

# ni-msme News Corner (NNC)



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

## National Seminar on Scientific Beekeeping

A two-day Seminar on "Scientific Beekeeping Integrated with the National Oilseeds Mission" was successfully conducted by the National Institute for MSME (ni-msme) in Nagpur, Maharashtra, on 21 & 22 November 2025. The event was held in association with the Agro Vision Foundation, Nagpur, and was sponsored by the National Bee Board under the National Beekeeping and Honey Mission.

Shri Nitin Gadkari, the Hon'ble Union Minister for Road Transport and Highways, graced the occasion as Chief Guest. The distinguished speakers who shared the dais included Dr. C. D. Mayee (Advisor, Agro Vision Foundation, Nagpur), Dr. Ashutosh A. Murkute (Director General, ni-msme), Dr. Shreekant Sharma (Director, SEE), Shri V. B. Rajendra Prasad (FM, SEE), Dr. Shirish Prabhakar Kulkarni (Hindi Translator, ni-msme), and Shri Sanjay Marne (Asst. Forest Officer, Retd.).

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

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The seminar commenced with a welcome address by Dr. Shreekant Sharma, who greeted all participants and guests. He highlighted ni-msme's efforts in training and supporting MSMEs both in India and internationally. He also emphasized the Institute's work in raising awareness about beekeeping programs conducted with the support and sponsorship of the National Bee Board among farmers, women, and unemployed youth. Dr. Sharma concluded by thanking the Agro Vision Foundation for providing the platform to host the National Seminar on Scientific Beekeeping integrated with the National Oilseeds Mission. In his presidential address, Dr. Ashutosh A. Murkute, Director General of ni-msme, welcomed Shri Nitin Gadkari and expressed gratitude to the Agro Vision Foundation for creating an excellent platform to raise awareness regarding beekeeping and increasing oilseed production among farmers. He noted that ni-msme conducts various training programs and seminars at District, State, and National levels across India with financial assistance from the National Bee Board. Furthermore, he highlighted the support provided by the Ministry of MSME, Govt. of India, through various schemes for entrepreneurs, unemployed youth, and women. He concluded by urging all participants to fully engage in the seminar and acquire comprehensive knowledge of beekeeping.



As the Chief Guest, Shri Nitin Gadkari addressed the gathering and appealed to farmers to focus on supplementary businesses to mitigate losses in agriculture. He stated that India possesses

vast forest areas, and connecting these regions to MSMEs would greatly benefit the people residing in forest and adjoining areas. He also stressed the need to increase oilseed production in India to bridge the demand-supply gap for healthy and high-quality edible oils.



Shri Sanjay Marne, Assistant Forest Officer (Retd.), Pune, delivered an address as a Guest Speaker on "The Necessity of Beekeeping for Food Security." He focused on the crucial role of honeybees in the pollination of oilseed crops,

fruits, and other plants, and highlighted the principles of Scientific Beekeeping and the efforts of the National Bee Board (NBB).

Following this, Dr. Shirish Kulkarni gave a presentation on "Scientific Beekeeping Integrated with the National Oilseeds Mission." He explained why all farmers, women, and unemployed youth must adopt scientific beekeeping practices. He underscored the importance of honeybees in cross-pollination and boosting crop yield and also detailed the progress of the National Oilseeds Mission being implemented by the Government of India to meet domestic edible oil demand.

On the academic side, Prof. Shikhin Kolhe conducted a session on "Entomology and Body Functions of the Honeybee," offering a detailed explanation of various bee species and the differences between honeybees and normal bees. Shri Vikas Kshirsagar, a Master Beekeeper



from KVIC, Nagpur, explained the seasonal maintenance of bee colonies and discussed various bee products and byproducts, such as honey, wax and royal jelly.

The second day commenced with Dr. Shreekant Sharma, Director, SEE, conducting a session on various schemes for beekeepers offered by the Gol and State Govt., including the registration process on the Madhu Kranti Portal. Mr. Vijaya Bhagat, a Beekeeper from Nagpur, presented on Apiculture products, value-added products: Honey, Pollen, Beeswax, Propolis, and Royal Jelly, bee colony sales and facilitation for pollination services. Dr. Ashish Kumar Jha, an expert on stingless bees, led a session on "Stingless Bees and Apiculture." Mr. V. B. R. Prasad, FM, SEE, ni-msme presented on developing a business plan to tap domestic and international markets, covering financial viability, profitability, and SWOT analysis for beekeeping projects. Mr. Jakkulwar, a member of the Agro Vision Foundation in Nagpur, shared his experience of becoming a successful beekeeper. Finally, Dr. Pallear Gopal, an expert on Apis dorsata from Wardha (Maharashtra), shared his knowledge on handling wild bees (Apis dorsata).

The program concluded with a vote of thanks delivered by Dr. Shreekant Sharma, Director, SEE.

