

ni-msme News Corner (NNC)



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

Governing Council (GC) & Annual General Meeting (AGM)

The 17th Governing Council (GC) of National Institute for MSME (ni-msme) was held on 05 August 2025 at 05.00 pm Online/Physical mode attended by 12 Members and one member online through at Ministry of MSME, Udyog Bhawan, New Delhi under the Chairmanship of the Hon'ble Union Minister of MSME, Shri Jitan Ram Manjhi Ji and Co-Chairman, Ms. Shobha Karandlaje, Hon'ble Minister of State (MoS) for MSME, GoI.

The Ex-Officio members Shri S C L Das, IAS, Secretary & Vice-Chairman of GC, MoMSME, GoI; Smt. Mercy Epao, Joint Secretary (SME), MoMSME, Shri Vipul Goel, Joint Secretary (ARI) & Chairman, Coir Board; Ms. Roop Rashi, Chief Executive Officer, Khadi & Village Industries Commission (KVIC); CMD, NSIC, MoMSME; Ms. Simmi Chaudhary, Economic Advisor, Represented by AS & FA; CEO, KVIC & Dr. Sunil Shukla, Director General, EDI.



Contd..2

Read on...

- » Global Social Entrepreneurship & CSR Summit 2025
- » Prestigious 5-Star Rating in FSSAI's Eat Right Campus Audit
- » NEAT Phase-I for Coromandel Employees
- » ni-msme Spotlights Key Interventions at Panipat Workshop
- » Strengthening Livelihood Opportunities under SEED Project
- » Empowering Communities through Skill Development under RAMP Scheme
- » Rashtriya Karmayogi Training Workshop
- » Awareness Workshop on IPR under RAMP Scheme @ Andhra Pradesh
- » Faculty & Staff Orientation Programme

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

Accredited as UTKRISHT / उत्कृष्ट, 3-Star Rating by Capacity Building Commission (CBC)

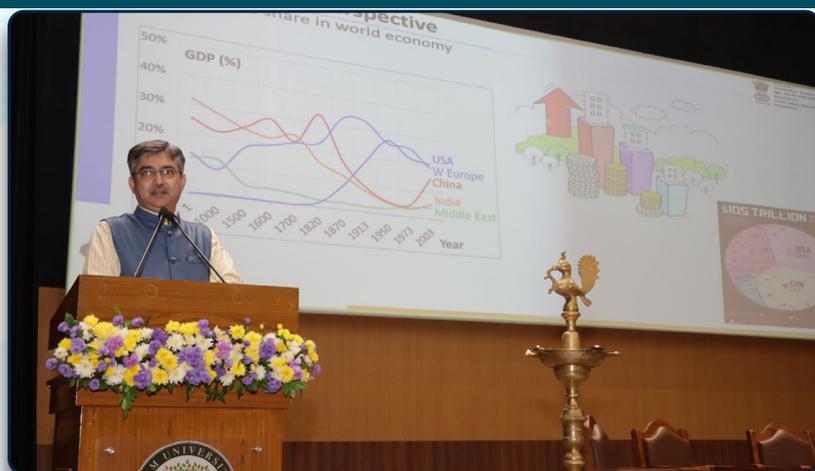
Dr. Ashutosh A. Murkute, Director General, ni-msme and Member Secretary, GC welcomed the Chairman and Vice-Chairman & ni-msme welcomed all the distinguished members to the Governing Council. DG briefed them about progress report on activities of the institute during the period from June 2024 to February 2025.

The Hon'ble Chairman appreciated the rise in Corpus of the institute and directed to increase the revenue earning projects across the country. The Recruitment Rules of Group A, B & C cadres and appreciated the accreditation by the Capacity Building Commission (CBC) 3-Star "UTKRJSHT" have been adopted by the 17th GC and Annual Reports together for the Financial Years 2023-24 & 2024-25 have been approved by the full chorom of the house of 17th GC & 16th AGM for laying down before both Houses of Parliament.

In the subsequent 16th Annual General Meeting was held on the same day, the aforesaid issues were approved by the Annual General Meeting.

Smt. Mercy Epao, Joint Secretary (SME); Shri Vipul Goel, JS (AFI), MoMSME; Shri Vivek Ashish, Director, MoMSME; Shri Harish Kumar Wadhwa, Deputy Secretary, MoMSME; Shri Hema Sharma, Under Secretary (EDI Section), MoMSME; Shri Vikram Verma, Section Officer, MoMSME; Shri Santosh, ASO; Dr. Shreekant Sharma, Director, SEE, ni-msme; Shri Basudev Datta, Assistant Registrar, ni-msme and Shri K. Rameswara Rao, Consultant (Admn.) were present during the meeting. Finally, the meeting ended with vote of thanks to all the members including Hon'ble Union Minister for MSME.

