This collaboration aims to facilitate the successful implementation of SVEP in these regions, fostering entrepreneurship and promoting sustainable rural livelihoods.



**ii) MoU with SVEP:** The National Institute for Micro, Small, and Medium Enterprises (**ni-msme**) has signed two Memorandums of Understanding (MoUs) in Puducherry. The first MoU focuses on the implementation of the Startup Village Entrepreneurship Programme (SVEP), while the second pertains to conducting a Skill Gap Analysis under the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) in Ariyankuppam and Villianur Blocks.

The signing ceremony took place at the District Rural Development Agency (DRDA) office in Puducherry, in the presence of Project Officer Radha Krishnan and State Mission Manager Sobhana Dominic. This initiative aims to enhance rural entrepreneurship and skill development in the Union Territory.

The preparation of the SVEP Detailed Project Report (DPR) has been initiated in Puducherry, and a training program was conducted for mentors and CRP-EPs on the SVEP-NRETP Demo mobile application. CRP-EPs have been recruited for Villianur and Ariyankuppam Blocks. The DPR preparation is underway to identify potential enterprises and promote rural entrepreneurship, fostering sustainable economic growth and self-employment opportunities.



## Fostering MSME Growth in West Bengal

**ni-msme** successfully conducted two batches of a five day training program on MSME Cluster Development from 03 to 07 February 2025 and the second batch from 10 to 14 February 2025. Sponsored by the Directorate of MSME & Textiles, Government of West Bengal, the program was designed for District Industries Centre (DIC) officers from Kolkata and various districts, with 25 participants in attendance. Led by Mr. K. Surya Prakash Goud, Director, SED, the training aimed to enhance participants' understanding of MSME cluster development, equipping them with practical insights, strategic approaches, and policy frameworks to promote sustainable industrial growth in their regions. As part of the program, participants also underwent an exposure visit to successful MSME clusters, allowing them to observe best practices, interact with industry stakeholders, and gain firsthand experience in cluster-based industrial development.

The valedictory session was graced by Mr. Vivek Kumar, FM, **ni-msme** and Dr. Mou Sen, Joint Director, MSME & Textiles, Government of West Bengal, who emphasized the importance of such capacity-building initiatives in strengthening the MSME ecosystem. This initiative by **ni-msme** aligns with its commitment to fostering regional industrial development through knowledge dissemination, skill enhancement and policy support, ultimately contributing to economic growth and employment generation.

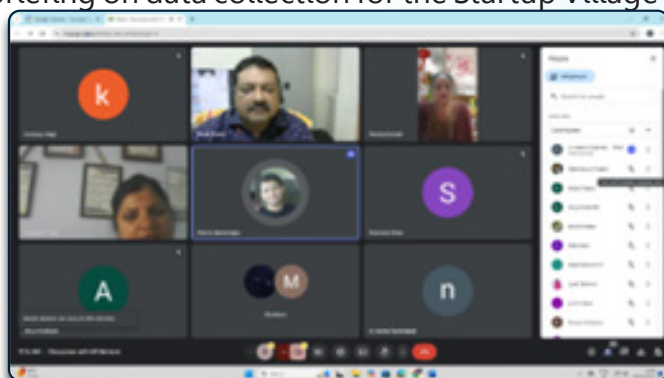


## Orientation for Mentors

Mr. Vivek Kumar, FM, **ni-msme** and Mr. Nilendu Mukhrejee (National Resource Person (NRPs)) conducted an orientation session for mentors from Bilaspur, Baijnath, and Bhoranj blocks in Himachal Pradesh. The session provided a detailed briefing on data collection for the Startup Village Entrepreneurship Programme (SVEP), equipping mentors with key insights and methodologies for effective project implementation.

