

ni-msme News Corner (NNC)



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

International Conference on Environmental Technology & Management

ni-msme has organised Two day International conference on Environmental Technology & Management during 14 to 15 September 2023 in collaboration with Department of Environmental Sciences, Acharya Nagarjuna University, Guntur sponsored by Ministry of MSME, Govt. of India under International Cooperation (IC) Scheme. A total of 135 participants including entrepreneurs, research scholars and officials have participated in the conference. In addition to national level experts, three international experts namely Prof. George Morara Ontumbi, Prof. of Geography & Environmental Sciences, Koitalel Samoei University, Kenya, Mr. Danushka Bandara Environmental Expert, Industrial services Bureau, Sri Lanka, Dr. Nani Raut, Assistant Professor, Dept of Environmental Sciences & Engineering, Katmandu University, Nepal were invited to be part of the conference discussions.

The conference was inaugurated by Shri Sheshagiri Rao, IAS, Secretary and CEO, A. P. B & OCWW Board, O/o Commissioner of Labour, Govt of A. P. in presence of President of Conference Prof. Patteti Rajasekhar, Vice – Chancellor, Acharya Nagarjuna University, Dr. S. Glory Swarupa Director General, **ni-msme** and International experts.

Dr. Glory Swarupa stated that unemployment has increased at



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national level, MSME's supports sustainability to regulate carbon emissions by setting long and short term goals, world transitions, net zero emissions by empowering small scale industries by combining policies, energy efficient devices by increasing utility of renewable and promoting circular economy. Prof. George Morara Ontumbi has emphasized on climate change, due to increase in greenhouse gases the temperature rises leading to environmental deterioration and high environmental footprint.

Mr. J. Koteswara Rao, Associate Faculty Member spoke about various schemes available for setting new startup and extending the existing industries at various levels and highlighted Zero Effect Zero Defect(ZED) Scheme where as Mr. K. Surya Prakash Goud, Faculty Member shared interventions of **ni-msme** in the area of energy efficiency and initiatives taken by the Institute to mitigate environmental challenges. Mr. K. S. P. Goud thanked all faculty and staff of University particularly Vice-Chancellor, Acharya Nagarjuna University for his full-fledged support and encouragement for successful organization of conference.



IPFC Steaming Committee Meeting

Steering committee Members Shri K. C. Choudhury Assistant Director, Shri B. Sreedhar Assistant Director, Shri Gulshan Bist Assistant Director from MSME-Development and Facilitation Office visited **ni-msme** on 04 September 2023 with respective empanelment of IPFC under MSME Innovative Scheme. Ms. V. Swapna, Associate Faculty Member made the presentation and briefed about **ni-msme** IPFC activities and also proposed activities under the new proposal. She also mentioned about previous track record of MSME initiatives taken by **ni-msme**. Steering Committee Members assessed the application and gave few suggestions for better implementation of the project as per the guidelines of MSME Innovative Scheme. Mr. K. Surya Prakash Goud, Faculty Member & Dr. Shreekanth Sharma were also present during the meeting.



Crafting Vishwakarmas



Over 200 million livelihoods are directly or indirectly linked to the artisan economy in India. The artisan economy already advances 12 out of the 17 Sustainable Development Goals (SDGs). A significant section of the workforce of the Indian economy consists of artisans and craftspeople who work with their hands and tools, are usually self-employed and are generally considered to be part of the informal or unorganised sector of the economy.

In any cultural economy, "culture"—any individual or group's unique social behaviours and norms—carries tangible value. Cultural practices are the core drivers of many goods and services that also influence non-cultural industries. For example, a tribal terracotta tile maker will make a roof for a neighbouring farmer who gives him grain, in the age-old practice of bartering that is still prevalent among many rural communities across India.