Global Social Entrepreneurship & CSR Summit 2025



The Global Social Entrepreneurship & CSR Summit 2025 was held on 30 & 31 August 2025 at the Amaravati campus of SRM University, Andhra Pradesh. As part of its commitment to Fostering Entrepreneurship, Innovation, and Sustainable Development, **ni-msme** participated as an Ecosystem Partner in this prestigious event.

Dr. Ashutosh A. Murkute, Director General of **ni-msme**, delivered a keynote address on "Rural Renaissance:

Igniting Entrepreneurship Beyond City Limits," emphasizing the role of Rural Innovation in driving inclusive growth.

A key highlight of the Summit was the launch of The Red Book of Inspiration, which documents the journeys of 100 women with 100 dreams. Dr. Manisha Kumari from ni-msme joined Prof. Manoj Arora, Vice Chancellor of SRM University Andhra Pradesh, along with other dignitaries, during the Launch Ceremony.

The Summit served as a valuable platform for dialogue, collaboration, and ecosystem building, reaffirming ni-msme's position as a national leader in entrepreneurship and MSME development.



Prestigious 5-Star Rating in FSSAI's Eat Right Campus Audit

| INSPECTION CHECKLIST FOR EAT RIGHT CAMPUS | | | |
|---|--|---------------------------------------|--|
| Date | 06.08.2025 | Type of Audit | Eat Right Campus |
| Auditor | Preethi | Name of Campus | National Institute of Micro small Medium Enterprises |
| Campus Representative | Vivek Kumar | Contact Number | 78010 90735 |
| Auditing Agency | Unavar Food Inspection and Certification Private Limited | Address of Campus | Yaradga, Hyderabad |
| TOTAL EAT RIGHT CAMPUS SCORE | | 86/100 | |
| PART | PARAMETER | SCORE OBTAINED | MAXIMUM SCORE |
| PART A * | SAFE FOOD | 36 | 40 |
| PART B | HEALTHY FOOD | 23 | 25 |
| PART C | SUSTAINABLE FOOD | 7 | 10 |
| PART D | BUILDING AWARENESS | 20 | 25 |
| TOTAL | | 86 | 100 |
| RATING: 5/5 STARS | | | |
| Scoring Matrix: | | | |
| 01 | Five Star (85% and above) | Exemplary/ Excellent | |
| 02 | Four Star (75% and above) | Full Compliance/ Very Good | |
| 03 | Three Star (65% and above) | Satisfactory Compliance/ Good | |
| 04 | Two Star (55% and above) | Partial Compliance/ Needs improvement | |
| 05 | Below 55% | Non Compliance/ Urgent improvement | |

ni-msme (National Institute for Micro, Small and Medium Enterprises) has been awarded a 5-star rating in the FSSAI "Eat Right Campus" Audit Report. The audit, conducted on 6th August 2025 by Ms. Preethi from Unavar Food Inspection and Certification Private Limited, assessed the campus on four categories—Safe Food, Healthy Food, Sustainable Food, and Building Awareness—culminating in a star rating on a scale of 1 to 5.

The dedicated efforts of Mr. Hemanth G (AA), Mr. Rahman (Canteen Manager), Mr. Vinay V (Hostel) and the entire hostel and canteen staff were instrumental during the pre-audit, audit, and daily campus operations. Their contributions, under the leadership of Mr. Vivek Kumar, FM and Rector, ni-msme, played a pivotal role in securing this recognition. Receiving the prestigious 5-star rating in the FSSAI Eat Right Campus Audit is not just an achievement—it is a commitment.

It reflects ni-msme's dedication to health, hygiene, and sustainability. With this recognition, our responsibility toward public service has grown even greater, making us more accountable than ever to uphold and continuously improve these standards for the well-being of all.

ToT on Innovation, Entrepreneurship and Financial Management

The National Institute for Micro, Small and Medium Enterprises (ni-msme), Hyderabad, conducted a Training of Trainers (ToT) programme on Innovation, Entrepreneurship, and Financial Management from 28 July to 01 August 2025. The programme was sponsored by the Society for Elimination of Rural Poverty (SERP), Department of Rural Development, Government of Telangana. The primary objective of the programme was to strengthen the capacities of Community Resource Persons-Enterprise Promotion (CRP-EPs) in Women Entrepreneurship Development, enabling them to provide effective support services to rural Self-Help Groups (SHGs). These CRP-EPs are expected to extend handholding support for setting up new micro-enterprises and scaling up existing ones.

