

ni-msme News Corner (NNC)



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

National Seminar on Scientific Honey Beekeeping



National Institute for Micro, Small, and Medium Enterprises (**ni-msme**) hosted a two-day National Seminar on Scientific Beekeeping at **ni-msme** campus on February 15th and 16th, 2024. The event, sponsored by the National Bee Board under the National Beekeeping and Honey Mission, welcomed Dr. R. Sarada Devi, Vice Chancellor of Acharya N G Ranga Agriculture University,

as the Chief Guest. Dr. S. Glory Swarupa, Director General of **ni-msme**, presided over the inaugural ceremony, with Shri Naveen Patle, Additional Commissioner & Executive Director, National Bee Board, Ministry of Agriculture and Farmers Welfare, Government of India, participating virtually. Shri Naveen Patle highlighted the Government of India's commitment to the National Beekeeping and Honey Mission, emphasizing value addition to the sector. Dr. R. Sarada Devi discussed the employment generation potential of Honey Beekeeping, while Dr. S. Glory Swarupa assured institutional support from **ni-msme** through training programmes. Shri V.B. Rajendra Prasad, Associate Faculty Member, **ni-msme**, presented a comprehensive report on **ni-msme**'s initiatives in Scientific Honey Beekeeping. Dr. Shreekant Sharma, Programme Director & Faculty Member, **ni-msme**, expressed gratitude to the enthusiastic participants.

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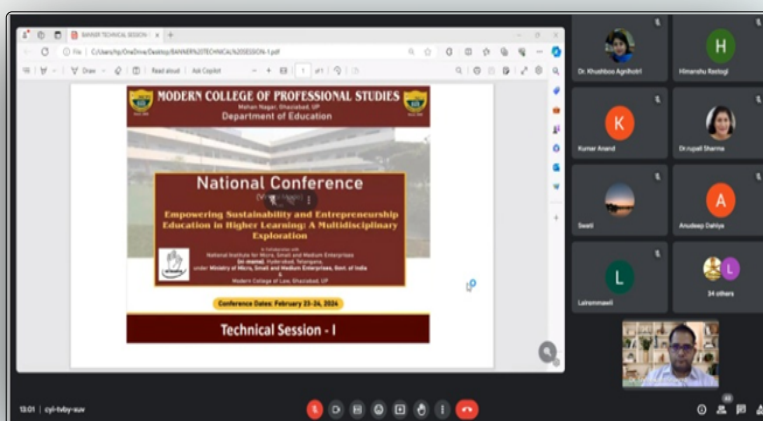
The seminar drew over 300 participants, including Aspiring Beekeepers, Students & Researchers from Agriculture Colleges, Farmers, NGOs, and Unemployed Youth. Experienced beekeepers and intellectuals from various institutions actively participated, contributing to sessions and panel discussions on diverse aspects of Honey Beekeeping Business. Additionally, a Poster Designing Competition and an Exhibition of Apiculture Products, featuring 25 exhibitors, were integral components of the seminar.



National Conference on Entrepreneurship Education

ni-msme, in collaboration with Modern College of Professional Studies (MCPS), Uttar Pradesh, organized a two-day virtual National Conference on "Empowering Sustainability and Entrepreneurship Education in Higher Learning: A Multidisciplinary Exploration" on 23rd and 24th February 2024. Prof. Dr. Nisha Singh, Principal of MCPS, commenced the event with a welcome address, followed by inaugural speeches from Mr. Vineet Goel, Secretary of MCPS, and Mr. Yogesh Garg, Treasurer of MCPS.

Dr. S. Glory Swarupa, Director General of ni-msme, delivered the keynote speech, emphasizing the urgent integration of entrepreneurship education into the sustainability curriculum. She highlighted the role of educational institutions in fostering innovation and creating a startup ecosystem that prioritizes sustainable solutions. Dr. Shreekant Sharma, Conference Convenor, explored specific topics related to entrepreneurship education, innovation, and impact creation. The conference featured thought-provoking discussions and practical recommendations to encourage a more sustainable and entrepreneurial higher education landscape.



Role of National Institute for MSME in NBHM



The National Beekeeping and Honey Mission (NBHM) was announced by the Union Government as part of the Atma Nirbhar Bharat package. NBHM aims to achieve the goal of 'Sweet Revolution' that is being implemented through National Bee Board (NBB) by Ministry of Agriculture & Farmers' Welfare, Govt. of India. It is a Central Sector Scheme with 100% central Government funding. The scheme is aimed at the overall development and promotion of scientific beekeeping in India to achieve the objectives of the Sweet Revolution.