The artisanal sector is primarily rural, informal and creativity-led landscape. It also has a very high concentration of micro, small and medium enterprises (MSMEs) that drive labour-intensive and skill-intensive employment. The artisan economy has an all-pervasive reach, thereby making it India's second largest source of employment and livelihood after agriculture. The business models of craft-based enterprises in India are customised by necessity to meet informal and creative communities. The handloom and handicraft industry has been the backbone of India's rural economy for decades. It is one of the largest employment generators after agriculture, providing a key means of livelihood to the country's rural and urban population.

These traditional artisans and craftspeople are referred to as 'Vishwakarmas' and are engaged in occupations like Blacksmiths, Goldsmiths, Potters, Carpenters, Sculptors, etc. These occupations/skills are passed from generation-to-generation following a guru-shishya Parampara of traditional training, both within the families and other informal groups of artisans and craftspeople. Hon'ble Prime Minister has launched a new scheme, called 'Vishwakarma', that aims at improving the quality as well as the reach of products & services of artisans and craftspeople and to ensure that the Vishwakarmas are integrated into the domestic and global value chains. It envisages to provide end-to-end support to the artisans and craftspeople. A total of 18 trades are covered initially. Ministry of MSME is the Nodal Ministry for this Central Sector Scheme which is fully funded by Govt. of India, with an initial outlay of Rs.13,000 crore for five years up to 2027-28. AS & DC (MSME), Nodal Officer may be contacted for further details at e-mail: dcmsme@nic.in; Tel: 011-23061176.

Glory Swarupa
Director General

International Training Programmes

ni-msme has organized three international training programmes titled “Strategies for Development of Rural Economy”, “Promotion of Micro Enterprises” and “Essentials of Digital Branding and Marketing for SMEs in International Trade” which were sponsored by the Ministry of External Affairs, Government of India. Total of 53 delegates associated with policy formulation, planning, promotion, and development of microenterprises and income-generating activities from 17 developing countries have participated in the programmes.

The programmes were inaugurated by the Director General, Dr. S. Glory Swarupa. In her inaugural address, she has elaborated on activities and interventions of **ni-msme** in promotion and development of MSMEs in the country and its services to developing countries. She also quoted few strategies for micro enterprise development including development of rural handloom and handicraft clusters. She has motivated and encouraged the participants for their active participation in the training.

The programmes designed to discuss on Policies and Programmes of various Ministries in promoting Micro Enterprises, extension services to micro enterprises, institutional support, identification of viable Enterprises, Micro Finance, concept of Self-Help Groups (SHGs), Project Feasibility Techniques, Preparation of Detailed Project Reports (DPR), setting up the Digital Presence to reach target customers, Building effective marketing



content, Generating quality leads and Create awareness of Branding. Apart from, **ni-msme** faculty, entrepreneurs, officials and subject matter experts were invited to handle sessions. The participants got opportunity to visit Mothkur Ikkat Handloom Cluster supported by Ministry of MSME under SFURTI scheme, T-Works, rapid prototype manufacturing facility established by Government of Telangana, and Agro& Food Processing and Packaging Enterprises.



Panel Discussion

A session was arranged for the participants of International Programmes to interact with the entrepreneurs. Mr. Bhaskar Reddy Dasari, Director and Chief Operating Officer at Wind Stream Energy Technologies India Pvt. Ltd., as well as Mr. Narayana Reddy, a Professional Engineer, running “Chemplas” Group of Small Scale Industries were invited to interact with the participants. Mr. K. S. P. Goud, Programme Director welcomes the entrepreneurs and briefed their profile and entrepreneurial journey for the benefit of the international participants. The participants enquired on their motivation for becoming entrepreneur, challenges being faced during initial stage of entrepreneurship, innovative marketing strategies and other issues of technology, infrastructure and management.