A total of 51 CRP-EPs from various districts of Telangana participated in the training. The technical sessions offered insights into identifying viable investment opportunities and familiarized participants with various government schemes and interventions designed to promote women entrepreneurship. The programme was directed by Shri K. Surya Prakash Goud, Director, School of Enterprise Development (SED), ni-msme, and Mr. Vivek Kumar, FM, SED, along with subject experts. Shri Johnson, Director (Non-Farm), SERP Telangana, also participated and interacted with the trainees. His encouragement and valuable insights further enhanced participants' understanding of promoting women-led enterprises in rural areas.



NEAT Phase-I for Coromandel Employees

ni-msme successfully organized the New Entrants Assimilation Training (NEAT) – Phase-I from 18 to 22 August 2025. Sponsored by Coromandel International Ltd., the programme witnessed the participation of 26 trainees from seven states across India-Andhra Pradesh, Telangana, Tamil Nadu, Bihar, Maharashtra, West Bengal, and Assam.

The inaugural session was graced by Dr. Shreekant Sharma, Director, SEE, ni-msme; Dr. Bhaskara Reddy, Sr. AVP – Sales & Marketing, Coromandel International Ltd.; Mr. Sudheer Kumar Baride, Lead – Learning & Development, Coromandel International Ltd.; and Mr. Gudela Devan Sai, Faculty Associate, SEE, ni-msme. They emphasized the institute's commitment to nurturing industry-ready professionals through structured and practical training interventions. Over five days, participants were introduced to a rich blend of contemporary skills and workplace essentials. The curriculum ranged from strengthening communication and teamwork to advanced sessions on nanotechnology in the Agri-industry, business etiquettes, personality profiling, and emotional intelligence.

Practical learning was a core focus, featuring oral communication exercises with video feedback, hands-on training in Microsoft Excel, and interactive modules on channel management, sales forecasting, and soil nutrient management. A special highlight was the session on Generative AI tools (ChatGPT, Co-Pilot, Bard/Gemini), which provided insights into how emerging technologies can enhance efficiency in the agricultural input sector. To ensure holistic development, the programme also included role plays, group activities, and scenario-based exercises that encouraged critical thinking and collaboration. Beyond academics, participants enjoyed yoga sessions, a spirited volleyball match, and a cultural evening, fostering camaraderie and celebrating diversity.

The sessions were led by a panel of accomplished experts and practitioners, whose diverse perspectives ensured that trainees not only gained knowledge but also understood its real-world relevance. The programme concluded with a feedback session and valedictory ceremony, graced by Shri Nikesh Baidya, AVP & Head – Branding (Fertilizers), Coromandel International Ltd.; Mr. Sudheer Kumar Baride, Lead – Learning & Development, Coromandel International Ltd and Programme Directors Dr. Shreekant Sharma, Director, SEE, ni-msme, and Mr. Gudela Devan Sai, Faculty Associate, SEE, ni-msme. Trainees expressed that the programme provided them with practical insights, enhanced confidence, and workplace readiness as they embark on their professional journeys. Through such initiatives, ni-msme continues to uphold its commitment to industry-oriented skill development, bridging the gap between academic knowledge and professional practice.



Training Programmes on Innovation, Entrepreneurship and Financial Management for SHG CRPs

ni-msme organized a series of training programmes on Innovation, Entrepreneurship, and Financial Management for Community Resource Persons (CRPs) of Self-Help Groups (SHGs) in Telangana. The programmes were conducted across the districts of Ranga Reddy, Medchal Malkajgiri, Warangal (Hanumakonda), Mahbubnagar, Karimnagar, Nizamabad, Sanga Reddy, and Nirmal between 04 & 13 August 2025. These programmes were sponsored by the Society for Elimination of Rural Poverty (SERP), Government of Telangana, with Mr. K. Surya Prakash Goud, Director, School of Enterprise Development (SED), ni-msme, serving as Programme Director.

The objective of the programme was to promote entrepreneurship among SHGs, create awareness about government schemes and policies, and impart practical knowledge on innovation, entrepreneurship, and financial management. Notably, CRPs who had earlier undergone the Training of Trainers (ToT) programme at ni-msme also served as faculty members, alongside ni-msme professionals. A total of 595 CRPs were trained through these programmes. District-wise participation was as follows: 131 from Hanumakonda, 102 from Ranga Reddy, 87 from Sanga Reddy, 85 from Karimnagar, 54 from Nirmal, 48 from Mahbubnagar, 47 from Nizamabad, and 41 from Medchal Malkajgiri.