The main objective of NBHM is to promote holistic growth of beekeeping industry for income & employment generation for farm and non-farm households, to enhance agriculture/ horticulture production, developing infrastructural facilities, including setting up of Integrated Beekeeping Development Centre (IBDC)s/CoE, honey testing labs, bee disease diagnostic labs, custom hiring centres, Api-therapy centres, nucleus stock, bee breeders, etc. and empowerment of women through beekeeping.

The scheme is working in tandem with various other schemes related to beekeeping such as KVIC's Honey Mission, Mission for Integrated Development of Horticulture (MIDH), and the Ministries of Rural Development; Micro, Small & Medium Enterprises (MSME); AYUSH, Commerce & Industry, Tribal Affairs, etc.

Core Objectives:

- To develop blockchain/traceability system for traceability of the source of honey & other beehive products; and employing IT tools in beekeeping, including online registration, etc.
- To create and enable honey corridors in potential areas.
- To encourage agri-entrepreneurs & agri-startups in beekeeping/honey production.
- To promote trade agreements between traders/exporters and beekeepers.
- To foster, develop and diffuse the latest and state-of-the-art technologies and skill development in the beekeeping industry to produce honey & other high-value beehive products.
- To magnify the economic, social and ecological benefits by diversification through beekeeping by producing a higher quantity & good quality of honey and other high-value beehive products such as beeswax, bee pollen, royal jelly, propolis, comb honey, bee venom, etc. for domestic and global markets.

National Institute for MSME (ni-msme) being a premier capacity building institution, successfully organised various training programs under Mini Mission-I covering several stake holders viz., Practising Entrepreneurs, Budding Entrepreneurs, Tribals, Members of SHG, Agriculture/Horticulture Students, Faculty Members and Scientists.

- Within the State: Across Telangana
- Outside the State: Andhra Pradesh, Jharkhand, Karnataka, Maharashtra, Odisha, Uttarakhand
- Exposure visits to Agriculture/Horticulture Officers
- District Level Seminars
- State Level Seminars
- National Seminar

ni-msme is playing key role in capacity building for honey production, productivity, promotion of enterprises, networking and collaborations in the sector.

Dr. S. Glory Swarupa
Director General

Advanced Management Development Programmes

i) Export Documentation Producers and Export Substitution



ni-msme, organized an Advanced Management Development Programme on "Export Documentation Producers and Export Substitution," from 19 to 23 February 2024 in Kolkata in association with Ascensive Educare Pvt. Ltd., Kolkata. The objective of the programme was to equip the participants with knowledge and skills essential for an export business. A total of 25 women entrepreneurs across sectors handlooms and handicraft sectors attended the programme.

Dr. Dibyendu Choudhury, Programme Director & Faculty Member, **ni-msme** inaugurated the programme virtually. Mr. Akash Srivastav, Asst. Director, DC Handicraft, Ministry of Textiles, Govt. of India. Mrs. Sudeshna Roy, HPO, DC Handicraft, Ministry of Textiles, Govt. of India; and Mr. Abhijit Chatterjee, Director & CEO, Ascensive Educare Ltd. were present during the inauguration. Mr. Rameshwar Rao, Consultant (Admin.) **ni-msme**; and **ni-msme** staff joined the inauguration virtually. Along with sessions, the programme also included a study visit to Filtotech Air Control System Pvt. Ltd., where the participants gained practical exposure towards export operations. During valedictory, participants expressed their opinion about the programme, and appreciated the meticulously designed sessions and study visit. Dr. Dibyendu Choudhury also addressed the media after the programme and explained various initiatives by **ni-msme** and Govt. of India towards Skill Development.



ii) Leveraging and Exploring Business Opportunities in Health Care Industry Using ICT

ni-msme organised Advanced Management Development Programme on Leveraging and Exploring Business Opportunities in Health Care Industry Using ICT Sponsored by DC-MSME, Ministry of MSME, GoI during 19 to 23 February 2024 at NIT, Warangal. The programme covered the topics like Business opportunities in Rural Health care eco system, Significance of Telemedicine in India, Health care business ideas, AI technologies in healthcare, Intellectual Property Rights & Patents, Tele-monitoring system for early detection of diseases, Cardiac Health care and medical requirement, Wireless stethoscope and drug delivery device, Public private partnerships, DPR preparation & MSME Schemes.

Twenty-five candidates from various backgrounds such as doctors, medical researchers, biomedical engineers, PhD scholars, Faculty Members, teaching biomedical subjects, entrepreneurs and medical startups and from various communities were selected to participate in the programme.

Superintendent of MGM Hospital Shri V. Chandrasekhar delivered a keynote address on the role and future of telemedicine technology in India. Shri L. Anjaneyulu and Prof. V. Rama from the ECE Department, along with Ms. V. Swapna, **ni-msme**, coordinated the programme.



iii) Machine Learning

ni-msme organized a 5-day Advanced Entrepreneurship and Skill Development Programme (AdESDP) on Machine Learning from 5th to 9th February 2024 at Kalchuri Incubators Foundation, in collaboration with LNCT Bhopal. Dr. S. Glory Swarupa, Director General, **ni-msme**, inaugurated the programme and highlighted the concept of Self-Reliant India, as advocated by Prime Minister Shri Narendra Modi.