Book Exhibition

The participants were given opportunity to procure various books of their interest in line with training programmes by organizing Book Exhibition on 20 September 2023 at **ni-msme** campus. Several publishers have displayed technical and management books related to rural development, micro enterprises, digital branding and also management. Dr. S. Glory Swarupa inaugurated book exhibition and encouraged the participants to select suitable books for their requirements. She also mentioned that Mr. B. Pradeep Kumar Asst. Registrar and Ms. P. Anjali Prasanna, Sr. A.A., coordinated the exhibition. Mr. M. Devidas, Library Assistant, displayed **ni-msme** publications at a separate counter.



Cultural Night

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



Valediction of Phase-II International Programmes



The National Institute for Micro, Small and Medium Enterprises (**ni-msme**) conducted a valedictory session for Phase-II of the Indian Technical and Economic Cooperation (ITEC) programs from September 11 to September 29, 2023.

International executives, who participated in these programs, successfully completed a three-week residential program at **ni-msme**. Mr. K. S. P. Goud, FM and Program Director, extended a warm welcome to the Director General and the audience. He also invited

the International Executives to share their feedback. Following this, Mr. J. Koteswara Rao, AFM, as briefed highlights of the program updates.

Dr. Glory Swarupa, Director General, **ni-msme** addressed the participants she motivated them to implement the knowledge and skills acquired during these programs. The Director General also shared valuable insights into the significance of rural economies and the pivotal role that women entrepreneurship initiatives play in the development of nations, particularly in the small-scale sector.



Empowering the Family

Campaign on "Empowering the Family" by BrahmaKumaris at ni-msme campus on 08 September 2023.



Agro-Based Entrepreneurship Development Programme for ANGRAU

National Institute for Micro, Small and Medium Enterprises (**ni-msme**) organized a two-week Agro-Based Entrepreneurship Development during 21.08.2023 to 09.09.2023. The programme was sponsored by the Acharya NG Ranga Agricultural University (ANGRAU), Guntur, Andhra Pradesh.



A total number of 38 students pursuing graduation in agriculture, agricultural engineering and food sciences were participated in the training programme lead by Programme Directors Dr. Shreekant Sharma, FM and Mr. V. B. Rajendra Prasad, AFM.

As part of the programme, the participants get valuable input and also exposed to field visits such as India International Crop Protection Expo 2023, Indian Council of Agricultural Research - National Academy of Agricultural Research Management (ICAR- NAARM),

ICRISAT- International Crops Research Institute for the Semi-Arid Tropics, IIIT Hyderabad-International Institute of Information Technology, National Fisheries Development Board, NIRD & PR- RTP (National Institute of Rural Development & Panchayati Raj - Rural Technology Park), ICAR-National Research Centre on Meat (NRCM), and ICAR - IIMR (Indian Council of Agricultural Research - Indian Institute of Millets Research). The participants also worked on group and individual assignment which is on developing Business Plan for the products of their choice.

The Valedictory function of this programme was conducted on 08 September 2023. Deputy Director General (Agricultural Education), Dr. R.C. Agrawal, graced the valedictory as chief guest via google meet. In his valedictory address, he has expressed

that there are so many entrepreneurial opportunities in Agriculture and its allied Sectors like Horticulture, Dairy etc. He has motivated the participants by explaining the success stories of some start up entrepreneurs who were graduated in their university. Dr. S. Glory Swarupa, Director General, **ni-msme** has given a special address in the occasion and advised the trainees that do not give up their entrepreneurial goals until they reached those goals and also stated that hard work is only the way to reach their goals. Dr. Vasanth Kumar Thimakapura, Agricultural Scientist and a Social Entrepreneur was the guest of honor for the function and enlightened the students by sharing his entrepreneurial life experience. Dr Vasanth Kumar took a session on Agriculture that was insightful and motivated the students to become Local Plant Doctors.

Certificates were distributed to the participants by Director General and Guest of honor. Finally, Mr. V. B. Rajendra Prasad, AFM, SEE proposed a vote of thanks.