One Day Workshops on MSME Schemes

In addition to the CRP training programmes, ni-msme also organized a series of one-day workshops on MSME schemes across the same eight districts of Telangana on 13th August 2025. These workshops specifically targeted aspiring and existing women entrepreneurs, with the aim of creating awareness about key MSME-related schemes. A total of 16 workshops were conducted across 8 districts, reaching 595 participants.

The sessions covered important schemes such as PMEGP (Prime Minister's Employment Generation Programme), PMMY (Pradhan Mantri Mudra Yojana), NSIC (National Small Industries Corporation) schemes, and PM Vishwakarma. To provide practical insights, officers from the respective departments were invited to deliver lectures on these schemes.

District-level participation was as follows: 131 participants from Hanumakonda, 102 from Ranga Reddy, 87 from Sanga Reddy, 85 from Karimnagar, 54 from Nirmal, 48 from Mahbubnagar, 47 from Nizamabad, and 41 from Medchal Malkajgiri. While Karimnagar, Hanumakonda, Ranga Reddy, and Sanga Reddy conducted two batches each, the remaining districts conducted one batch each. Additionally, ni-msme professionals actively supported participants in completing Udyam Registration, thereby enabling them to formally integrate into the MSME ecosystem.



Strengthening Livelihood Opportunities under SEED Project

ni-msme has made significant progress in implementing interventions under the SEED Project in Andhra Pradesh. As part of this initiative, ni-msme has facilitated the formation of 150 Self-Help Groups (SHGs), enabling members to access the Revolving Fund (RF) and undertake Entry Point Activities (EPA) under the livelihood component of the scheme. The SEED Project is supported by the Department of Welfare of Backward Classes, De-notified, Nomadic and Semi-Nomadic Communities (DWBDNCs) and the National Scheduled Castes Finance and Development Corporation (NSFDC), with ni-msme providing continuous facilitation and guidance. These interventions are designed not only to strengthen income-generating activities of SHG members but also to contribute to overall community development.

Total 135 SHGs have received RF and EPA assistance, which is being effectively utilized for livelihood and economic activities such as small enterprises, household-based businesses, and other income-support ventures. In addition, EPA funds are being directed toward addressing essential community needs, including drinking water facilities, installation of streetlights, and other basic amenities that directly enhance the quality of life in villages. ni-msme, along with NSFDC, also participated in a virtual review meeting chaired by the CEO of DWBDNCs to assess the progress of SEED scheme implementation in Andhra Pradesh. The meeting reviewed achievements to date and suggested measures for further improvement. Through these interventions, ni-msme is creating a dual impact-enhancing livelihoods for marginalized groups while simultaneously strengthening social infrastructure in rural communities.



MSRLM Activities - Jamner Training & Enterprise Mapping

In August 2025, several key activities were undertaken by ni-msme under the MSRLM project. Two blocks-Kankavali (Sindhudurg district) and Guhagar (Ratnagiri district)-were successfully completed, marking an important milestone. Additionally, CRP-EP training was conducted in the Jamner block, with active participation from the local community. At present, an enterprise census is underway in Jamner to identify both existing and potential entrepreneurs.



Empowering Communities through Skill Development under RAMP Scheme

The National Institute for Micro, Small and Medium Enterprises (ni-msme) continues to play a pivotal role in strengthening the MSME ecosystem through Entrepreneurship-cum-Skill Development Programmes (ESDPs). Sponsored by the Andhra Pradesh Micro, Small and Medium Enterprises Development Corporation (APMSMEDC), these programmes are being conducted under the RAMP Scheme (Raising and Accelerating MSME Performance) with the objective of equipping youth and women with employable skills, entrepreneurial knowledge, and self-employment opportunities.

Under the RAMP Scheme, ni-msme conducted ESDPs in Beautician & Tailoring (Raphthadu and Dharmavaram) and Tally & Office Automation (Kurnool), empowering participants with both Practical Skills and Entrepreneurship Training. These programmes have significantly enhanced employability, self-employment and Women Empowerment, while creating opportunities in Beauty, Tailoring, Digital, and Financial Services.

Through such initiatives, **ni-msme** continues to strengthen MSMEs, foster self-reliance and promote inclusive growth in Andhra Pradesh.