## Book Launch @ National Seminar

Shri Nitin Gadkari, the Hon'ble Union Minister for Road Transport and Highways launched the new book titled "The Indian Patents & Designs Act, Rules and Procedures: A Handbook for IP Professionals and Entrepreneurs" during the National Seminar on Scientific Honey Beekeeping at Agro Vision, Nagpur, organised by the National Institute for Micro, Small and Medium Enterprises (ni-msme), Hyderabad.

The handbook is a comprehensive reference guide designed to support innovators, MSMEs, startups, legal practitioners, academicians, and IP professionals in understanding the Indian Intellectual Property ecosystem. It provides a clear and structured overview of the Patents Act, 1970, the Designs Act, 2000, and their corresponding rules, making it a valuable resource for protecting innovations and industrial designs in India.

### **The publication has been developed by a distinguished team:**

Dr. Ashutosh A. Murkute – Editor

Mrs. Vanamala Swapna, Faculty Member & Head, IPFC, ni-msme

Mr. Anugu Vijaya Bhaskar Reddy, IPR Advocate and

Mr. Srinivas Maddipati, Registered Patent Agent & Managing Director, Evva IP.

This book draws its strength from the expertise of ni-msme, an organisation under the Ministry of MSME, Government of India, dedicated to fostering innovation, entrepreneurship, and intellectual property awareness across the MSME sector.



## Observation of Jan Jatiya Gaurav Divas and 150th Birth Anniversary of Bhagwan Birsa Munda

Commemorative programs were organized across ni-msme, Hyderabad, the SFURTI Bamboo Cluster in Chandrugonda (Telangana), the SFURTI Honey Processing Cluster in Kuru-Lohardaga (Jharkhand), and De-Notified Tribes (DNT) Self-Help Groups (SHGs) in Tirupati, Annamayya, and Chittoor (Andhra Pradesh). These events were held as part of the nationwide observance of Jan Jatiya Gaurav Divas and the 150th Birth Anniversary of Bhagwan Birsa Munda. The celebrations featured seminars, workshops, awareness sessions, cultural reflections, and community interactions dedicated to honoring the life, sacrifice, and enduring contributions of Bhagwan Birsa Munda. Participants, including ni-msme faculty, trainees, consultants, cluster representatives, DNT SHGs, Community Cluster Personnel (CCPs), District Cluster Personnel (DCPs), farmers, artisans, and district officials, gathered to pay tribute to "Dharti Aaba," reinforcing the importance of tribal identity, empowerment, and socio-economic inclusion. The events were effectively organized and coordinated by Mr. Vivek Kumar, Nodal Officer, ni-msme, Mr. Rameswara Rao, Consultant and Mr. D. Tejeswara Rao, Faculty Associate, with crucial support from cluster teams and local coordinators.



In all locations, dignitaries and speakers reflected on Birsa Munda's powerful message of courage, unity, and self-determination. A special seminar explored the contemporary relevance of his contributions to nation-building. Mr. K. Surya Prakash Goud, Director, SED, ni-msme, addressed the gatherings, highlighting the significance of the celebrations and the inspiration drawn from Birsa Munda's legacy for

promoting inclusive and Sustainable Development. Awareness activities under the ATI Scheme and a documentary screening were also featured as part of the day's program. In Lohardaga, Jharkhand, workshops focused specifically on tribal culture preservation and livelihood enhancement through honey processing and forest produce. Similarly, in Tirupati & Annamayya Districts, Andhra Pradesh, DNT SHGs participated in local events and showcased their handmade crafts at an exhibition in Puttur, where they received commendation for their Skills and crucial support for establishing market linkages.

## Celebrated 150 years of National Song

On 07 November 2025, the National Institute for MSME (ni-msme) celebrated the 150th anniversary of the national song, "Vande Mataram," with profound patriotic fervour. The event featured a soulful mass rendition by the entire ni-msme community, reaffirming the anthem as the "soul of our nation".

Faculty members shared reflections on the hymn, describing it as a "timeless call to love and serve the motherland." The programme was coordinated by Mr. Vivek Kumar, Faculty Member and Rector, who chronicled the historical background of the immortal composition. He paid tribute to the national poet, Bankim Chandra Chatterjee—the Sahitya Samrat and author of the landmark novel Anandamath noting that his work inspired the Indian independence movement even while he served as a Deputy Magistrate. Mr. Kumar reminded the gathering that "when we say Vande Mataram, we bow to the idea of India itself." To conclude the commemoration, ni-msme expressed the hope that the spirit of unity and devotion to Mother India will continue to guide our collective journey toward a prosperous and self-reliant nation. Let us carry forward this sacred legacy with pride and commitment. Vande Mataram!