Export – Import Management & Documentation Procedures for MSMEs

SEM is organizing two week training programme on “Export – Import Management & Documentation Procedures for MSMEs”, sponsored by O/o DC-MSME, Ministry of MSME, Government of India from 25.09.2023 to 06.10.2023 at **ni-msme** campus, Hyderabad. A total of 26 DC-MSME Officers from various grades such as Assistant Directors –I& II, Deputy Directors and Joint Directors are attending the program. The Program Directors are Dr. E. Vijaya, Faculty Member and Mr. Sarath Muthyala, Associate Faculty Member, **ni-msme**.

The two-week training program is intended to help the officers associated with MSMEs to understand International Trade Regulations and policies, Export Documentation, Import Documentation, Customs Clearance and Freight Forwarding, Insurance and Risk Management. This knowledge will enhance the capabilities and provide the necessary information for financial institutions to process payments, issue letters of credit and provide trade financing to handle and promote MSME products internationally.

During the inaugural session, Dr. E. Vijaya, Program Director gave an overview of the programme and the various topics to be covered during the training programme. She has explained the program schedule with assignments, case studies, presentations and study visits. Shri Guarav Joshi, Joint Director, MSME-DFO, Jaipur, is the liaison officer from O/o DC-MSME and during his inaugural address, he emphasizes the need for understanding the Export & Import Documentation procedures to support and promote the MSME exports in their respective states. The session was concluded with vote of thanks proposed by Mr. Sarath Muthyala, Associate Faculty Member, **ni-msme**.



Hindi Day and Hindi Fortnight Celebrated

National Institute for Micro, Small and Medium Enterprises (**ni-msme**) observed Hindi Fortnight on occasion of Hindi Day on 14 September 2023. Closing ceremony of the celebration was conducted on 29 September 2023. Shri A. Mallikarjuna Reddy, Asst. Engineer, CPWD, Hyderabad was the Chief Guest on this occasion. All the winners were felicitated on this occasion.



As part of the programme Hindi Fortnight was also conducted by **ni-msme** during 14 to 29 September 2023.

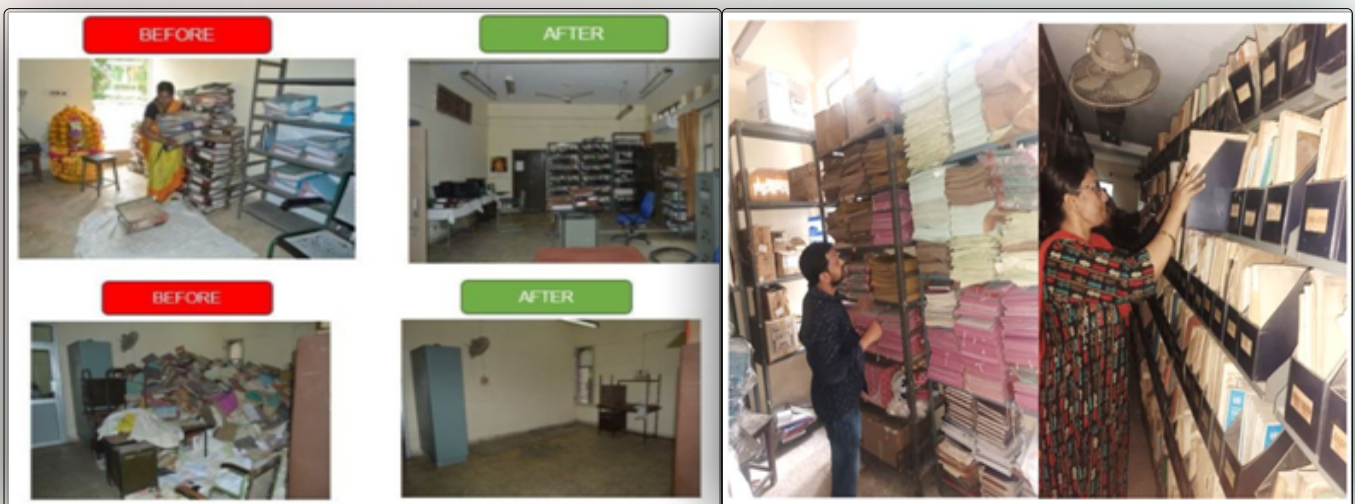
Hindi news reading, Hindi Dictation, Hindi Antyakshari competitions and Hindi workshop was conducted during the Hindi Fortnight.