Dr. Anupam Chouskey, Chancellor, JNCT Professional University, and Secretary of LNCT Group, emphasized the importance of creating skilled individuals through exposure and training. Dr. Anuj Singhai, Director, Sajivico and an incubatee at Kalchuri Incubators Foundation (KLIC-LNCT), shared insights into his journey with the trainees. The program was efficiently coordinated by Dr. Anurag S. D. Rai, Director, KLIC-LNCT, and Prof. Mukesh Narula, Head IT, LNCT Group.

Trainees visited Zappian Media Pvt. Ltd. for practical exposure. The program concluded on 09 February 2024, in the presence of Dr. Anil Kumar Saxena, Principal, LNCT-E. The feedback received for the program was highly positive.



Training Programme on Waste Management & Control

ni-msme inaugurated a 5-day Training Programme on Waste Management & Control for Senior Officials of Directorate of MSME, Govt. of West Bengal, at **ni-msme** campus on 26 February 2024. The programme is sponsored by Directorate of MSME, Govt. of West Bengal. A total of 11 participants, Deputy Directors and General Managers in MSME Dept. across West Bengal are attending the programme.

Dr. Dibyendu Choudhury, Programme Director & Faculty Member, **ni-msme** and Mr. J. Koteswara Rao, Co-Programme Director & Associate Faculty Member, **ni-msme** inaugurated the programme. Addressing the participants, Mr. J. Koteswara Rao highlighted the importance of Waste Management.



Dr. Dibyendu Choudhury explained how MSME Sector is crucial in handling waste and what are the various opportunities and benefits in this area. The **ni-msme** Faculty and industry experts have conducted sessions on Circular Economy, ESG, and Industrial Waste Management, e-Waste Management, Bio Energy, and Waste to Wealth, with the aim of assisting participants in drafting Waste Management Policies for West Bengal.

Career Progression In-Service Training for IEDS

National Institute for MSME (**ni-msme**) organized a two-week Career Progression In-Service Training for IEDS Officers, sponsored by the Office of DC-MSME, Ministry of MSME, Government of India, from 29 January to 09 February 2024, in Mumbai. A total of 29 IEDS officers from 20 states participated in the program. The training assisted officers in adapting to changes in policies, regulations, and technology, equipping them with the knowledge needed to implement new initiatives effectively and efficiently. The officers expressed their commitment to implementing best practices in the workplace and foster the growth of MSMEs.



During the Valedictory, participants shared their experiences and learnings from the training program. Dr. E. Vijaya, Program Director & Faculty Member, **ni-msme**, congratulated the participants for the successful completion of the training program. She advised the trainees to apply their learnings in the workplace to enhance their role efficiency and improve their core competencies.

Programme on Leadership Development, Management of CFC

ni-msme inaugurated a comprehensive Training Programme on Leadership Development, Management of Common Facility Centers (CFC), and Exit Strategy, scheduled from 26 February to 01 March 2024, at **ni-msme** campus. The program has seen active participation from 30 individuals from Maharashtra and Gujarat. Aimed at empowering entrepreneurs, Special Purpose Vehicle (SPV) members, and other cluster stakeholders involved in the Micro and Small Enterprises (MSEs) program, especially under the Scheme of Fund for Regeneration of Traditional Industries (SFURTI), the initiative is spear headed by Programme Director Mr. K. Surya Prakash Goud.

Key focus areas of the programme include Leadership Development, User Charge & Production Cost Calculation, Working Capital Management, Intellectual Property Services, Digital Marketing, and Exit Strategies. Expert speakers provided practical insights and exposure through visits to T-Works and Shilparamam. Topics like Lean Manufacturing, Industry 4.0 Technologies, and Branding are extensively covered to equip participants with valuable skills for effective cluster management.



Youth Empowerment Programmes Sponsored by RGNIYD

i) **ni-msme** has been entrusted with conducting ten training programs focusing on Youth Empowerment by the Rajeev Gandhi National Institute for Youth Development. These programs are scheduled from February to March 2024. Mr. Vivek Kumar, AFM, **ni-msme**, is coordinating the overall activities of the programs.