## Foundation Stone for Garment Manufacturing Centre

The foundation stone for a new Common Facility Centre (CFC) for Garment Manufacturing was laid at Morigaon, Assam, on 18 November 2025, marking an important step toward enhancing livelihood opportunities for Scheduled Caste communities in the region. The initiative is being implemented under the Pradhan Mantri Anusuchit Jaati Abhyuday Yojana (PM-AJAY) by ni-msme in collaboration with the Directorate of Welfare of Scheduled Castes, Govt. of Assam.



The ceremony witnessed the esteemed presence of several distinguished dignitaries, including the Hon'ble Cabinet Minister, Shri Pijush Hazarika, Govt. of Assam; Dr. Asuthosh A. Murkute, Director General, ni-msme; Dr. Kulasree Nath, Director, Directorate of Scheduled Castes Welfare, Assam; Smt. Anamika Tewari, ACS, District Commissioner, Morigaon; Mr. K. Surya Prakash Goud, Director, SED, ni-msme and Shri Kushal Maitra, PMA (Project Management Agency), IIIML Officials from various departments and local bodies were also present to witness the momentous occasion.

The upcoming CFC aims to strengthen garment manufacturing capabilities in Morigaon by providing access to modern machinery, advanced training, and skill development programmes. By offering an ecosystem that supports entrepreneurship and industry growth, the centre is expected to create sustainable income-generating opportunities for SC artisans, youth, and micro-entrepreneurs.



Under the PM-AJAY scheme, the project focuses on improving the socio-economic conditions of Scheduled Caste communities by equipping them with the tools and infrastructure necessary to participate effectively in the apparel value chain. Once operational, the centre will play a key role in boosting production capacity, fostering small enterprise growth, and enhancing employability in the region.

The establishment of the CFC at Morigaon symbolizes a strong commitment by the Government of Assam and ni-msme to promote inclusive development and empower marginalized communities through industry-led initiatives.

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## Capacity Building on Rural Women Entrepreneurship Development Strategies

ni-msme has conducted Capacity Building Programme on Rural Women Entrepreneurship Development Strategies for the Assistant Project Managers (APMs) and Community Coordinators (CCs) of Society for Elimination of Rural Poverty (SERP) Department of Rural Development, Govt. of Telangana. In the month of October 2025 a total number of 68 Assistant Project Managers (APMs) and 45 Community Coordinators (CCs) were trained in 3 batches during 06 to 10 & 27 to 31 October 2025.



The objective of the programme is to build the capacities of APMs & CCs in Women Entrepreneurship Development for rendering their professional services to the prospective and existing entrepreneurs among rural SHGs. The trained APMs & CCs will be providing handholding support to the Rural SHGs in the establishment of new micro enterprises as well as expansion / Business enhancement of existing Micro enterprises. Participants were given Women Entrepreneurship promotion

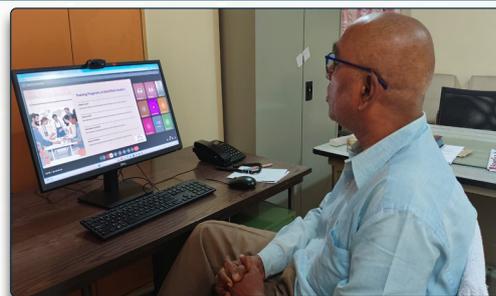
related inputs like viable investment opportunities identification, Digital presence and marketing of the products and services, Registrations & Licenses, Various Schemes and interventions of Government.

Dr. E. Vijaya, Director, SEM and Mr. V. B. Rajendra Prasad, FM, SEE are the Program Directors. Shri. Johnson, Director (Non-farm) of SERP Telangana, has visited ni-msme and interacted with the APMs & CCs, during the valedictory programme and distributed the certificates to participants.



## National Stakeholders Consultation Virtual Meeting

The National Institute for MSME (ni-msme), Hyderabad, successfully hosted a National Stakeholders Consultation Virtual Meeting on 25 November 2025. This event was organized as part of a collaborative initiative between the Ministry of MSME, UNIDO, and the Global Environment Facility (GEF) to promote the adoption of energy-efficient and low-carbon industrial boilers across India's MSME sector. The program is specifically designed to strengthen the entire ecosystem for efficient boiler design, manufacturing, and operation, thereby enhancing industrial productivity while significantly reducing greenhouse gas emissions. The initiative is jointly executed by ni-msme and UNIDO, in collaboration with the National Productivity Council (NPC), and involves active participation from technical experts, cluster representatives, and key industry partners.