The State Non-Farm Team, comprising Shri Rajat Sharma (SPM-NF), Shri Vaibhav Sharma (YP), and Ms. Krishika Sharma (mentor, **ni-msme**), visited Baijnath Block to assess the implementation of the SVEP. During the visit, the team interacted with Community Resource Persons Enterprise Promotion (CRP-EPs) to understand their experiences, key learnings, challenges, and preparatory activities.

The oversight visit aimed to evaluate the program's progress, identify areas for improvement, and provide strategic guidance for more effective implementation. Through in-depth discussions, the team gained valuable insights into the program's impact at the grassroots level. All concerns and queries raised by the CRP-EPs were addressed, the demo application was removed, and they are now fully equipped to carry out the live survey.



## Brainstorming Session

On 10 February 2025, the Brainstorming Session on "Unlocking MSME Potential: Stakeholders' Dialogue for Actionable Solutions" was successfully inaugurated by Mr. Kamal P. Patnaik, Regional Director, RBI, Dr. S. Glory Swarupa, Director General, **ni-msme** and Mr. M.V. Kameswara Rao, Chair, CFI. Organized by the Centre for Financial Inclusion (CFI), **ni-msme**, the session aimed at addressing key challenges in the MSME ecosystem by bringing together industry experts, policymakers, financial institutions, and entrepreneurs to collaborate, identify barriers, explore growth opportunities and develop strategic, actionable solutions.



The event witnessed active participation from a diverse group of stakeholders, including representatives from: Reserve Bank of India (RBI), Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), Small Industries Development Bank of India (SIDBI), District Industries Centers (DICs), Banking and Financial Institutions, Industry Experts & MSME Associations, Academicians & University Representatives, College Students & Aspiring Entrepreneurs and Practicing MSME Entrepreneurs. The brainstorming session provided an interactive platform for stakeholders to exchange insights, discuss financial inclusion strategies, and explore innovative frameworks to empower MSMEs.

The discussions aimed at bridging gaps in financial access, policy execution, and entrepreneurial support systems, fostering an ecosystem that enables sustainable MSME growth and competitiveness. This initiative reinforces ni-msme's commitment to driving impactful policy discussions and facilitating collaborations that strengthen the MSME sector and enhance its economic contribution.



## IPR Awareness Workshop

The National Institute for Micro, Small, and Medium Enterprises (**ni-msme**) conducted a series of Intellectual Property Rights (IPR) Awareness Workshops under the Raising and Accelerating MSME Performance (RAMP) Scheme, a World Bank-funded initiative of the Ministry of MSME, Government of India. These workshops were held at District Industries Centers in Tirupur, Erode, Salem and Karur, with sponsorship from FaMeTN, Government of Tamil Nadu, during February 2025.

Ms. V. Swapna, Faculty Member, **ni-msme** and M. Gunasekaran, Programme Coordinator, led the initiative, ensuring a structured and insightful learning experience for MSME entrepreneurs. The workshops attracted over 200 MSME entrepreneurs.

Experts from IP firms provided insights into patents, trademarks, copyrights, industrial designs, and trade secrets, along with a step-by-step guide on filing processes, costs and government incentives. The workshops emphasized the importance of IPR for business growth, equipping MSMEs with practical knowledge to protect and leverage intellectual property. Engaging discussions and participant feedback highlighted a strong interest in IPR education, reinforcing the need for future initiatives to empower entrepreneurs.



## Theory to Practice Pre-Internship Training

The Centre for Financial Inclusion (CFI), in collaboration with Bank of Baroda, have launched a 12-week industry internship program for MBA students from ICFAI University, scheduled from 17 February to 17 May 2025.

To ensure students are well-prepared for the transition from academic learning to real-world corporate challenges, a five day preparatory program is being conducted by CFI. This program is designed to bridge the gap between theory and practice, equipping students with industry relevant insights, practical skills and hands-on exposure to navigate the complexities of the corporate world. This initiative underscores **ni-msme**'s commitment to fostering industry academia collaboration, ensuring that future business leaders gain valuable, real-time experience while contributing meaningfully to the financial sector.