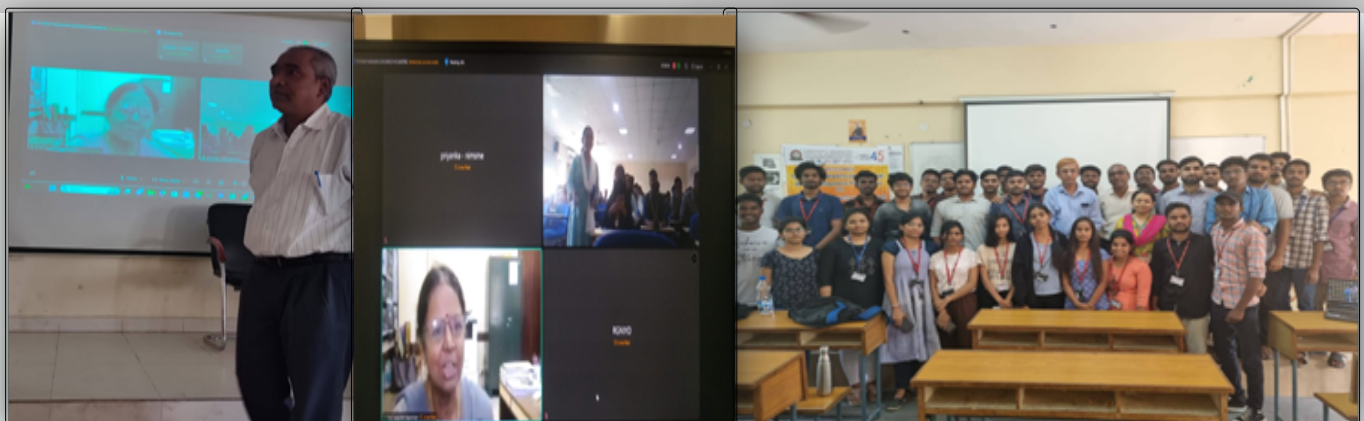
The training programs cover diverse topics such as Applications of Solar Technologies in Agriculture and Allied Sectors, Management of Business Incubators, Farm Based Sustainable Livelihood Opportunities for Rural Youth, Empowerment of Youth through Entrepreneurship Development and Mentorship, Innovation and Idea Validation through Design Thinking for Youth, Food Processing for the Youth, Circular Economy – Emerging Trends in Waste Management, Empowerment of Youth through Digital Entrepreneurial Literacy, Promotion of Micro and Small Enterprise, and Branding and Marketing Plan for Start-ups.

By the end of February, seven programs were completed at seven different locations, with each program offering 12 sector-specific sessions divided over three days. Dr. Vaisanti Rajendra and Dr. David Paul from RGNIYD visited Hyderabad, interacting with participants and reinforcing the program's impact.



ii) **ni-msme** hosted a three-day Training Programme on Managing Business Incubators at Chaitanya Bharathi Institute of Technology. Sponsored by the Rajeev Gandhi National Institute for Youth Development, the program aimed to foster entrepreneurship and innovation among SMEs. Mr. K. Surya Prakash Goud, Programme Director, and Dr. Uma Kanth Choudary from CBIT led discussions on sustainable market development, business planning, and networking strategies. Prof. Vasanthi Rajendran from RGNIYD highlighted the institute's role in holistic youth development during the inauguration ceremony, emphasizing capacity building and employment generation.

The program provided valuable insights and networking opportunities, contributing significantly to SME development both regionally and nationally.



ToT on Entrepreneurship Development for AYUSH Doctors

ni-msme organized a comprehensive one-week Training of Trainers (ToT) on Entrepreneurship Development, sponsored by the National Commission of Indian System of Medicine (NCISM), from 05 to 09 February & 19 to 23 February 2024. The program engaged a total of 59 Faculty Members serving as Coordinators of Research and Innovation Cells from various colleges. The objective was to equip these coordinators with essential skills and knowledge to effectively promote entrepreneurship among students and faculty in their respective institutions.

The programs, spanning five days each, covered a diverse range of topics, emphasizing the unique challenges and opportunities in promoting entrepreneurship in the Indian System of Medicine sector. Dr. S. Glory Swarupa, Director General, **ni-msme**, inaugurated the program for the 5th to 9th February session. Dr. Madhukumar, Member, Board of Unani, Sidha, and Sowa Rigpa from NCISM, participated in the inaugural session, and Dr. Vaidya Jayanth



Pujari, Chairman, NCISM, joined the valedictory program, distributing certificates to the participants. For the February 19 to 23 session, Dr. B. Srinivasa Prasad, President of the Board of Ayurveda, NCISM, inaugurated the program, and Dr. S. Glory Swarupa, Director General, **ni-msme**, presided the valedictory program.

Online Workshop on RAMP



ni-msme organized an Online Workshop on the Raising & Accelerating MSME Performance (RAMP) Scheme on 02 February 2024. The workshop catered to Senior Officials from the Government of Manipur. Mr. K. Surya Prakash Goud, Faculty Member, **ni-msme**, provided an overview of **ni-msme** and the program's objectives during the welcome session. Dr. Dibyendu Choudhury, Faculty Member, **ni-msme**, discussed the initiation of a Strategic Investment Plan (SIP), emphasizing the importance of research

in identifying priority areas for investment.

