

ni-msme News Corner (NNC)



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

Fostering Global Innovation: MSU Africa Delegates Explore IP & Technology Transfer

The National Institute for Micro, Small and Medium Enterprises (**ni-msme**) had the privilege of hosting a delegation from Michigan State University, Africa, as part of their India Study Tour on "Intellectual Property Management, Technology Transfer and Commercialization" held from 14 to 18 April 2025. Mr. Basudev Datta, Asst. Registrar warmly welcomed the delegation and provided an overview of **ni-msme**'s activities.



Directors Shri Shreekant Sharma and Shri K. S. P. Goud highlighted the vital role of technology transfer in empowering MSMEs and Accelerating Innovation-led growth. Ms. V. Swapna, Head of the Intellectual Property Facilitation Centre (IPFC) at **ni-msme**, delivered a detailed presentation on the IP ecosystem in India, key Government

initiatives for IP commercialization, and the strategic role of IPFC in supporting MSMEs. She also emphasized the potential for future collaborations in areas such as IPR consultancy, Capacity Building, online programmes and knowledge exchange programmes.

The interaction was highly fruitful, opening promising opportunities to strengthen international partnerships in the fields of Innovation, Intellectual Property and Entrepreneurship Development.

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DG Launched BizIgnite Magazine Published by Pragma Consulting

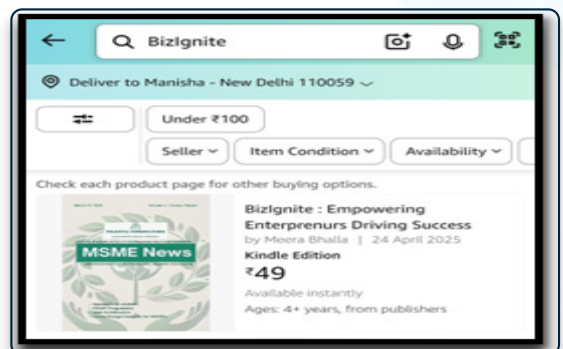
The National Institute for Micro, Small and Medium Enterprises (ni-msme) is pleased to announce the unveiling of the April 2025 edition of "BizIgnite"—a monthly magazine dedicated to empowering the MSME sector through insightful analysis, timely policy updates, and practical growth strategies.



The unveiling ceremony was graced by Dr. Ashutosh A. Murkute, Director General, ni-msme, along with Dr. Shreekant Sharma, Director, SEE; Dr. E. Vijaya, Director, SEM; and Mr. K. Surya Prakash Goud, Director, SED. The April edition has been meticulously edited and presented by Ms. Meera Bhalla, Editor-in-Chief, MSME News, Pragma Consulting. This release marks a significant step in ni-msme's ongoing commitment to knowledge dissemination and sectoral awareness. The magazine has been officially placed in the ni-msme Library for regular reference

by scholars, policymakers, entrepreneurs, and other key stakeholders in the MSME ecosystem.

The April 2025 issue of BizIgnite features several impactful themes, including: CGTMSE 2.0 – Facilitating access to collateral-free credit; ZED & RAMP Schemes – Driving competitiveness and promoting formalization; AI & Technology – Introducing practical innovations tailored for MSMEs and MSME TEAM Initiative – Advancing digital skilling and inclusive empowerment. ni-msme commends the efforts led by Pragma Consulting in shaping BizIgnite into a credible, informative, and forward-looking platform that contributes meaningfully to the development and transformation of India's MSME sector. We look forward to continued collaboration in pursuit of our shared vision for knowledge-driven growth, innovation, and resilience across the MSME landscape.



UNIDO Boiler Efficiency Project Rollout Meeting

A rollout meeting for the UNIDO Boiler Efficiency Project was held on 29 April 2025, at the National Productivity Council (NPC) headquarters in New Delhi. The meeting brought together UNIDO representatives, officials from NPC and ni-msme, and boiler experts to kick off the project aimed at improving industrial boiler efficiency in India.

The core focus of the meeting was the roadmap of activities and strategies for effective implementation. Key discussions included project timelines, technical assessments, and capacity-building initiatives to promote energy-efficient boiler operations. The stakeholders emphasized collaborative efforts and knowledge sharing to achieve the project's goals. The initiative is expected to lead to significant energy savings and enhanced sustainability across industrial sectors.