Faculty & Staff Orientation Programme

An enriching Faculty and Staff Orientation Programme was organized by ni-msme, led by former Director General Dr. Chukka Kondaiah.

The session provided valuable insights into MSME promotion strategies and institutional focus areas, aimed at upskilling internal teams to drive inclusive growth and entrepreneurial development.



ni-msme Spotlights Key Interventions at Panipat Workshop

At the UNIDO Awareness Workshop in Panipat, ni-msme took center stage with a presentation delivered by Consultant Faculty Mr. Jignesh Dave, highlighting key interventions designed to support MSMEs. The session detailed ni-msme's roles and responsibilities within the project, including capacity building, technology upgradation, and advisory services for energy efficiency.

Comprehensive terms of reference and targeted support measures were shared to inform stakeholders about the resources available to them. These focused interventions aim to foster sustainable growth and enhance the competitiveness of MSMEs in the sector. The presentation was well-received, with participants actively engaging in discussions on how to leverage ni-msme's expertise for their enterprises.



Condolence

Shri G. Ramachander, Former Multitask Attender (MTA), ni-msme, passed away on 8th August 2025 at the age of 65, due to ill health.



Shri Ramachander rendered 32 years of dedicated service to the Institute. As a mark of respect to the departed soul, the ni-msme family observed two minutes' silence and offered floral tributes, while also conveying heartfelt condolences to the bereaved family.



Awareness Workshop on IPR under RAMP Scheme @ Andhra Pradesh

Awareness Workshop on Intellectual Property Rights (IPR) was sponsored by the AP-MSME Development Corporation, Govt. of Andhra Pradesh, under the Raising and Accelerating MSME Performance (RAMP) Scheme, Ministry of MSME, GoI organised in August 2025 at following locations of Andhra Pradesh: Telugu Chenetha Parisramika Sikshna Kendram (TCPSK), Hindupur, Sri Sathya Sai District (06.08.2025); Government Polytechnic, Rayachoty, Annamayya District (07.08.2025); MEPMA Office, Kurnool (14.08.2025); DRDA Office, Near Collectorate, Kadapa (26.08.2025); VASSIWA Building, Auto Nagar, Gajuwaka, Visakhapatnam (28.08.2025) & Municipal Office, Eluru (30.08.2025). The programmes were coordinated by Ms. V. Swapna, Faculty Member & Head, IPFC, School of Enterprise Management, ni-msme.

on 06 August 2025 at Hindupur: The workshop at TCPSK, Hindupur, was attended by 51 participants. The inaugural speech was delivered by Mr. J. Nagaraja, GM, DIC, who emphasized the importance of protecting brands through trademarks. He explained how IPR tools safeguard business identity and promote recognition. Mr. Radhakrishna gave a detailed presentation on Patents, Trademarks and Copyrights with real-time examples, while Mr. Avinash highlighted MSME schemes that support innovation and growth. The session was highly interactive, with participants showing keen interest in IPR applications.



on 07 August 2025 at Rayachoty: The Government Polytechnic, Rayachoty, hosted the workshop with 51 participants, primarily Udyam-registered women entrepreneurs engaged in small-scale activities like Tailoring, Sofa Making and Product Manufacturing.

Mr. Krishna Kishore, GM, DIC stressed the importance of IPR in protecting small businesses and shared examples of successful Entrepreneurs. In the technical session, Mr. Radhakrishna and Dr. R. Thulasiram Naidu, MITS, IPFC explained the patent filing process, types of patents and revenue generation from patents. They clarified misconceptions and outlined step-by-step procedures, encouraging participants to file for protection of their unique products.



on 14 August 2025 at Kurnool: The workshop at MEPMA Office, Kurnool, was inaugurated by Mr. M. Jawahar Babu, GM, DIC in the presence of 50 participants. He spoke about the importance of IPR for Startups and Small Businesses. Ms. V. Swapna and Mr. Radhakrishna conducted the Technical Session, focusing on design patents and their competitive advantages. Real-life examples were shared and participants were guided through the process of identifying innovative aspects of their businesses. The session concluded with an engaging Q&A, where participants expressed interest in protecting their trademarks.



on 26 August 2025 at Kadapa: At the DRDA Office, Kadapa, the workshop was attended by 52 participants. The session began with Mr. S. Chand Basha, GM, DIC highlighting the significance of IPR in protecting creative works and business growth. In the technical session, Mr. K. Vijay Krishna and Mr. B. Lokesh, IPFC Executives, ni-msme explained patent filing procedures, revenue benefits and practical applications. They clarified misconceptions about IPR and encouraged entrepreneurs to adopt legal protection for their innovations.