Mr. K. Surya Prakash Goud further elaborated on interventions to enhance MSME performance, covering aspects such as market access, credit accessibility, environmental sustainability, and center-state partnerships. The program concluded with a vote of thanks, addressing queries from the participants and ensuring a comprehensive understanding of the RAMP Scheme.

PMKVY Short Term Training

ni-msme is conducting Skill Development Programmes under PMKVY Short Term Training Programme in the campus. The enrolled candidates are being trained in the areas like Junior Software Developer, Beauty Therapist, Tailoring, and Craft Baking. By the end of February 2024, 405 candidates, in 12 batches, enrolled themselves for training in the above-mentioned areas.

Trainings on Scientific Honey Beekeeping

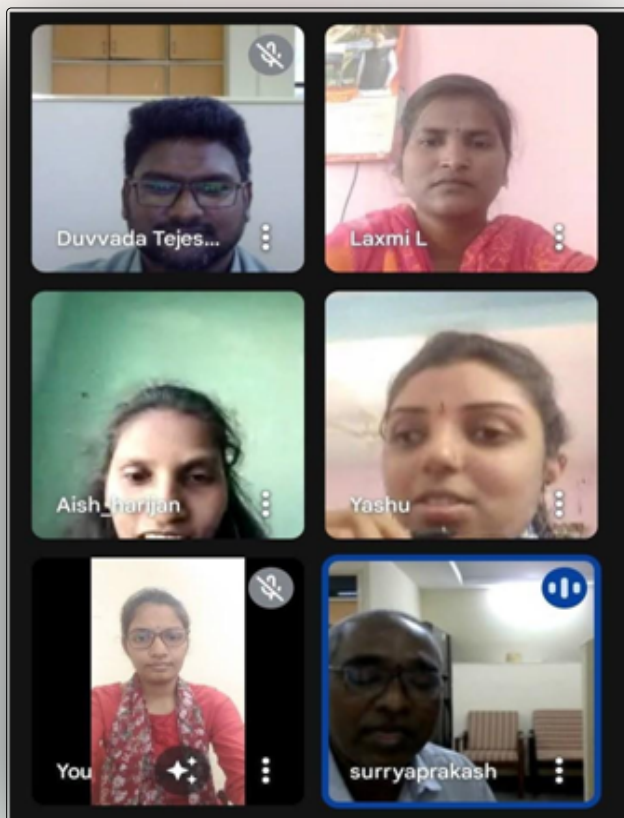
ni-msme conducted one-week training programs on Scientific Beekeeping, sponsored by the National Bee Board, Ministry of Agriculture and Farmers Welfare, Government of India. In February 2024, three training programs were held at various locations: Sonepur, Odisha (February 1-7); Zaheerabad, Telangana (February 1-7); and Arcot, Tamil Nadu (February 2-9). A total of 75 participants, including farmers, unemployed youth, women, and other enthusiasts interested in beekeeping, attended the programs, acquiring skills and knowledge in scientific beekeeping.

New Collaboration and Agreement

Prof. Bidyadhar Subudhi, Director, NIT Warangal and Dr. S. Glory Swarupa, Director General, **ni-msme** signed & exchanged an MoU for strengthening the Innovation Ecosystem, Entrepreneurship Culture and Industry Interface.



Virtual Meeting with SVEP Karnataka Team



ni-msme organized a virtual meeting with mentors actively engaged in the Startup Village Entrepreneurship Programme (SVEP) in Karnataka, on 06 February 2024. The meeting covered various aspects of program implementation, focusing on the LAKHPATI DIDI scheme aimed at empowering women entrepreneurs in rural areas.

A detailed case study of the Mothkuru Handloom journey was presented, offering valuable insights into successful entrepreneurship ventures in the handloom sector. Mentors were guided in preparing comprehensive business plans to effectively support and mentor micro-enterprises. Discussions also included the Vishwakarma initiative, emphasizing skill development and capacity building for artisans and craftsmen.

The meeting served as a platform to enhance mentor capabilities and contribute to the success of SVEP in promoting entrepreneurship.

MSME Loan Mela



National Institute of Micro, Small, and Medium Enterprises (**ni-msme**) organized a "Loan Mela for MSMEs" at **ni-msme** campus on 07 February 2024. The event was attended by major private and public sector banks and financial institutions, including Union Bank of India, State Bank of India, Punjab National Bank, AXIS Bank, Indian Bank, Canara Bank, and State Bank of India (SBI). The program was coordinated by Ms. V. Swapna, Associate Faculty Member, **ni-msme**.