National Training on Approaches for MSME Development

A three-day National Training Programme on "Approaches for MSME Development" was successfully conducted from 21 to 23 April 2025 at the National Institute for Micro, Small and Medium Enterprises (ni-msme), Hyderabad. The programme brought together participants from various states, including Uttar Pradesh, Arunachal Pradesh, Maharashtra, Nagaland, Assam, and Telangana. The



primary objective of the programme was to strengthen participants' knowledge and skills related to MSME development through structured sessions and expert guidance. The training commenced with introductory sessions on Enterprise, Entrepreneur, and Entrepreneurship, which helped participants understand foundational concepts and the significance of entrepreneurship in contributing to Viksit Bharat (Self-Reliant India). The focus was on nurturing the mindset and qualities essential for becoming successful entrepreneurs.

Special sessions were dedicated to developing leadership skills, including problem-solving, decision-making, team building, and conflict management. These interactive discussions and hands-on activities enabled participants to build confidence, communication skills, and teamwork abilities crucial traits for managing and scaling small businesses. One of the key highlights of the programme was a brainstorming session on idea generation, where participants were guided on identifying innovative business ideas and exploring regional opportunities. The programme also covered comprehensive insights into the MSME support ecosystem, including institutional assistance and government schemes related to innovation, incubation, skill development, and cluster development. In addition, participants were introduced to important tools such as market surveys, demand assessment, and project feasibility analysis, covering both technical and financial aspects. A hands-on session on project report preparation enabled each participant to develop a customized Business Plan. Participants also had the opportunity to interact with a successful entrepreneur, who shared real-world experiences and practical strategies for overcoming business challenges.

To provide real-time exposure, participants visited T-Hub and T-Works as part of an industrial visit, where they engaged with startup founders and explored various innovations. This experience enriched their understanding of the startup ecosystem. The final day focused on modern business tools such as digital marketing, e-commerce, and working capital management. Participants appreciated the practical insights and applicable strategies shared during these sessions. Overall, the training programme was well-received and empowered participants with the knowledge, confidence, and tools to support MSME development in their respective states. Feedback was collected both verbally and through formal feedback forms, with many participants expressing the desire for an extended duration of the programme. They conveyed their gratitude to the ni-msme officials and also acknowledged the support of the Kedalite Group Foundation.

Job Fair for Skilled Youth

A Job Mela aimed at providing employment opportunities to skilled youth and job aspirants was successfully inaugurated at the National Institute for MSME (ni-msme) by the School of Enterprise Management (SEM). The event saw enthusiastic participation, with 22 companies confirming their involvement. Recruiters at the mela included Beauty Salon, Inbicoll Technologies Pvt Ltd, Qucev Technologies Pvt Ltd, Invecent Pvt Ltd, Strux Digital, NVD Motion Pictures Pvt. Ltd, Suguna TV, Kathanika Media, and Nova Studios.

The inaugural session began at 10:30 AM with the registration of participants, followed by a warm welcome address by Ms. V. Swapna, Faculty Member, SEM, and Incharge of Skill Trainings under the ATI scheme. She briefed attendees on the objectives of the ATI scheme and the Entrepreneurship Skill Development Programs (ESDPs) conducted under the scheme. Ms. Swapna highlighted the purpose of the mela: to connect job-ready youth with hiring employers and support them in securing sustainable employment.



A formal introduction of the participating companies' HR representatives was made, showcasing a wide range of opportunities across sectors such as IT, Multimedia, Retail, Manufacturing, and Services. A brief overview of the Job Mela's structure, including the interview and selection process, was shared with the attendees.

The event was graced by Dr. E. Vijaya, Director (SEM), who emphasized the importance of skill development and placement linkages in today's competitive job market. She commended the efforts of the organizing team and encouraged the youth to take full advantage of the opportunities provided.

The session concluded with a vote of thanks delivered by Dr. Manisha, Associate Faculty Member, SEM, who acknowledged the support of participating employers, faculty, staff, and volunteers in making the event a success.



A total of 170 job seekers attended the mela. Following the interviews and screening rounds, 81 candidates were shortlisted and are now progressing through subsequent interview stages with their respective companies. This initiative reflects ni-msme's commitment to fostering entrepreneurship and employability among youth, particularly those from underserved communities.

Rural Women Entrepreneurship Development Training

ni-msme conducted a Capacity Building Programme on Rural Women Entrepreneurship Development Strategies for Assistant Project Managers (APMs) and Community Coordinators (CCs) of the Society for Elimination of Rural Poverty (SERP), Department of Rural Development, Government of Telangana. A total of 103 APMs and 110 CCs were trained in four batches during 07-11 & 21 to 25 April 2025. The objective of the programme was to build the capacities of APMs and CCs in Women Entrepreneurship Development, enabling them to provide professional support to prospective and existing entrepreneurs among rural Self-Help Groups (SHGs).