The meeting was inaugurated with an address by Mr. Debajit Das, National Project Coordinator, UNIDO, who outlined the project's core objectives, progress milestones, and long-term strategy. He highlighted findings from baseline assessments conducted in major MSME clusters, including Panipat, Surat, Ankleshwar, Sircilla, Bidar, and Sindhudurg. These assessments revealed current boiler efficiencies ranging from 45% to 65%, demonstrating a significant potential for technological intervention and capacity enhancement. A key session was conducted by Mr. K. Surya Prakash Goud, Director, SED, ni-msme, who detailed ni-msme's specific role and responsibilities within the project. He elaborated on the institute's extensive knowledge management efforts, which encompass capacity-building programs, specialized training modules, documentation frameworks, and overall project modalities aimed at boosting awareness and skills among MSMEs for the successful adoption of advanced boiler technologies. The consultation also included valuable insights from Mr. Anadh Varma of the NPC, who discussed technical assessment approaches and potential productivity improvement opportunities. The consultation saw active participation from boiler manufacturers, technology consultants, and industry officials representing multiple states. Stakeholders effectively utilized the forum to raise operational concerns, share cluster-specific challenges, and contribute valuable recommendations to ensure the project remains fully aligned with current industry requirements.

## Capacity Building for SERP Officials

ni-msme, Hyderabad, successfully organized two batches (Batch-5 with 43 participants and Batch-6 with 42 participants) of the one-week training programme titled "Capacity Building for SERP Officials on Rural Women Entrepreneurship Development Strategies" during November 2025. The programme was sponsored by the Society for Elimination of Rural Poverty (SERP), Department of Rural Development, Govt. of Telangana, and was designed specifically for their Community Coordinators (CCs). The training was directed by Dr. E. Vijaya, Director, SEM, and co-directed by Mr. Rajendra Prasad, Faculty Member, SEE.

The formal inauguration was conducted by Shri Johnson, Director, Non-Farm, SERP, Govt. of Telangana, Dr. E. Vijaya, Director, SEM. The objective was to enhance the competencies of CCs in Micro Enterprise Development, equipping them with the necessary knowledge and skills to provide continuous handholding support to rural Self-Help Groups (SHGs). It aims to develop a trained cadre capable of establishing new micro enterprises and ensuring the growth of existing ones. Consequently, the trained CCs are now better positioned to promote an entrepreneurial culture and contribute to the development and sustainability of women-led enterprises across their respective Mandals.



## Fifth Project Monitoring Implementation Committee (PMIC) Meeting

The Centre for Digital Branding & Marketing (CDBM), SED, ni-msme has been providing continuous handholding support to FPOs, OFPOs, and SHGs since January 2025 to enhance the digital capabilities of rural enterprises. As part of this initiative, CDBM has conducted 24 expert sessions, offering practical guidance to strengthen digital outreach and market engagement.

In continuation of these efforts, CDBM organised the Fifth Project Monitoring Implementation Committee (PMIC) meeting on 27 November 2025 at ni-msme campus. Six participants from six organisations also shared their experiences, highlighting how the handholding support has strengthened their digital presence. They reported improved visibility, stronger customer engagement, and significant business growth. Notably, each organisation recorded a 20–30% increase in revenue through the adoption of digital tools facilitated under the programme.



The programme was chaired by Mr. K. S. P. Goud, Director, SED with the PMIC members: Mr. Sarath Muthyala, AFM, SED & Head CDBM, Shri P. N. V. L. N. Murthy, LDM, Lead Bank, Shri Harsha Raghuram, DDM, Rangareddy, NABARD; Shri Anant Giri Padmanabhan, AM, NABARD RO, Telanagana and Ms. Deepa Waster, Young Professional, CDBM.

## Capacity Building Programme Empowers Madhya Pradesh Officers

The National Institute for Micro, Small and Medium Enterprises (ni-msme), with support from the Madhya Pradesh Laghu Udyog Nigam, successfully conducted a three-day Capacity Building Programme (CBP) titled “Designing Strategic Interventions to Make MSMEs Vibrant, Green & Digital” from 12 to 14 November 2025. The programme was directed by Mr. Vivek Kumar and Mr. Surya Prakash Goud.



The CBP aimed to foster a resilient, sustainable, and digitally empowered MSME ecosystem in Madhya Pradesh, driving inclusive industrial growth. Thematic interactive sessions covered a range of critical topics, including government schemes (SPICE, GIFT, and RAMP implementation), strategies for global market access, circular economy opportunities, and the adoption of green technologies. A dedicated session highlighted the institutional framework for stressed MSMEs, featuring a case study on

the Telangana Industrial Health Clinic Limited. A session on Artificial Intelligence, led by Mr. Jignesh Dave, Faculty, ni-msme, provided officers with practical insights and innovative solutions, significantly enhancing their professional productivity and work approach. For experiential learning, participants visited T-Hub and T-Works in Hyderabad, gaining valuable insights into startup incubation models, product prototyping facilities, and technology-driven entrepreneurial support systems.

The programme concluded with a valedictory session where Mr. Surya Prakash Goud, Director, SED, encouraged participants to immediately apply the knowledge gained. He reaffirmed ni-msme’s commitment to ongoing capacity building and its crucial role in ensuring the success of flagship initiatives like RAMP in Madhya Pradesh. Certificates were awarded, and participants provided positive feedback, with many requesting an extension of the programme’s duration.