on 28 August 2025 at Visakhapatnam: The VASSIWA Building, Gajuwaka, Visakhapatnam, hosted the workshop with 51 participants. Mr. V. Adishesu (GM, DIC) inaugurated the session, stressing the importance of IPR in safeguarding business brands. Ms. V. Swapna (Head, IPFC, ni-msme) delivered the technical session, covering patents, copyrights, trademarks, and geographical indications with practical examples. She emphasized the need for logo registration and brand protection. Participants gave positive feedback, stating that the workshop enhanced their awareness of IPR's role in protecting businesses.



on 30 August 2025 at Eluru: The workshop at the Municipal Office, Eluru, was attended by 51 participants. The programme was graced by Shri Badeti RadhaKrishna Garu, MLA, Eluru, Shri P. Subramanyeswara Rao Garu, GM, DIC, Shri Shiva Reddy Garu, Deputy Commissioner, Shri Neeladri Garu, District LDM, Ms. Maha Lakshmi Garu, District Coordinator, MEPMA and Shri Jitendra Babu Garu, RAMP Nodal Officer. The dignitaries highlighted Government initiatives for MSME growth. Shri M. Srinivas, IPR Faculty explained the risks of not securing Patents, Copyrights and Trademarks, stressing IPR's role in competitiveness. The session ended with an interactive discussion on possibility of Geographical Indication (GI) filing for Jute Products at Eluru.



ni-msme & SRLM Meghalaya Join Hands to Launch SVEP Operations for Promoting Rural Entrepreneurship

ni-msme successfully commenced NRLM operations in Meghalaya for the implementation of the Start-up Village Entrepreneurship Programme (SVEP) in collaboration with the Meghalaya State Rural Livelihoods Mission (SRLM). On 02 August 2025, Mr. K. Surya Prakash Goud, Director, School of Enterprise Development (SED), **ni-msme**, visited the SRLM state office and held a strategic meeting with the CEO & Mission Director of SRLM. The meeting focused on outlining the roadmap for SVEP implementation across selected blocks in Meghalaya. The exchange of a Memorandum of Understanding (MoU) between ni-msme and SRLM marked a significant step towards promoting rural entrepreneurship in the region.

As part of the visit, a three-day orientation programme on Enterprise Promotion under SVEP was conducted for key stakeholders.

The training, led by National Resource Persons (NRPs) Mr. Nilendu Mukherjee and Mr. Mohar Banerjee, focused on strengthening the capacities of Block Officials and Master CRP-EPs. The sessions covered critical aspects such as DPR preparation and the formulation of block-level enterprise development plans.

The visit concluded with meaningful discussions, knowledge sharing, and strategic planning to ensure the effective rollout of SVEP in Meghalaya.



Awareness Workshop on IPR under FaMeTN - RAMP Scheme @ Tamil Nadu

Awareness Workshop on "Intellectual Property Rights" sponsored by FaMeTN under the Raising and Accelerating MSME Performance (RAMP) Scheme in Tamil Nadu for the FY 2025-26 (Phase- II) organised in August 2025 at the following locations of Tamil Nadu: DIC Hall, Dharmapuri (01.08.2025); ROTARY Hall, Vaniyambadi, Tiruppathur & DIC Hall, Vellore. The programmes were conducted by Ms. V. Swapna, Faculty Member & Head IPFC, School of Enterprise Management, ni-msme. In the month of August, IPR awareness workshops successfully created awareness among a total of 197 MSMEs.

on 01 August 2025 at Dharmapuri: The workshop held at DIC Hall, Dharmapuri, was coordinated by Coordinator Mr. M. Gunasekaran and attended by 61 participants. The event was inaugurated by Thiru Ramamoorthy, GM-in-charge, DIC, who highlighted the significance of GIs, patents and trademarks. Mr. Ravi, GI Specialist, delivered detailed sessions on various IPR types and filing procedures using practical examples. Mr. Gunasekaran also explained government incentives and Support Schemes for MSMEs. The interactive Q&A session addressed participant queries and the programme concluded with a vote of thanks by Mrs. Saraswathi. Participants appreciated the practical knowledge gained on protecting their brands and innovations.



on 06 August 2025 at Tiruppathur: An IPR Awareness Workshop under FaMeTN-RAMP Scheme (Phase II) was conducted at ROTARY Hall, Vaniyambadi, coordinated by Mr. M. Senthil, with 85 participants including entrepreneurs, professionals and students.