The trained APMs and CCs will extend handholding support to rural SHGs in establishing new micro-enterprises, as well as in expanding or enhancing existing ones. Participants received key inputs related to the promotion of women entrepreneurship, including: (1) Identification of viable investment opportunities, (2) Digital presence and marketing of products and services, (3) Registrations and licensing requirements and (4) Various government schemes and interventions. Dr. E. Vijaya, Director (SEM), and Mr. V.B. Rajendra Prasad, Faculty Member (SEE) were the Programme Directors. Smt. Divya Devarajan, IAS, CEO of SERP, addressed the participants virtually during the inaugural session. Shri Johnson, Director (Non-Farm), SERP Telangana, visited **ni-msme** and interacted with the APMs and CCs during the Training Programme.

Beekeeping Training under NBHM and Oilseeds Mission



A Training Programme on Scientific Beekeeping Integrated with the Oilseeds Mission was organized by **ni-msme** from 28 March to 04 April 2025. The programme was sponsored by the National Bee Board under the National Beekeeping and Honey Mission (NBHM). A total of 25 participants, including farmers, beekeepers, and entrepreneurs, attended the programme.

Dr. Shreekanth Sharma, Programme Director, appreciated the participants for their active

engagement and encouraged them to register on the Madhukranti Portal. The successful completion of the programme was made possible through the dedicated efforts of Mr. V.B. Rajendra Prasad, FM, SEE, Dr. Shirish Kulkarni, Hindi Translator and Programme Coordinator.

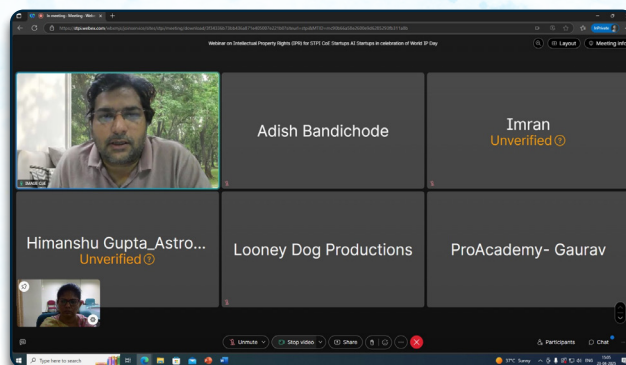
The training sessions were conducted by **ni-msme** Faculty Members and practicing beekeepers. To enhance practical understanding, a field visit to FCRI, Mulugu was organized, providing participants with hands-on exposure to beekeeping practices. All participants expressed their satisfaction with both the informative sessions and the practical experiences, including the field visit, which enriched their knowledge and skills in scientific beekeeping.



Empowering Innovators: ni-msme Conducts Webinars Marking World IP Day

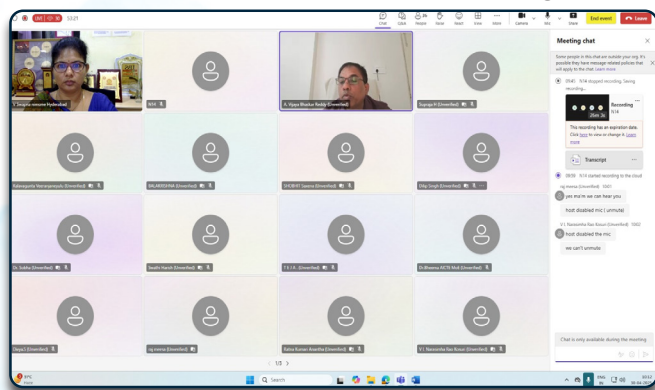
i) IPR for Gaming and AI Startups:

On March 23, 2025, IPFC-NiMSME, on the eve of World Intellectual Property (IP) Day, organized a webinar titled “IPR for Gaming and AI Startups” in collaboration with IMAGE—the Centre of Excellence in Gaming, VFX, Computer Vision (CV), and Artificial Intelligence (AI) by Software Technology Parks of India (STPI), an autonomous S&T society under the Ministry of Electronics and Information Technology, Government of India. The objective was to equip developers, founders, and creators in the Gaming and AI sectors with essential knowledge to protect their innovations, enhance market confidence, and build a strong IP foundation to support their growth journey. The session was delivered by Ms. V. Swapna, Head of IPFC and Faculty Member at the School of Enterprise Management, ni-msme. Her talk focused on key aspects of IP strategy critical for early-stage ventures, covering areas such as copyrights, trademarks, patents, and trade secrets. Emphasis was placed on the practical implementation of IP protection strategies, helping participants understand how to effectively secure and leverage their innovations.