## Awareness Programmes on Government Schemes

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## Meghalaya State Rural Livelihoods Mission (MSRLM) Team Visited Campus

A team from the Meghalaya State Rural Livelihoods Mission (MSRLM), consisting of Ms. Rinky Kyndait (State Mission Manager – Non-Farm Livelihoods Promotion) and Dr. M. Devika Jana (State Mission Manager – Farm Livelihoods Promotion), visited ni-msme on 21 November 2025 for a detailed interaction. The meeting involved Mr. K. S. P. Goud, Director, SED and Nodal Officer for the National Resource Organisation (NRO), along with ni-msme faculty and National Resource Persons (NRPs). The core focus was the ongoing SVEP DPR (Start-up Village Entrepreneurship Programme Detailed Project Report) preparation, including strategic action plans, methodologies and implementation support.



Discussed on training programmes designed to strengthen enterprise development across Meghalaya and explored potential avenues for business opportunities, skill development, and capacity-building interventions to be integrated into MSRLM’s livelihood strategies. The participants underscored the importance of robust data systems for monitoring, reporting, and enhancing programme efficiency. The overall meeting served as a productive platform to strengthen collaboration between MSRLM and ni-msme, ensuring improved support for livelihood promotion in the state. NRP Mr. Nilendhu Mukherjee, alongside ni-msme faculty members Mr. Vivek Kumar, Mr. Jignesh Dave and Mr. Duvvada Tejeswara Rao, participated in the interaction.

## IPR Awareness Programme

The One-Day IPR Awareness Programme under the IPR component of the MSME Innovative Scheme, MoMSME, was organized by MSME-DFO Hyderabad in Association with ni-msme, Hyderabad, Telangana on 24 November 2025. Total 70 MSMEs, new and existing entrepreneurs have attend the programme. The sessions on enhancing awareness about IPR, covering patents, trademarks, copyrights & designs, while guiding participants on identifying, registering, and managing IP assets. Experts also highlighted the importance of IP protection in fostering innovation and business growth, along with briefing participants on Govt. Schemes and Financial support available to MSMEs through IPFCs, MSME Innovative Scheme and DPIIT initiatives.



Eminent speakers delivered insightful sessions, including Shri Vijay Kumar Makyam, IP Lawyer & Member, District Consumer Commission who discussed the legal aspects and consequences of not securing IPRs; Shri Biswajeet Sarkar, Trademark Attorney, who explained trademark protection; Mr. Subhajt Saha Founder & CEO Resolute4ip explained about Industrial Designs & its Significance, Founder Shri Vijay Bhaskar Reddy, Patent & Trademark Agent, Roots IP Services LLP who covered copyrights and their legal framework; Shri G. S. Bist, Assistant Director, IPR, MSME-DFO Hyderabad, who spoke on innovation, IP strategy and Government support and Ms. V. Swapna, Patent & Trademark Agent and Head of IPFC, ni-msme, who elaborated on patents and patent strategy for MSMEs.



## New Entrants Assimilation Training (NEAT) Phase-II

The National Institute for Micro, Small and Medium Enterprises (ni-msme) successfully conducted the New Entrants Assimilation Training (NEAT) Phase-II from 10 to 14 November 2025 sponsored by Coromandel International Limited (CIL) at campus, attended 26 trainees from five states. The inauguration was led by Dr. Shreekant Sharma, Director, Dr. Sathyendra Kumar, AFM of SEE, ni-msme and Mr. Sudheer Kumar Baride (AGM, Head-Learning & Development, CIL). The speakers emphasized the role of structured Capability Building in shaping industry-ready professionals. Dr. Ashutosh A. Murkute, Director General, ni-msme, also interacted with trainees, sharing insights on transformative leadership.

The training was designed to strengthen functional knowledge, communication, analytical skills, and field-level readiness. Key sessions delivered by ni-msme and CIL faculty covered: Core Business Skills: Problem-Solving Skills, Sales Forecasting & Indenting, Farmer ROI, Effective Farmer Meetings, Role of FPOs and Market Analysis; Digital & Efficiency Tools: Microsoft Copilot - AI and Data Visualization using Power Query and Professional Development: Group Dynamics, Public Speaking (Level 3 evaluations), Time Management and Health & Lifestyle Management/Work-Life Balance.



To enhance engagement and peer connections, the programme included group dynamics activities, yoga sessions, a badminton tournament, and a cultural evening. The valedictory ceremony was attended by Dr. Bhaskara Reddy (Sr. AVP – Sales & Marketing, CIL), along with the Programme Directors. Participants praised the practical, interactive and immersive design, affirming ni-msme's commitment to industry-oriented professional development.