Inaugurated by **ni-msme** officials Dr. Dibyendu Choudhury and Mr. Koteswarao, the event featured representatives from financial institutions, participants of skill development programs under the ATI Scheme, and entrepreneurs. During the inauguration, Mr. S. Ramakrishnudu, Chief Manager, SBI; Mrs. Meenakshi Varma, Chief Manager, Indian Bank; and Mr. Sayondeep Chakraborty, Assistant Manager (Marketing), Union Bank of India, addressed the participants, providing guidance on various loan options. The event witnessed overwhelming participation from more than 160 MSMEs and first-generation entrepreneurs from in and around Hyderabad.



PMKVY 4.0 Special Project in NER

ni-msme is conducting Skill Development Programmes under PMKVY 4.0 Special Projects in the North East Region. Training is being provided for job roles like Food & Beverage Service – Associate, Aquaculture Worker, Mushroom Grower (Entrepreneur) Bamboo Work Artisan, etc. Total of 620 candidates enrolled till February 2024, and are being trained in 16 batches.



Management Development Programmes

i) 5S, Kaizen, Lean and TQM

School of Enterprise Development (SED) conducted a Five-Day Management Development Programme (MDP) on 5S, Kaizen, Lean, and Total Quality Management (TQM) at Chaitanya Bharathi Institute of Technology (CBIT) from 19 to 23 February 2024. The program aimed to enhance operational excellence skills for 25 aspiring entrepreneurs in Manufacturing and Service industries. Mr. K. Surya Prakash Goud, Programme Director, inaugurated the event, emphasizing the importance of operational excellence for entrepreneurs. The program featured sessions on Ostracize – Organize – Optimize – Overview of Roadmap for Operational Excellence, 5S, Total Quality Management, and Kaizen theory principles. Case studies, discussions on Lean Principles, and a practical "Gemba walk" for application were integral components. The program concluded with a Valediction ceremony presided over by the Principal of CBIT.



ii) GST Litigation Management

ni-msme organized a one-week Management Development Program on "GST Litigation Management" from 29 January to 02 February 2024, at ni-msme campus. The program aimed to enlighten participants on new amendments in GST, regulatory compliances, and assessment procedures under GST. A total of 25 participants from various streams such as Management Professionals, Entrepreneurs, and Academicians attended the program.

Dr. E. Vijaya, Programme Director & Faculty Member, ni-msme, directed sessions focused on insights into tax dispute resolution, assessment, investigation, and audit under GST. The sessions were led by ni-msme faculty, GST Experts, Chartered Accountants, and Officials of the GST Department. The participants provided positive feedback on the program's content and relevance.



iii) Planning for a Successful Startup

Mr. Sarath Muthyala, Associate Faculty, **ni-msme** organized Management Development Program on Financial Planning for a Successful Startup at MLRIT, Hyderabad during 26 February 2024 to 01 March 2024 for 25 participants. The Program is sponsored by DC-MSME, Ministry of MSME, Govt. of India.



iv) Innovation and Idea Generation through Design Thinking approach

Mr. Sarath Muthyala, Associate Faculty, **ni-msme** organized Management Development Program on Innovation and Idea Generation through Design Thinking approach at NNRG, Hyderabad during 27 February 2024 to 02 March 2024 for 25 participants. The Program is sponsored by DC-MSME, Ministry of MSME, Govt. of India. Dr. P David Paul, Training Officer, Centre for Training, Orientation and Capacity Building, and Centre for National and International Collaboration, RGNIYD inaugurated the program.



v) Competency Based Human Resource Management

ni-msme has organised Management Development Programme on Competency based Human Resource Management during 14 to 19 February 2024 sponsored under ESDP scheme of DCMSME, Ministry of MSME. A total of 25 Management trainees have attend the programme. The programme focuses on Competency based HR Processes like Competency Based Job Analysis, Selection, Training & Development and Performance Management. The programme was organised by Ms. V. Swapna Associate Faculty Member, **ni-msme**.

vi) Protecting Brand through Trademarks, Design & Copyrights

ni-msme has organised Management Development Programme on "Protecting Brand through Trademarks, Design & Copyrights" " from 19 to 23 February 2024 sponsored under ESDP scheme of DC-MSME, Ministry of MSME. A total of 25 trainees have attend the programme. Ms. V. Swapna welcomed the participants, briefed about genesis of National Institute for MSME (**ni-msme**) and gave an overview of the programme. The broad areas that covered in the training include the fundamentals



of IPR, Filing & prosecution Procedures of Trademarks, Design & Copyrights, IP Enforcement & Commercialisation with Case studies and MSME schemes. The sessions were handled by **ni-msme** faculty and experts from IP firms.