ii) IPR & Commercialization:

The National Institute for Micro, Small and Medium Enterprises (ni-msme), Hyderabad, in collaboration with Eeva Patent Services and Roots IP, organized a national-level webinar on “IPR & Commercialization” as part of the World Intellectual Property Day 2025 celebrations. The theme for this year, announced by WIPO, was “IP and Music: Feel the Beat of IP,” emphasizing the role of intellectual property in fostering creativity and cultural expression. The event commenced with Ms. V. Swapna, Faculty Member and Head of the Intellectual Property Facilitation Center (IPFC) at ni-msme, welcoming the participants and highlighting the importance of IPR in empowering MSMEs, startups, and innovators. She underscored that intellectual property is not merely a legal safeguard, but a strategic asset for economic empowerment, market expansion, and innovation-led growth.



Shri G.S. Bist, Assistant Director, MSME-Development & Facilitation Office, Hyderabad, delivered the keynote address, focusing on the MSME Innovative Scheme and its support for innovation through funding, incubation, and handholding support for MSMEs and startups. He stressed the crucial role of intellectual property in transforming ideas into valuable assets and encouraged entrepreneurs to take advantage of government schemes to protect and commercialize their innovations. The technical sessions featured leading IP professionals and domain experts who spoke on key topics including the fundamentals of IPR, strategies for IP commercialization, funding support mechanisms, IP enforcement practices, and the role of AI in IP protection. Esteemed speakers included Shri Divya Sridharan, Dr. Bheema Reddy, Shri Vinay Kumar Tiruvaipeta, Shri Vijay Kumar Makyam, Shri Anugu Vijaya Bhaskar Reddy, and Shri Srinivas Maddipati. The event witnessed enthusiastic participation from around 110 attendees, including MSME entrepreneurs, academic researchers, students, and professionals from across the country. A special acknowledgment was extended to Kala Ratna Swara Veena Pani Garu, holder of the Guinness World Record for the longest church organ marathon, for his gracious presence and encouragement. The webinar concluded with a vote of thanks and a reaffirmation of ni-msme's commitment to nurturing innovation and strengthening the intellectual property ecosystem for MSMEs in India.

Workshop on Skill Development in the EV Sector for Denmark Delegates

On April 2, 2025, the National Institute for Micro, Small and Medium Enterprise (ni-msme) hosted a dynamic workshop as part of the fact-finding mission by a delegation from Denmark. The event brought together key stakeholders from academic institutions, industry partners, and skill training providers to explore collaborative opportunities in the rapidly growing electric vehicle (EV) sector.

The workshop focused on the critical need for skill development to support the EV ecosystem in India. Discussions

centered on bridging the gap between industry demands and the current skill landscape, with an emphasis on curriculum alignment, hands-on training, and international best practices. The Danish delegates shared insights into Denmark's successful EV strategies and expressed interest in fostering partnerships to enhance vocational training and capacity building in the sector.

Participants also highlighted the importance of integrating sustainable technologies into training programs and encouraged closer cooperation between academia and industry. The workshop served as a platform for exchanging knowledge, identifying training needs, and laying the groundwork for future joint initiatives in EV-related skill development. This collaborative effort marks a significant step toward strengthening India's skilled workforce and advancing the transition to cleaner mobility solutions.



COWE Participants Explore MSME Sector & Entrepreneurial Opportunities

The Confederation of Women Entrepreneurs (COWE), Hyderabad, organized an exposure visit to ni-msme for 25 participants of the Entrepreneurship Skill Development Programme (ESDP) conducted by COWE on 11th April 2025. Dr. Shirish Kulkarni, Hindi Translator at ni-msme, provided the participants with detailed information about the MSME sector, various web links provided by the Ministry of MSME, Government of India, and the various activities and training programs offered by **ni-msme**.