## Awareness Workshop on IPR under RAMP Scheme @ Andhra Pradesh

The Awareness Workshops on Intellectual Property Rights (IPR) were sponsored by the AP MSME Development Corporation, Government of Andhra Pradesh, under the Raising and Accelerating MSME Performance (RAMP) Scheme of the Ministry of MSME, Government of India. These workshops were organized across various locations in Andhra Pradesh during November 2025. The programmes were coordinated by Ms. V. Swapna, Faculty Member & Head, Intellectual Property Facilitation Centre (IPFC), School of Enterprise Management, ni-msme.

Workshop Locations and Dates: St. Joseph Training Centre, Urvakonda, Ananthapuram on 12 November 2025; Municipal Office, Bungalow Road, Addanki, Bapatla District on 24 November 2025; Mepma Meeting Hall, Prakasam District on 25 November 2025; Municipal Commissioner Office, Railway Road, Vaddi Palem, Kavali, Nellore, Andhra Pradesh on 26 November 2025; Sreeram Engineering College, Karkambadi Road, Tirupati on 27 November 2025; Mandala Mahila Samaikya Samavesa Mandiram, Ravulapalem, Kothapeta, Konaseema District on 27 November 2025; Youth hostel, near collector office, K.L Puram, Kanapaka Vizianagaram on 28 November 2025; Potti Sriramulu Chalavadi Mallikarjuna Rao College of Engineering and Technology (PSCMR), NTR District on 29 November 2025.

**Ananthapuram (12 November 2025):** The workshop conducted at St. Joseph Training Centre, Urvakonda, Ananthapuram was attended by 52 participants. The inaugural address by Mr. Bhuvaneshwari, IPO, DIC, emphasized the importance of trademarks in safeguarding brands and business identity. During the technical session, Mr. Sai Teja delivered a presentation on patents, trademarks, and copyrights with practical examples, and highlighted various MSME schemes that support innovation and growth. He also discussed the significance of ESG compliance for MSMEs. The interactive session enabled participants to clarify their doubts and explore applications related to IPR.



**Bapatla (24 November 2025):** The workshop held at the Municipal Office, Bungalow Road, Addanki, was attended by 51 participants, primarily startup founders initiated by college students. The Municipal Commissioner emphasized the importance of IPR in protecting small businesses and shared examples of successful entrepreneurs who benefited from it. During the technical session, Mr. Radha Krishna explained the patent filing process, types of patents, and the various opportunities for revenue generation. Common misconceptions were addressed, and step-by-step guidance was provided. Participants were encouraged to seek legal protection for their unique products and innovations.



**Prakasam District (25 November 2025):** The IPR Awareness Workshop held at the MEPMA Meeting Hall was attended by 50 participants, primarily members of Self-Help Groups (SHGs) and small business owners, including kirana shop operators and marble unit entrepreneurs. Ms. B. Srinivas Rao, GM, DIC, highlighted the importance of IPR awareness and emphasized that many businesses lose potential benefits due to the lack of proper registration. During the technical session,

Mr. S. V. A. N. Raju explained the patent filing process, different types of patents, and various revenue-generating opportunities. The workshop also covered copyrights, trademarks, geographical indications, and industrial designs. Misconceptions were addressed, and participants were encouraged to safeguard their unique products by utilizing IPR protections.



**Nellore (26 November 2025):** The IPR Awareness Workshop held at the Municipal Commissioner Office, Railway Road, Vaddi Palem, Kavali, was attended by 51 participants, mainly members of Self-Help Groups (SHGs) and small business owners, including stationery shop operators and soap-making units. Mr. K. Samuel, IPO, DIC, emphasized the importance of IPR awareness and explained

the role of trademarks and copyrights in ensuring long-term business sustainability. During the technical session, Mr. Radha Krishna outlined the patent filing process, types of patents, and various revenue-generation opportunities. Misconceptions were clarified, and step-by-step guidance was provided. Participants were encouraged to actively seek IPR protection for their innovative products and business ideas.



**Annamayya (27 November 2025):** The IPR Awareness Workshop held at Sreeram Engineering College, Karkambadi Road, Tirupati, was attended by 52 entrepreneurs, primarily from the Food Processing and Medical Devices sectors. During the technical session, Mr. Radha Krishna delivered detailed presentations on Patents, Trademarks, Copyrights, Geographical Indications, Industrial Designs, and Trade Secrets. The sessions significantly enhanced participants' understanding of IPR and its practical applications. Attendees gained confidence in safeguarding their innovations and business assets from piracy and duplication. The workshop also motivated participants to explore IPR registration for their products and services.



**Konasemma (27 November 2025):** The IPR Awareness Workshop held at Mandala Mahila Samaikya Samavesha Mandiram, Ravulapalem, Kothapeta, Konaseema District, was attended by 54 entrepreneurs and students, primarily from the Food Processing and Medical Devices sectors.

During the technical session, Mr. S. V. A. N. Raju delivered an insightful presentation covering Patents, Trademarks, Copyrights, Geographical Indications, Industrial Designs, and Trade Secrets. The sessions strengthened participants' understanding of IPR and its practical applications. Attendees gained confidence in protecting their innovations and business assets against



piracy and duplication. The workshop also encouraged participants to explore IPR registration for their products services.