Mr. G. Sai Vaibhav, Deputy Controller of Patents & Designs, delivered sessions on the importance of IPR and Filing Procedures for Patents, Trademarks, Copyrights and GIs. Mr. Manogaran (TIDIMSEA President) emphasized resilience, adaptability and networking as keys to MSME success. Discussions by Mr. Ramesh (DIC) and Mr. Senthil covered Government support, incentives and social security schemes for entrepreneurs. The workshop concluded with an engaging Q&A session and vote of thanks, leaving participants motivated and well-informed about safeguarding their intellectual assets.



on 13 August 2025 at Vellore: An IPR Awareness Workshop was conducted at DIC Hall, Vellore, coordinated by Mr. M. Gunasekaran with 51 entrepreneurs participating. The programme began with a welcome address by Mr. Gunasekaran, followed by an inaugural speech from Thiru Ramani, GM, DIC, Vellore, emphasizing the importance of IPR for MSMEs. In the technical sessions, Mr. S. Ravi, IPR Consultant & Registered Patent Attorney, explained patents, trademarks, copyrights, GIs, filing procedures, costs, and government incentives with sector-specific examples. Mr. Nirmal, Chartered Accountant, discussed the role of IPR in safeguarding innovation and enhancing business growth. The interactive sessions allowed participants to clarify doubts and learn methods to protect their brands and products. The workshop concluded with a vote of thanks by Mr. Suresh Kumar, Assistant Director, DIC-Vellore. Participants expressed strong interest in initiating IPR registrations.



Start-up Village Entrepreneurship Programme (SVEP)

As part of the Government of India's flagship Start-up Village Entrepreneurship Programme (SVEP)—aimed at promoting rural entrepreneurship through financial and technical support—DPR (Detailed Project Report) approval is a critical prerequisite for the full-scale implementation of SVEP activities. These include the establishment of micro-enterprises and the deployment of trained Community Resource Persons for Enterprise Promotion (CRP-EPs). ni-msme has been actively involved in the preparation of DPRs across various states. The process begins with a Baseline Assessment, covering the demographics, economic profile of the block, existing enterprise ecosystem, and local resources. This is followed by Market Potential & Opportunity Mapping, which helps in identifying viable sectors such as agro-processing, handicrafts, and services. The ni-msme team also focuses on analyzing demand–supply gaps and leveraging local strengths. During DPR preparation, proposed interventions are designed to outline the categories of enterprises to be supported, alongside skill-building plans (such as CRP-EP training modules), infrastructure or incubation requirements, and financing models to strengthen the ecosystem.

In August 2025, the key activities included: Himachal Pradesh: Three blocks-Bajjnath, Bhoranj, and Bilaspur were identified for intervention under SVEP. The EC meeting was completed, and all three DPRs were approved; West Bengal: ni-msme undertook DPR preparation for Kaliachak III (Malda district) and Kanksa (Paschim Bardhaman district). The EC approval is awaited and, once finalized, ni-msme is likely to take up implementation activities & Madhya Pradesh: ni-msme initiated activities under MSRLM, including the identification of CRP-EPs and orientation sessions on SVEP for block-level stakeholders. Through these interventions, ni-msme continues to play a pivotal role in strengthening rural entrepreneurship ecosystems by ensuring that SVEP activities are backed by robust planning, actionable strategies, and inclusive capacity-building.

Ground-Level Assessment of Electronics Manufacturing Clusters Schemes

ni-msme has been entrusted with the assignment of conducting the Third-Party Evaluation of the Electronics Manufacturing Clusters (EMC) and Modified EMC 2.0 schemes under the Ministry of Electronics and Information Technology (MeitY). As part of the study, Mr. K. Surya Prakash Goud, Director, School of Enterprise Development (SED), ni-msme, visited the Madhya Pradesh State Electronics Development Corporation Ltd., Bhopal cluster on 20 August 2025. During the visit, he interacted with Shri Kamal Kori, Deputy General Manager, along with other cluster and state officials, to collect essential information for the evaluation.



The visit facilitated the collection and analysis of baseline data on EMCs, assessment of infrastructure facilities, identification of gaps, stakeholder and beneficiary mapping, and evaluation of the overall impact of the scheme on the existing Electronics Cluster at Bhopal. The study further aims to assess the effectiveness of the EMC



schemes in promoting electronics manufacturing, while also recommending improvements, corrective measures, and policy suggestions to address the challenges faced by clusters. This initiative has enabled ni-msme to gain deeper insights into the ground-level impact of these schemes and contribute towards strengthening the future growth of India's electronics manufacturing sector. Through this evaluation, MeitY will be better positioned to understand the progress, challenges, and opportunities of the EMC and EMC 2.0 schemes.