Special Campaign 3.0 - Preparatory Activities

To reduce pendency in government departments, a campaign called Special Campaign 3.0 is planned with full of action items to be conducted during 02 to 31 October 2023. This is planned in two phases. The Preparatory phase and the Implementation phase. As part of the 1st phase of Special Campaign 3.0 i.e., the preparatory phase which is also given a name as Swachhta Hi Sewa, National Institute for Micro Small and Medium Enterprises has planned to conduct various drives at different locations of the campus to identify multiple sites for incorporating cleanliness and ways to freed up space by disposing off debris or scrap in the campus premises.

ni-msme has prepared a day-to-day action plan which will be implemented accordingly. The preparatory activities started with a conducted the reviewing of the Record Room and examined Files with special emphasis on Files to be reviewed. Efforts are also focussed on freeing the space by removing unwanted items from various departments. For this, **ni-msme** is taking expert input on "5S implementation for Workplace Management" from the team from QCFI who are guiding us by visiting various cabin and cubical. Cleanliness drive, plantation drive, awareness campaign, drive for a Plastic Free Campus and many more activities are planned to conducted during the period.

ni-msme plans to conduct cleanliness activities as per the prepared action plans following the guidelines of the SC-3.0 Campaign during 02 to 31 Oct 2023.



Workshop on Workplace Management - 5S

School of Enterprise Management has organized Workshop on Workplace Management - 5S for **ni-msme** staff with the support of Quality Circle Forum of India. The objective of Workshop is to create a workspace that supports the well-being and productivity of employees while aligning with the organization's objectives. QCFI's Faculty Team Mr. R. Sreenivasan, Mr. Ramana Chavali & Mr. Roopesh Kumar have taken the sessions on 5S concept and its implementation process along with some case studies.



In- Service Refresher Course for DC-MSME Officials

ni-msme has organised two training programs on “In-Service Refresher Course” for DC-MSME Officials, sponsored by DC-MSME, Ministry of MSME, Government of India from 11 to 22 September 2023 at **ni-msme** campus, Hyderabad with a duration of one week. A total of 42 officers from various levels such as Stenographers, Upper Divisional Clerks, Lower Divisional Clerks and Instructors attended the Training. The program was intended to help the officers to develop expertise in General Administration and financial matters for better functioning in their respective departments. The Program Directors were Dr. E. Vijaya, Faculty Member and Mr. B. Pradeep Kumar, Asst. Registrar, **ni-msme**.



The main objective of the training program is to update and enhance professional knowledge and skills needed for the better performance of government officers and also to bring about efficiency in the administration and delivery of better services to the public.

During the inaugural Session, Director General, **ni-msme** addressed the participants and expressed that In-Service refresher course is very important for the government officers to update their fundamental skill-sets and knowledge in government rules and regulations in order to

enhance effectiveness and productivity in their workplace. Dr. E. Vijaya gave an overview of the programme and the various topics to be covered during the training programme.

Total 10 Eminent speakers from Various Government Organizations such as Accountant General Office, Indian Institute of Chemical Technology (IICT), Income Tax & TDS, Regional Training Institute, Brahma Kumaris, International Motivational speakers and **ni-msme** faculty had handled the sessions during the training. At the end of the training, an assessment test was conducted to assess the performance of the participants about the learnings from the training. During the Valedictory session, Director General, **ni-msme** congratulated the officers for the successful completion of the training program and advised the trainees to apply the learnings in their work-place to enhance their role efficiency and improve their core competencies. The participants shared their experiences & learnings from the training program. At the end of the program, participation certificates were awarded to the trainees.