## International Conference on Women Entrepreneurship & Financial Inclusion

The School of Management Studies, Chaitanya Bharati Institute of Technology (CBIT), in collaboration with **ni-msme** as the Knowledge Partner and sponsored by ICSSR, New Delhi, successfully organized the International Conference on Women Entrepreneurship and Financial Inclusion: Pathways to Vision Viksit Bharat 2047 on 06 & 07 February 2025.

Mr. M. V. Kameswara Rao, Chair, Centre for Financial Inclusion (CFI), **ni-msme**, graced the event as the Guest of Honour and delivered a thought-provoking address on the role of women entrepreneurs in driving financial inclusion and achieving the vision of a developed India by 2047. The conference served as a global platform for policymakers, industry leaders, academicians, and entrepreneurs to engage in insightful discussions, share best practices, and explore strategies to empower women-led enterprises through financial accessibility, policy interventions, and digital innovations.



## Strengthening DNT SHGs in Andhra Pradesh under SEED Scheme

The National Institute for Micro, Small and Medium Enterprises (**ni-msme**) is actively working in Andhra Pradesh to support De-Notified Tribes (DNT), Nomadic Tribes (NT), and Semi-Nomadic Tribes (SNT) under the SEED Scheme.

As part of its efforts, **ni-msme** has facilitated the opening of bank accounts for Self-Help Groups (SHGs) in Tirupati, Rayachoti, and Chittoor districts. Regular field visits, orientation programs and institution-building activities are being conducted to empower DNT SHG women, with a focus on savings and bank linkages.



Additionally, entry-point activities are being identified to build trust and strengthen SHGs at the grassroots level. The Department of Welfare of Backward Classes, De-Notified Communities (DWBDNCs), along with the National Scheduled Castes Finance and Development Corporation (NSFDC) under the Ministry of Social Justice (MoSJ), regularly holds virtual meetings with **ni-msme** to review the progress of the SEED Project.



## PMKVY 4.0 Short Term Training (STT)

Under the PMKVY 4.0 Special Project in the Northeastern Region (NER). Assessments for the Mushroom Grower course were held on 10 January 2025 at Kailashahar, Tripura, and Bamboo Work Artisan assessment took place on 25 January 2025 at Ambasa, Tripura. The assessments witnessed enthusiastic participation from trainees, who showcased their newly acquired skills through practical demonstrations and theoretical evaluations. Assessors evaluated candidates based on industry standards, ensuring their readiness for employment and entrepreneurship.



## PMKVY 4.0 Special Project in NER

The National Institute for Micro, Small, and Medium Enterprises (**ni-msme**) is actively conducting Skill Development Training under the PMKVY 4.0 Short-Term Training Programme on its campus. By the end of February 2025, an impressive 615 candidates had enrolled in various high-demand trades, including: Junior Software Developer, Cloud Application Developer, Beauty Therapist, Self-Employed Tailor and Craft Baker. Certificates have been issued for 3 batches, assessments completed for 9 batches and 18 batches have completed their programmes. Assessment for Self-Employed Tailor (Batch-4) assessment was held on 14 February 2025, for 25 candidates at **ni-msme**.



## Idea to Prototype: ni-msme's Impact on Women-Led Innovation

ni-msme, as a Host Institute under the MSME Innovative Scheme, is supporting two women incubatees under the MSME Idea Hackathon 3.0. Ms. Anusha Priya Jeggari is developing a prototype for Multi-Millet Analogue Rice to enhance health security, while Ms Thiparu Swapna is working on fire safety equipment for high-rise constructions. Both prototypes are currently in progress.

## ToT-ED for Community Resource Persons (CRPs) of SERP – Telangana

Society for Elimination of Rural Poverty (SERP) Department of Rural Development, Govt. of Telangana has Sanctioned Training of Trainers on Entrepreneurship Development for the selected Community Resource Persons (CRPs) of Telangana state, to **ni-msme**. The objective of the programme is to build the capacity of CRPs as Micro Enterprise Development resource for rendering services to rural SHGs for their entrepreneurial endeavors. These CRPs will be providing handholding support to the Rural SHGs in the establishment of new Micro Enterprises as well as expansion / Business enhancement of existing Micro enterprises.