Initiation of SRLM in Jharkhand

ni-msme is given the task of preparing Nine Detailed Project Reports (DPRs) for SVEP blocks in the state of Jharkhand by Jharkhand State Rural Livelihood Promotion Society (JSRLPS). Commencing on 14 February 2024, **ni-msme** team engaged in extensive field visits across nine blocks in six districts of Jharkhand. The objective was to assess the landscape, identify opportunities, and address existing gaps strategically to foster entrepreneurship. This initiative aligns with the promotion of entrepreneurship under the Deendayal Antyodaya Yojana - National Rural Livelihood Mission (SVEP, DAY-NRLM) and is facilitated by the Jharkhand State Rural Livelihood Promotion Society (JSRLPS). The active support and coordination from Jharkhand State Livelihood Promotion Society (JSLPS) will further enhance the seamless execution of the SVEP Project, aiming to empower communities and foster entrepreneurship for a brighter future in Jharkhand.



Inauguration of the Biochar Society

ni-msme inaugurated the Biochar Society at Hyderabad (BSH) on 13 February 2024. The Chief Guest, Dr. Priyanka Varghese, IFS, Dean of Forest College Research Institute, Mulugu, shared insights on the importance of biochar for sustainable forestry practices. The event was led by Dr. L. Venkat Rama Reddy, Former Director of Horticulture and Sericulture, Govt. of Telangana, along with Shri R. K. Gupta, Chairman of BSH, and Dr. N. SaiBhaskar Reddy, President of BSH.



S K Gupta, Secretary of BSH, Mr. K. Surya Prakash Goud, Faculty Member, **ni-msme**, and Dr. Aariff Khan highlighted the importance of collaboration in Biochar research and application. The inauguration, attended by esteemed dignitaries, members, and guests, marked a significant step toward addressing environmental challenges through the utilization of biochar.

Faculty at SME Champion Awards Masterclass

Dr. E. Vijaya, Faculty Member, **ni-msme**, was invited as a Panelist for the program and she shared her views on Public Procurement Policy, key strategies for better integration of SMEs into the global supply chain, and **ni-msme**'s contribution to the Global supply chain integration through research and Capacity Building. The event was attended by industrialists, corporate executives, and entrepreneurs. HSBC & CNBC-TV18 organized a Master Class on "Export-Import: Navigating Global Opportunities for SMEs" as part of SME Champion Awards on 12th February 2024, at ITC Kohenu, Hyderabad. The Master Class aimed to provide valuable insights into the challenges and opportunities faced by Small and Medium Enterprises (SMEs) in the dynamic landscape of international trade.



Faculties Visit to Cherlapally Industry Association

Mr. Sarath Muthyala, Associate Faculty, Mr. K. Surya Prakash Goud, Faculty Member and Dr. Shreekant Sharma, Faculty Member visited Cherlapally Industry Association and participated in the meeting hosted by Cherlapally Industrial Association on 10 February 2024 to discuss skill requirements to Industry along with Prof. B. S. Murty, Director and Dr. Subrahmanyam, Dean, IITHyderabad.



Faculty @ Vendor Development Programme

Mr. Sarath Muthyala, Associate Faculty represented, **ni-msme** at Vendor Development Program in Warangalon 15 February 2024 organized by MSME DFO, Ministry of MSME, Hyderabad and addressed the gathering on ni-msme activities and highlighted the importance of Digital Branding & Environmental, Social and Governance (ESG) for MSMEs.



Faculty Visit to Centre of Excellence (CoE) @ NIT, Warangal



Mr Sarath Muthyala, Associate Faculty, **ni-msme** visited Centre of Excellence (CoE) in Industry 4.0 established at National Institute of Technology (NIT), Warangal to design possible interventions for the benefit of MSMEs.

Visitor's Gallery



Shri Bhaskar Reddy, Industrialist and Shri Venu Gopal & Team from Performance and Cash Flow Design Thinking and Consulting met Director General, **ni-msme** and discussed possible collaboration for skill upgradation to MSME stakeholders in Cash Flow and Innovation on 20 February 2024. Mr. Sarath Muthyala, Associate Faculty Member participated in the discussion.

Dr. S. Glory Swarupa, Director General, **ni-msme** had discussion with Mr. Ramanathan NS Iyer, Export Expert for establishing Export Acceleration Experience Centre (EAEC) at **ni-msme** second campus, Hyderabad.



Visits of Director General

Dr. S. Glory Swarupa, Director General, **ni-msme** was invited to Raj Bhavan on 10 February 2024 to discuss entrepreneurial opportunities to Rural Women and Educated Unemployed Youth at District Level. Dr. (Smt.) Tamilisai Soundararajan, Hon'ble Governor, Telangana State and Lt. Governor, Puducherry shared her vision to uplift marginal communities through Skill Development and Entrepreneurship. Mr. Sarath Muthyala, AFM, **ni-msme** was also participated in the discussion.