Inauguration of Quality Corner Poster

Quality Corner poster including the concepts of 5S, Total Quality Management and quotations of Quality Gurus was inaugurated at **ni-msme** campus by Dr. S. Glory Swarupa, Director General **ni - msme**, Hyderabad. Quality Corner poster serves as an informative and visual tool to promote and reinforce a culture of quality within an organization and also among MSMEs. The initiative was supported by Quality Circle Forum of India (QCFI) . QCFI officials Shri C. V. Ramana, Shri Ravi Kumar & Shri Roopesh Kumar along with ITEC- International delegates from different nations, **ni-msme** faculty have participated in the inauguration. Ms. Swapna, AFM, **ni-msme** has coordinated with QCFI for the initiative.



Agro-Based Entrepreneurship Development Programme

National Institute for Micro, Small and Medium Enterprises (**ni-msme**) organized a two-week training programme on Agro-Based Entrepreneurship Development during 05 to 16 September 2023. The programme was sponsored by the Odisha University of Agriculture & Technology, Bhubaneswar. The programme was Directed by Dr. Shreekant Sharma. A total of 30 students pursuing graduation in agriculture, agricultural engineering and food sciences participated in the training programme. The programme was inaugurated by Dr. S. Glory Swarupa, Director General of **ni-msme**. She said that their mission should be development of Rural Sector through Agro based Entrepreneurship. The training sessions were conducted in an interactive and participative manner, with a mix of lectures, case studies, group discussions, industrial visits and interaction with entrepreneurs. The programme content covered a wide range of topics related to entrepreneurship, including entrepreneurial motivation, entrepreneurial characters, dynamics of entrepreneurship development, business opportunity guidance and selection of projects in the agri sector.

As part of the programme, the participants also visited India International Crop Protection Expo 2023, Indian Council of Agricultural Research - National Academy of Agricultural Research Management (ICAR- NAARM), ICRISAT- International Crops Research Institute for the Semi-Arid Tropics, IIIT Hyderabad- International Institute of Information Technology, National Fisheries Development Board (NFDB), NIRD & PR- RTP (National Institute of Rural Development & Panchayati Raj - Rural Technology Park), ICAR-National Research Centre on Meat (NRCM) and ICAR - IIMR (Indian Council of Agricultural Research - Indian Institute of Millets Research). The participants also worked on group and individual assignment which is on developing Business Plan for the products of their choice. A presentation session was also organized in presence of experts like Shri Bhujang Rao, Consultant, NABARD and former LDM, Hyderabad and other faculty members.

During the valedictory ceremony, the enthusiasm of students has thundered the skies. They have expressed their opinion about the program in a very positive light. They also expressed that they gained valuable insights into entrepreneurship and the agri sector and are now better equipped to start their own ventures and create jobs in rural areas. Many of the participants felt that the program duration should have been elongated. Students were extremely thrilled about the industry visits and have prepared noteworthy projects. Absolutely enthralled by the campus of **ni-msme**, they experienced the pulse of Hyderabad as well.



IIM Ahmedabad Visit

On 27 September 2023, Dr. Shreekant Sharma, FM, SEE visited Center for Innovation, Incubation and Entrepreneurship (CIIE), IIMA to discuss on possible collaborations and way ahead. The discussion were held with Ms. Priyanka Chopra, COO, CIIE and Mr. Neeraj Jain, Vice President, CIIE. The discussions were centered towards **ni-msme** new campus facilities which would be apt for entrepreneurs keeping the future needs and MSME requirements.

The CIIE provides a range of resources and services to entrepreneurs, including access to a network of mentors, investors, and industry experts, as well as shared office spaces. The areas of common interest includes Capacity Building and Accelerator Programme for scaling up MSMEs.