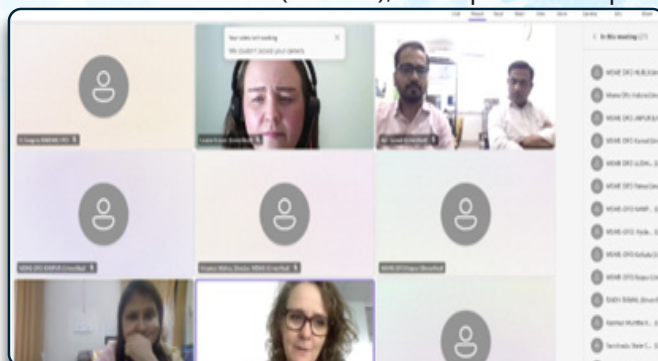
Dr. Kulkarni also introduced the participants to agricultural machinery, the Soybean Processing Unit, and the Paper Recycling Unit at the Helping Hand Society Unit at ni-msme. Additionally, he shared a brief overview of beekeeping as an entrepreneurial opportunity.



Building a Stronger IP Ecosystem: Indo-Danish Workshop on GI & IP

Ms. V. Swapna, Head of the Intellectual Property Facilitation Center (IPFC) and Faculty Member (SEM) at ni-msme, participated in a virtual information-gathering workshop organized by the IPR Division, Office of the Development Commissioner (MSME), Ministry of MSME, Government of India. The session, held in collaboration with the Royal Danish Embassy and the Danish Patent and Trademark Office (DKPTO), took place on April 4, 2025, from 2:00 PM to 4:00 PM IST.

This workshop was part of the ongoing Indo-Danish initiative aimed at strengthening the Geographical Indications (GI) and broader Intellectual Property (IP) ecosystem in India through capacity-building efforts for IPFCs. Experts who participated in the workshop included Shri Vinamra Mishra, Director, Ministry of MSME, Government of India; Dr. Louise Boisen, Counsellor, IPR; Mr. Michael Poulsen, Senior Expert, DKPTO; and experts from Business Hubs and Tech Transfer Centres.



During the session, Ms. V. Swapna provided an overview of the IPFC operations at ni-msme, highlighting key activities, service offerings, and the center's role in supporting MSMEs across India. She also outlined various challenges faced by IPFCs, such as resource constraints, the need for robust IP capacity-building tools, and databases. Ms. Swapna offered practical suggestions for strengthening the IPFC ecosystem, including: (1) Enhanced international collaboration and knowledge-sharing, (2) Customized training programs for IPFC staff, (3) Strengthened digital infrastructure for IP service delivery. The program featured fruitful deliberations from various IPFCs across India, offering valuable insights that enriched the Indo-Danish collaborative efforts. These discussions significantly contributed to the shared vision of promoting innovation and strengthening IP protection among MSMEs.

Expert Counselling on Government Loan Schemes



The Centre for Financial Inclusion (CFI) at ni-msme is committed to enhancing the financial well-being of individuals and fostering the growth of Micro, Small, and Medium Enterprises (MSMEs) through comprehensive counseling and financial literacy programs tailored to the specific needs of entrepreneurs.

Navigating the complexities of government loan schemes can often be a significant hurdle for MSMEs. CFI addresses this challenge by providing expert counseling, empowering

businesses to understand and access crucial support for growth. CFI offers clear explanations of the specific eligibility requirements for various government schemes, ensuring entrepreneurs can easily determine their suitability. The center provides step-by-step guidance through the application process, simplifying documentation and submission procedures. Additionally, CFI helps entrepreneurs connect with Member Lending Institutions (MLIs) participating in government schemes, streamlining access to funding.

CFI also offers specialized counseling on the Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) scheme, a vital initiative for MSME financing. The center clarifies how the CGTMSE scheme enables new and existing MSMEs to access loans without the need for collateral or third-party guarantees. It further explains the eligibility criteria for a wide range of MSMEs, including new entrepreneurs, businesses seeking expansion, and, at the lender's discretion, potentially viable "exit enterprises" (those undergoing ownership changes or restructuring). Through its focused initiatives, the Centre for Financial Inclusion at ni-msme plays a crucial role in equipping MSMEs and individuals with the knowledge and support needed to thrive in today's economic landscape.

National Training on Social Enterprise Development and Sustainability

A three-day National Training Programme on the “Promotion of Social Enterprises” was conducted from 24 to 26 April 2025. The event witnessed enthusiastic participation from representatives of Uttar Pradesh, Maharashtra, Nagaland, Arunachal Pradesh, Telangana, and Assam. The training aimed to empower participants with the knowledge and skills required to promote and manage social enterprises effectively within their regions. The programme covered a wide range of critical topics, beginning with the distinction between Entrepreneurship and Social Entrepreneurship. Participants gained insights into the unique characteristics of social entrepreneurs, who prioritize not only profitability but also the creation of social value.