**Vizinagaram (28 November 2025):** The IPR Awareness Workshop held at the Youth Hostel near the Collector Office, K. L. Puram, Kanapaka, Vizianagaram was attended by 53 participants, primarily members of Self-Help Groups (SHGs) and small business owners such as stationery shop operators and soap-making units. The Nodal Officer emphasized the importance of IPR awareness and explained the significance of trademarks and copyrights in ensuring long-term business sustainability. During the technical session, Ms. Anitha Sravanthi outlined the patent filing process, various types of patents, and potential revenue opportunities. Misconceptions were addressed and step-by-step guidance was provided. Participants were encouraged to actively pursue IPR protection for their innovative products.



**NTR (29 November 2025):** The IPR Awareness Workshop held at Potti Sriramulu Chalavadi Mallikarjuna Rao College of Engineering and Technology (PSCMR), Vijayawada, was attended by 52 participants, mostly members of Self-Help Groups (SHGs) and small business owners such as kirana shop operators and marble unit entrepreneurs. Ms. Subramanyam, AD, DIC, emphasized the importance of IPR awareness and pointed out that many businesses miss out on potential benefits due to the lack of proper registration. During the technical session, Mr. K. Raghava Rao explained the patent filing process, different types of patents, and various revenue opportunities. The workshop also covered copyrights, trademarks, geographical indications, and industrial designs. Misconceptions were clarified, and participants were encouraged to safeguard their unique products through appropriate IPR protection.

## Awareness Programme on Intellectual Property Rights @ Telangana

Awareness Programmes on "Intellectual Property Rights", sponsored by the Ministry of MSME, O/o DC-MSME, IPR Division, Govt. of India, New Delhi, for the FY 2025-26. The programmes were conducted in November 2025 by Ms. V. Swapna, Faculty Member & Head, IPFC, School of Enterprise Management, ni-msme. The programme details are: The Municipal Commissioner office opposite Telecom Dept, Nirmal on 12-11-2025 & Municipal Office near Kanteshwar Water Tank, Nizamabad on 27-11-2025.

**Nirmal (12-11-2025):** The IPR Awareness Workshop was held at the Municipal Commissioner's Office, Nirmal District. The programme was coordinated by Dr. Gaddam Sudharshan from M/s. Shasrith Enterprises and attended by 70 participants. Ms. Vanamala Swapna, Patent Agent and Faculty Member, ni-msme, delivered an insightful session on various types of IPR and filing procedures, using practical examples for better understanding.



Dr. Gaddam Sudharshan highlighted about Government incentives and support Schemes available for MSMEs. The interactive session addressed several participant queries and attendees appreciated the practical knowledge gained on protecting their brands and innovations.

**Nizamabad (27-11-2025):** The IPR Awareness Workshop was held at the Municipal Office near Kanteshwar Water Tank, Nizamabad, and was attended by 72 participants. The programme was coordinated by Mr. Gaddam Sudharshan from M/s. Shasrith Enterprises and Mr. Lokesh, IPR Executive, IPFC, ni-msme, explained various types of IPR and filing procedures using practical examples. He also highlighted government incentives and support schemes available for MSMEs. The interactive session addressed participant queries, and attendees appreciated the practical knowledge gained on protecting their brands and innovations.



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

Under FaMeTN - Raising and Accelerating MSME Performance (RAMP) Scheme Tamil Nadu for the FY 2025-26 Phase II. 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). The programmes were conducted by Ms. V. Swapna, Faculty Member & Head, IPFC, School of Enterprise Management, ni-msme. The programme details in November 2025 are: Rice Mill Owners and Paddy Rice Wholesale Association Hall, Chinnasalem, Kallakurchi on 01-11-2025 & DIC Hall, Cuddalore on 28-11-2025.

**Kallakurchi (01-11-2025):** The IPR Awareness Workshop was held at Rice Mill Owners and Paddy Rice Wholesale Association Hall, Chinnasalem, Kallakurchi District. Coordinated on behalf of ni-msme by Mr. Arul and attended by 51 participants. The event was inaugurated by Mr. Mr. Chandrasekaran, General Manager District Industry Center, Kallakurchi. Mr S. Balasubramanian, Trainer IPR and Trademark, explained various types of IPR and filing procedures using practical examples. Given information on government incentives and support schemes for MSMEs. The interactive session addressed participant queries, and attendees appreciated the practical knowledge gained on protecting their brands and innovations.



**Cuddalore (28-11-2025):** The IPR Awareness Workshop was held at DIC Hall, Cuddalore District, coordinated by Mr. Senthil (IED) and attended by 61 participants. The event was inaugurated by Mr. Vijay Kumar, General Manager, District Industry Center, Cuddalore. Mr. Madhanraj, Trainer in IPR and Trademark, explained various types of Intellectual Property Rights and filing procedures using practical examples. The program also highlighted government incentives and support schemes available for MSMEs. An interactive session addressed participants' queries, with attendees appreciating the practical knowledge gained on protecting their brands and innovations.