Dr. S. Glory Swarupa, Director General, **ni-msme**, served as the Guest of Honor during the Pre-Activity of Unani Day 2024 and the Foundation Day of NRIUMSD. Additionally, she participated in the National Seminar on Recent Trends in Clinical Research held at the National Research Institute for Unani Medicine for Skin Disorders in Hyderabad on 02 February 2024. Dr. Shreekant Sharma, FM, **ni-msme**, and Dr. Shirish Kulkarni, Hindi Translator, **ni-msme**, were also present.

The inaugural session was chaired by Dr. Iftekar Munshi, Director, NRIUMSD. Mrs. M. Prashanti, IAS, Additional Secretary, Govt. of Telangana, Environment, Forests, Science and Technology (EFSNT), and Director AYUSH, Govt. of Telangana, graced the celebration as the Chief Guest. Padmashree Dr. M. A. Waheed, Former Director, CRIUM, Professor Ms. BushraAlwi, Daughter of Dr. Hakim M.A. Razzak, Founder Director, CCRUM, New Delhi, and Dr. Mushtaq Ahmed, Former Director, CRIUM, Hyderabad, also shared the dais on this significant occasion.



Success Story

Dr. Vivekanand Mohan Kullolli, Founder of Ayurpreneur Academy - The Ayurveda School of Entrepreneurship & Ayurpreneur Lifestyle Hub, also serving as the ED Cell coordinator at the Indian Institute of Ayurveda Research and Hospital in Rajkot, Gujarat (360110).



"Reflecting on my professional journey since 2005, where I held various 9-to-5 positions in Ayurveda colleges across India, I recognized the need to cultivate an entrepreneurial mindset among Ayurveda professionals. To address this, I established the online coaching system "Ayurpreneur Academy" with a vision of collectively empowering Ayurveda professionals to develop entrepreneurial skills, leading to an abundant lifestyle and contributing value to society in the health sector.

The mission of Ayurpreneur Academy is to create a vibrant Ayurpreneur Lifestyle Hub community comprising 100,000 Ayurveda professionals. This community aims to achieve and live an entrepreneurial lifestyle, leveraging Ayurveda knowledge to accomplish social and professional significance, financial abundance, and time freedom through our Ayurpreneur Business Model, Ayurpreneur Business Mastery & Ayurpreneur Business Empire.



The Ayurpreneur Academy was officially launched on 10/10/2022, with the logo release on 08/12/2022 at the World Ayurveda Congress-2022 in Panjim, Goa. The Ayurpreneur Lifestyle Hub received its virtual inauguration on the eve of Teacher's Day on 05/09/2023. Despite my initial status as an entrepreneur, participating in a unique Capacity Building Program for Entrepreneurship Development by NCISM in collaboration with the National Institute for Micro Small and Medium Enterprises (NI-MSME), Hyderabad, marked a turning point.

This program targeted teachers from Ayurveda, Siddha, and Unani colleges, facilitating the creation of an entrepreneurial environment by establishing an Entrepreneurial Development Cell in their respective colleges. The founding of Ayurpreneur Academy - The Ayurveda School of Entrepreneurship (since 2022) & Ayurpreneur Lifestyle Hub (since 2023) aligns with the entrepreneurship mindset and skills needed for Ayurveda students and professionals, as anticipated two years prior.

Participating in a transformative 5-day residential program provided a paradigm shift in my entrepreneurial vision, fueling my passion to become a successful 'intrapreneur' and create a new tribe of "Ayurpreneurs." I take pride in coining and popularizing this term for entrepreneurs in Ayurveda. Personal interactions with notable figures, including Mr. Gaurav Katiyar (IES), Smt. Dr. Sanchu Glory Swarupa, Dr. Shreekant Sharma, and other esteemed personalities, reinforced my commitment to developing entrepreneurship in Ayurveda.

The 5-day residential entrepreneurship capacity-building program marked a transition from a novice to a professional entrepreneurial coach. I express my heartfelt appreciation and gratitude to NI-MSME & NCISM for this life-changing program, the shared knowledge, and the warm hospitality."

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Launch of Electric Vehicle at ni-msme Campus

Smt. Kanimozhi, Dy. General Manager, Canara Bank, and Dr. S. Glory Swarupa, Director General, **ni-msme**, inaugurated Green Vehicle for composting of campus green waste. The vehicle is supported by Canara Bank.



Our Journals

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

JIEMS

Journal of
Innovation
Entrepreneurship
Management &
Skill Development



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

Sedme

Small Enterprises Development,
Management & Extension Journal

A worldwide window on MSME studies

Our Social Presence



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