Rashtriya Karmayogi Training Workshop

A one-day capacity-building workshop under the Mission Karmayogi initiative was successfully conducted on 28 August 2025 at ni-msme campus. The workshop aimed at equipping Government officials with future-ready skills and promoting a culture of Seva Bhav in public service. The sessions were led by Shri Sarath Muthyala, AFM, SED, and Shri Vivek Kumar, FM, SED both Rashtriya Karmayogi Master Trainers. A total of 21 officials were certified at the end of the program. The workshop focused on: Building leadership capacity at all levels, Encouraging innovation in governance, Strengthening citizen-focused service delivery & Promoting Mission Karmayogi's values of Seva Bhav and ethical governance.

The event witnessed enthusiastic participation from officers and staff of various departments, who engaged in multiple sessions on the principles and practical applications of Mission Karmayogi. Participants showed keen interest throughout, leading to greater awareness of the initiative and its relevance in modern governance. The ni-msme team members expressed appreciation for the initiative and actively participated in both individual and group tasks. Several participants also



recommended organizing similar workshops regularly to ensure sustained engagement and continuous skill development.

The workshop concluded on a positive note, reinforcing Mission Karmayogi's vision of transforming Government of India services into a more efficient, accountable, and citizen-centric machinery. Guided by Mission Karmayogi, such initiatives are set to play a pivotal role in building a professional and future-ready workforce. At ni-msme, we remain committed to nurturing ethical leadership and advancing administrative excellence for a stronger, progressive India.

Lord Vinayak Festival Celebrations at ni-msme Campus

The air was filled with joy, devotion, and the rhythmic beats of dhol as the Ganesh Festival was celebrated with grandeur and traditional fervor at the ni-msme campus. The six-day celebration witnessed enthusiastic participation from employees, students, and visitors alike. A beautifully decorated idol of Lord Ganesha was welcomed amidst a vibrant procession, complete with music, dance, and flower showers. The festival began with the Ganesh Sthapana (installation ceremony) on Ganesh Chaturthi, marked by Vedic chants and puja rituals performed by our faculty, Shri D. Tejeswar Rao.

on 1st September, the celebrations concluded with a heartfelt Ganapati Visarjan procession. The ni-msme family danced to the beats of traditional drums, chanting, "Ganpati Bappa Morya, Agle Varas Tu Jaldi Aa!" (Come soon next year, Lord Ganesha!). The immersion was carried out in an eco-conscious manner at Kalangan, the amphitheatre with an artificial pond situated on the campus. Before the Nimajjanam, an Annadanam activity was also



organized by ni-msme family members, spreading the spirit of service and togetherness. ni-msme extends heartfelt wishes to all its associates, entrepreneurs, and participants, praying that Lord Ganesha blesses everyone by fulfilling their dreams and aspirations.

Tricolour Flies High in thr Campus Sky



The 79th Independence Day of our country was celebrated at the campus on the 15 August, in a spirit of solemn dedication. All the Faculty and staff of ni-msme gathered in front of training building for flag hoisting. Mr. K. Surya Prakash Goud, Director, School of Entrepreneurship Development (SED), ni-msme hoisted the Tricolour and the National Anthem was sung, in which all the staff of ni-msme joined with a great sense of pride and reverence adding their voices.

The Director, SED shared his reflections with the assembled gathering, on the achievements of ni-msme and highlighted the projects taken up. PM Vishwakarma, Atmanirbhar Bharat and Viksit Bharat. He highlighted ni-msme's role in achieving Viksit Bharat. He applauded role of Government of India which is doing a lot for the MSME sector and how ni-msme has planned to join hands with them for overall development. Delineating the significance of the occasion, he enumerated the various reforms initiated in the country in recent times.

A cultural programme, in which all the talented enthusiasts had participated, followed the ceremony with putting songs and poems. The audience witnessed a talented show in front of the Flying High Tri colour. Former staff of ni-msme too contributed to the cultural programmes.



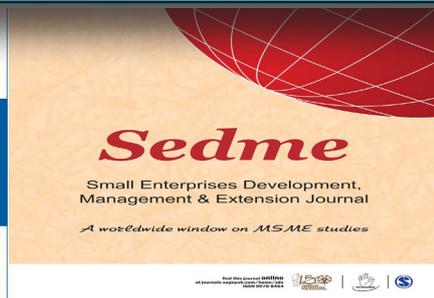
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