Study on Functioning of KVIC Training Centres

ni-msme has undertaken a research study on functioning of KVIC training centres to design an Integrated Development Plan after assessment of available physical infrastructure including building, machinery and equipment as well as manpower. The study also focuses on scope for introduction of new training modules and infrastructure required as per NCVET norms. Mr. K. Surya Prakash Goud, Faculty Member



visited Central Bee Research & Training Institute located at Pune on 25 September 2023 and discussed with faculty and staff regarding research and training activities, issues in organizing training programs, scope for introduction of new training programmes and up-gradation of infrastructure. After interaction

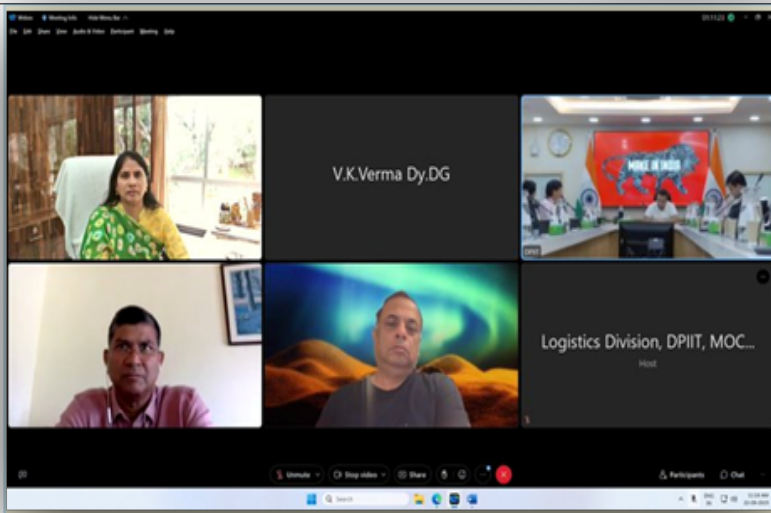
Visits of Director General

Director General participated as a member of Technical Evaluation Committee for Maharashtra SPIU at O/o Managing Director, Maharashtra Small Scale Industries Development Corporation Ltd. (MSSIDC), Mumbai.

Director General & Faculty, **ni-msme** participated in the meeting on making ITIs ready for Industry 4.0 at Secretariate, Chaired by Special Chief Secretary, Department of Labour and Employment, Govt. of Telangana. **ni-msme** to play major role in Capacity Building and Certification.



Dr. S. Glory Swarupa, Director General **ni-msme** Invited as Chief Guest for the Capacity Building of Principals AYUSH Colleges PAN India organised by National Institute of Educational Planning & Administration, New Delhi.



Dr. S. Glory Swarupa, Director General, **ni-msme** as Jury Panel for selection of MSMEs & Startups during LEAPS 2023 organised by DPIIT, Ministry of Commerce & Industry, Govt. of India.

National Teachers Award for ni-msme Faculty

Dr. Dibyendu Choudhury, Faculty Member, National Institute for MSME (**ni-msme**), achieved a significant milestone by being honored with the prestigious "National Award for Teachers" in 2023, presented on Teacher's Day. This recognition not only celebrates his remarkable accomplishments but also underscores the dedication and hard work that educators like him pour into their noble profession. The Honorable President of India, Smt. Droupadi Murmu, presented the awards to all the recipients.

Furthermore, the Honourable Speaker of Lok Sabha, Shri Om Birla, expressed his heartfelt congratulations to Dr. Choudhury, recognizing his exceptional contributions to education. Shri Birla believes that Dr. Choudhury's guidance serves as an inspiration for the youth, shaping them into better individuals and ideal citizens. He extended his optimism that Dr. Choudhury will continue to illuminate society with knowledge and education, contributing to the nation's progress. While the National Award for Teachers is a significant achievement, Dr. Choudhury considers it a pivotal waypoint in his educational journey, motivating him to inspire fellow educators and advocate passionately for the role of education in shaping the nation's future.



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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