**ni-msme** has conducted ToT on Entrepreneurship Development for 124 CRPs represented from various Mandals of Telangana during 17 to 25 February 2025 in 3 batches. CRPs were given Entrepreneurship promotion related inputs like viable investment opportunities identification, Project report preparation, Self-employment schemes of State and Central Governments, digital presence and marketing of the products and services.



Dr. E. Vijaya, Director, SEM and Mr. V. B. Rajendra Prasad, FM, SEE are the Program Directors. Smt. Divya IAS, CEO of SERP Telangana, has visited **ni-msme** and interacted with the participants on 20 February 2025 and motivated the CRPs towards promotion of entrepreneurship among SHGs.

**ni-msme** has participated as a Chief Guest for the valedictory program on 25 February 2025 and addressed the participants. Shri Johnson, Director (non-farm) also visited twice and explained the objectives of the training and expected benefits of the program.





## Entrepreneurship and Skill Development Programme

**ni-msme** has organized an Entrepreneurship and Skill Development Program for prospective and practicing entrepreneurs for the years 2024-25. A total of eight programs were completed in collaboration with M/s. Shasrith Enterprises, with 200 participants from five districts attending. The ESDP covered the manufacturing of jute products, laptop repair, and food processing. The primary objective was to equip prospective entrepreneurs with essential skills and motivate them to start their own enterprises.

A valedictory session was organized, where Ms. V. Swapna, Faculty Member of the SEM Department, awarded certificates at the Siddipet Collectorate and the Hyderabad office. Participants are now planning to start businesses in food processing and jute products. Ms. V. Swapna congratulated them on completing the program and embarking on their new ventures. Ms. Gaddam Swarnalatha, Director of Shasrith Enterprises, expressed gratitude to the **ni-msme** management and participants for their efforts in making the programs successful.



## Research Paper on Driving Inclusive Growth: Analyzing Financial Inclusion Policies and Frameworks

Published in International journal of economic perspectives indexed in ABDC by Dr. Manisha Kumari, AFM, SEM, **ni-msme**. The research paper covers: Inclusive growth focuses on equal and equitable development by particularly mainstreaming the marginalized, vulnerable and underprivileged sections of society, such as rural poor women. Financial inclusion is considered as the keystone to accelerate inclusive growth. This manuscript aims to analyze the policy and institutional framework to promote financial inclusion in India. It also analyses the definition, measurement, outcomes and challenges to financial inclusion. The methodology adopted in this paper is that of document review. Relevant policy documents, internet sources, books, journal articles, research reports and other published material has referred to for carrying out this research. The findings of this study disclose that numbers of institutions are working in the financial inclusion space, namely the Planning Commission, Reserve Bank of India (RBI), Ministry of Finance, Regional Rural Banks (RRBs), NABARD, Cooperative Banks, Commercial Banks, Primary Agricultural Credit Societies, Micro-Finance Institutions and NGOs. This study provides some useful implications for policymakers and practitioners. It also directs researchers to carry out empirical studies on financial inclusion.

Link: <https://ijeponline.org/index.php/journal/article/view/875>

## Visitors' Gallery

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, Tamil Nadu, interacted with Dr. S. Glory Swarupa, Director General, **ni-msme**, to explore the possibility of conducting various training programs for their academic staff in the near future. The discussion was also attended by Shri Surya Prakash Goud, Director, SED, Shri Vivek Kumar, and Shri Basudev Datta, AR, ni-msme.