## Lactation Room Inaugurated @ Campus



Dr. Ashutosh A. Murkute, Director General of ni-msme, inaugurated a lactation room at the ni-msme campus on November 11, 2025. This facility provides a comfortable space for mothers to breastfeed and express milk.



## Training Programme on Digital Branding and Marketing for SHG's

The Centre for Digital Branding and Marketing at ni-msme successfully concluded the first batch of the training programme, "Leveraging Digital Tools for Market Acquisition: A Way forward for Marketing, Branding, and e-Commerce," held from 10 to 14 November 2025. Sponsored by the Society for Elimination of Rural Poverty (SERP), Govt. of Telangana, the initiative was designed for women entrepreneurs from Self-Help Groups (SHGs). Thirty-one entrepreneurs from ten districts in Telangana participated, enhancing their skills in marketing, branding, packaging, food processing, and digital tools essential for business growth. The curriculum combined lectures, hands-on sessions, and a field visit to the CSIR-Central Food Technological Research Institute (CFTRI), Hyderabad.

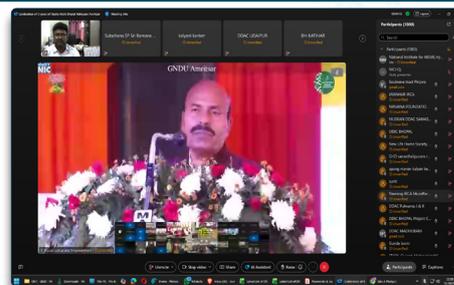


The programme was inaugurated by Dr. Ashutosh A. Murkute, Director General, ni-msme, who emphasized the critical role of digital adoption in modern business. The valedictory session was addressed by Shri Johnson, Director of SERP, who highlighted digital marketing as inevitable for sustainable enterprise growth.

The programme was directed by Dr. E. Vijaya, Director, SEM, Mr. Sarath Muthyala, AFM, SED and Mr. Rajendra Prasad FM, SEE, with active coordination from Ms. Deepa Waster, Young Professional, CDBM, SED. Participants departed with refined strategies and renewed confidence to expand their products into wider markets.

## National Level Virtual Conference under SEED Project

To commemorate the five-year anniversary of the Nasha Mukta Bharat Abhiyan (NMBA), the Department of Social Justice & Empowerment (DoSJ&E), under the Ministry of Social Justice & Empowerment (MoSJ&E), GoI, organized a National-level virtual conference on 18 November 2025. Hosted from Amritsar, the program successfully gathered stakeholders from across the country to highlight the progress, impact and future roadmap of the nationwide anti-drug campaign. As a committed partner, ni-msme participated in the virtual conference, bringing along Self-Help Groups (SHGs) from the De-Notified Tribes (DNT) community under the SEED Project. Faculty members from ni-msme, joined by DCPs, CCPs and SHG Members, attended the session, thus demonstrating their dedication to community-focused social development and behavioral awareness initiatives.



The virtual meeting successfully showcased the milestones achieved by the NMBA during its first five years. It emphasized the crucial role played by institutions, grassroots organizations, and community groups, particularly those working with vulnerable populations like the DNTs. Participants contributed by sharing valuable field experiences, discussing operational challenges, and offering constructive suggestions to further strengthen the campaign's outreach and overall effectiveness. The active involvement of ni-msme and the DNT SHGs, supported by the SEED Project, clearly demonstrates their sustained commitment to empowering marginalized communities through awareness generation, capacity development, and social inclusion.



## POSH Awareness and Orientation Session for ni-msme Employees

The National Institute for Micro, Small and Medium Enterprises (ni-msme) organized an Awareness and Orientation Session on the Prevention of Sexual Harassment (POSH) Act for all employees at its campus on 04 November 2025. The session aimed to sensitize staff regarding the provisions of the POSH Act, appropriate workplace conduct, and established grievance redressal mechanisms.



Ms. Vandana Paul Burder, Project Lead, Action Aid, and External Member of the Local Complaints Committee (LCC), Women & Child Development Department, Hyderabad District, served as the resource person. Ms. Burder highlighted the key definitions and scope of sexual harassment, the responsibilities of employers under the Act, and the crucial role of Internal Complaints Committees (ICCs) in conducting fair and confidential inquiries. She emphasized the importance of fostering a culture of respect, sensitivity, and zero tolerance while maintaining professional boundaries to create safe workspaces. The programme was coordinated by Ms. V. Swapna, Faculty and ICC Chairperson, ni-msme, reaffirming the institute's commitment to fostering a safe, inclusive, and respectful workplace environment.



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### Our Social Presence



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