Sessions on Sustainable Development and Climate Change underscored the urgent need for environmentally responsible business practices. These discussions highlighted the role of social enterprises in addressing global and local sustainability challenges. Interactive brainstorming sessions on Social Challenges and the Scope for the Promotion of Social Enterprises encouraged participants to analyze pressing local and national issues and propose innovative, community-driven solutions. Key financial and administrative concepts were introduced through sessions on Microfinance, Accounting, and Documentation, enabling participants to better manage finances and maintain proper records for small and emerging enterprises. Additional sessions on Livelihood Opportunities and Scientific Beekeeping drew significant interest. Experts explained how scientific beekeeping can serve as a viable and sustainable income-generating activity, particularly in rural settings.



Training on Report Writing and Publication equipped participants with skills to effectively document their initiatives and share success stories with wider audiences, promoting transparency and knowledge-sharing. Project Management was another major focus area, with detailed sessions on Project Planning and Implementation, as well as Monitoring and Evaluation. Trainers emphasized the importance of strategic planning and continuous assessment to ensure project success and long-term impact.



The session on Corporate Social Responsibility (CSR) provided valuable insights into how businesses can systematically support social causes, enhancing their societal contributions while aligning with organizational values. During the valedictory session, participants expressed that the training had significantly enhanced their understanding of social enterprises and had inspired them to contribute actively towards building a more inclusive and sustainable society.

Seminar on Food Processing Technologies and Support Schemes

ni-msme has organized a One Day Seminar on "Opportunities in Food Processing Technologies & Subsidies" in collaboration with Best Engineering Technologies. The event aims to bring together key stakeholders and experts from the food processing sector to discuss the latest advancements in technology and explore government subsidies available to support entrepreneurs and businesses in this domain.



Mr. K. S. P. Goud, Director, **ni-msme**, delivered the welcome address, setting the tone for an engaging and insightful session. The seminar features prominent speakers, including: Shri Shaik Yasmeen Basha, IAS, Director, Horticulture & Sericulture Department, Government of Telangana; Dr. Danda Raji Reddy, Vice Chancellor, Shri Konda

Laxman Telangana State Horticultural University; Shri R. P. Naidu, Representative, APEDA and Shri Sesha Sai, Best Engineering Technologies.

This informative session will offer valuable insights into the emerging trends, funding opportunities, and cutting-edge technologies driving innovation in the food processing industry. It also seeks to empower entrepreneurs with the knowledge and tools required to effectively navigate and leverage Government initiatives for business growth.



Capacity Building under RAMP for Bihar Industries Officers



The National Institute for Micro, Small and Medium Enterprises (ni-msme) has been entrusted with the task of conducting RAMP-focused training programmes for officers of the Industries Department, Government of Bihar.

The fourth batch of the five-day Training Programme on the Promotion and Development of MSMEs was held at the ni-msme campus from 21 to 25 April 2025.

The programme was organized by the School of Enterprise Development (SED) and was sponsored by the Department of Industries, Government of Bihar, with 49 officers participating. Mr. Vivek Kumar, Faculty Member, engaged as the Programme Director.

Throughout the programme, participants received valuable insights on a variety of topics, including: Cluster Development; Strategies for RAMP implementation; Project Identification and Profile Preparation; Project Appraisal from a Banker's Perspective; Financial Management and Intellectual Property Rights (IPR).

Group assignments were conducted to foster collaborative learning, and a presentation session allowed participants to showcase their understanding and ideas. As part of the training, exposure visits were organized for both the current and previous batches, coordinated by Shri Duvvada Tejeswar, Faculty Associate, SED. During the visits to T-Hub and T-Works, officers were impressed by the ecosystem that enables rapid prototyping of innovative ideas, further inspiring them to promote such models in their respective regions.

The valedictory function was held on April 25, the final day of the programme. Shri Madhukar Babu, Joint Director, Industries Department, Government of Telangana, chaired the session. He shared valuable insights into Telangana's strategic initiatives in industrial automation and innovation. An interactive Q&A session followed, during which participants posed questions and received clarifications on various topics.

Participants expressed their appreciation for the programme, highlighting the relevance and depth of the content delivered. Many recommended that the duration of the training be extended by at least one more week to cover the topics more comprehensively. Certificates of participation were distributed at the conclusion of the programme.

It is worth noting that another batch of this training programme is scheduled to be conducted in May 2025, with a cumulative target of training 250 officers.



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