Shri. Tammireddy Shiva Sankararao, Chairman, MSME DC, Andhra Pradesh met Director General, **ni-msme** along with Shri K. Surya Prakash Goud, Director, SED and Shri Sarath Muthyala, Associate Faculty, SED. Discussed about AP MSME Programs & Initiatives, Policy Interventions, Promotion of Youth Entrepreneurship & Women in Business. Planning to initiate joint programs with ni-msme in the state of Andhra Pradesh

## DG's Visits

Punjab National Bank (PNB), Hyderabad, organized the MSME Expo 2025, which was inaugurated as Chief Guest by Dr. S. Glory Swarupa, Director General, **ni-msme**, along with Shri Sunil Goyal, CGM, PNB and Shri Deepak Kumar Srivastava, ZM, PNB, Hyderabad Zone, on 13 February 2025 at ni-msme campus. During the program, entrepreneurs had the opportunity to experience the benefits of the digital zone, check their loan eligibility, and obtain instant sanction letters. Additionally, they received on-the-spot approvals for flagship MSME schemes such as PNB GST Express and PNB Trade Growth, ensuring access to proper financing at competitive rates. PNB sanctioned loans worth 100 cr to the participating MSMEs awarded in the form of cheques to the beneficiaries.



The Director General, ni-msme, participated in the Department Related Parliamentary Standing Committee (DRPSC) on Industry for the Demands for Grants (2025-26) at Committee Room-1, Parliament House Annexe Extension Building, New Delhi, along with MoMSME officials on 21 February 2025.



The Director General, **ni-msme**, participated as Guest of Honor in the inauguration of Unani Day 2025 celebrations and the International Conference on "Innovations in Unani Medicine for Integrative Health Solutions: A Way Forward", organized by the Council for Research in Unani Medicine (CCRUM), Ministry of Ayush, Government of India, on 11 February 2025 in New Delhi. The event was inaugurated by Her Excellency Smt. Droupadi Murmu, President of India, at Vigyan Bhawan, New Delhi. Dr. Jitendra Singh, Minister of Science & Technology, Government of India, also participated in the program.



The Director General, **ni-msme**, participated as the Chief Guest in the Valedictory Ceremony of the Advanced Management Development Program (AMDP) on "Navigating Business Success through Networking, Strategy Implementation and Risk Management". The event was held at the Seminar Halls Complex, National Institute of Technology (NIT), Warangal and was sponsored by DC-MSME, Ministry of MSME, Government of India, on 22 February 2025.

Dr. Glory Swarupa, Director General, **ni-msme**, participated as an esteemed member in the First Meeting of the reconstituted ICFA Board held in New Delhi on 03 February 2025. The meeting was Chaired by Mr. Suresh Prabhu and attended by key industry leaders, including Mr. Simon Wiebusch, MD, Bayer and Mr. Jayen Mehta, MD, AMUL (online). Other notable participants included Dr. Meenesh Shah, Chairman, NDDDB and Dr. Ashok Dalwai, Co-chair. The meeting, moderated by Dr. Tarun Shridhar, DG, with assistance from Ms. Shreyasi Agarwal, CEO, ICFA, saw the participation of 20+ Board Members, focusing on strategic discussions for the agricultural sector.



The Director General, **ni-msme**, attended the MSME International Constitution Cell (MICC) Meeting in hybrid mode. The meeting focused on crucial collaborative areas with DPIIT, Ministry of Commerce, aiming to support MSME stakeholders through inputs from MSME DFOs and associated organizations. Key areas of discussion included IT and food processing sectors, as well as trade connectivity with European countries for establishing e-Commerce Export Hubs. Additionally, **ni-msme** is partnering with M/s. WEVIO Global Private Limited, a South Korean firm based in Hitech City, Hyderabad. WEVIO is the official representative of South Korean SMEs and is engaged in capacity building and training in agri and smart farming technology.



The Director General, ni-msme, participated as Special Guest of Honor at the Krishi, Shiksha Evam Swasthya Mahotsav and Mega Agri Expo 2025 held in Madhubani on 07 February 2025. The event was organized by M/s. S. K. Chaudhary Educational Trust's Shankara Group of Institutions, Jaipur, focusing on agriculture, education, and health innovations.

## Applications of Solar Technologies in Agriculture and Allied Sectors

**ni-msme**, in collaboration with the National Institute of Agricultural Extension Management (MANAGE), conducted an online training program on "Applications of Solar Technologies in Agriculture and Allied Sectors" from 03 to 07 February 2025, sponsored by MANAGE. A total of 45 participants attended, primarily from agribusiness, Farmer Producer Organizations (FPOs), and Agricultural Universities across various states, including Uttar Pradesh, Haryana, Telangana, Odisha, Puducherry, Andhra Pradesh, Tamil Nadu, Karnataka and Kerala.

Mr. J. Koteswara Rao, Associate Faculty Member and Program Director, welcomed the participants, introduced the genesis of the National Institute for MSME (**ni-msme**) and provided an overview of the program. **ni-msme** has taken the lead in solar panel installations and fostering innovation and collaboration by integrating technology, enterprise, and efficient management into policy formulation and implementation at the grassroots level.

Dr. K. Krishna Reddy, Director, MANAGE, graced the occasion as the Chief Guest and addressed the participants. In his speech, he emphasized India's leadership role in promoting a solar-based economy globally. He also highlighted several policy initiatives undertaken in the past four years, including the National Solar-Wind Hybrid Policy. He elaborated on the applications of hybrid (wind and solar) technologies in agriculture and allied sectors.

Lt. Col. Dr. Surendra, Chief Adviser at Surabhi Institute of Energy, provided insights into the role of the State and Central Governments and Nodal Agencies in implementing solar pump sets. Shri Dr. J. Shankaraswamy, Assistant Professor, Department of Fruit Science and Post-Harvest Technology, College of Horticulture, Mojerla, Wanaparthy District, Telangana, led a session on Solar Dehydration and Drying Processes for Fruits and Vegetables.



Dr. L. Venkat Reddy, Domain Expert, delivered a session on renewable energy sources, covering solar, wind, bio, hydro, and waste-to-energy technologies. Mr. N. Ramachandar, Associate Professor at BVRIT, conducted a session on Solar PV Technologies and Development, noting that high-efficiency crystalline silicon solar cells with 18% efficiency were achieved at IIT Bombay under a research project.

The feedback from participants was highly encouraging, with many sharing how they plan to implement their learnings to achieve their goals. They were advised to adopt solar technologies in their agricultural fields at the earliest, leveraging financial support from their respective State Renewable Energy Development Corporations.



### Expression of Gratitude for the Industrial Visit

On behalf of Auxilium College (Autonomous) and the students of BBA Hospital Administration, I extend my sincere gratitude to you and your esteemed institution for facilitating an insightful industrial visit to ni-msme on 27 January 2025.

The visit provided our students with valuable knowledge and practical exposure, significantly enhancing their understanding of entrepreneurship and healthcare management. A special note of appreciation to Mr. Vivek Kumar for his exceptional coordination and support throughout the visit. His efforts ensured a well-organized and enriching experience for our students, making the session both engaging and informative. Furthermore, we would like to explore the possibility of initiating a biochar project in our campus. During the upcoming College Day visit of Dr. Sunchu Glory Swarupa Director, ni-msme, a campus tour will be conducted to assess the feasibility of implementing this initiative.

Thank You

Dr. Preethi Prabhakaran  
Head & Assistant Professor  
Department of BBA (HOSPITAL ADMINISTRATION)

"Today a reader, tomorrow a leader"


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#### Our Social Presence



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**National Institute for Micro, Small and Medium Enterprises (ni-msme)**

An Organisation of the Ministry of MSME, Govt. of India and ISO 9001:2015 Certified  
Accredited as UTKRISHT / उत्कृष्ट, 3-Star Rating by Capacity Building Commission (CBC)

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