

ni-msme News Corner (NNC)



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

The Hon'ble Secretary, MoMSME, GoI Visited Campus

Shri Bharat Khara, IAS, Hon'ble Secretary, Ministry of MSME, Govt. of India and Smt. Mercy Epao, Joint Secretary, Ministry of MSME, Govt. of India, visited the National Institute for Micro, Small and Medium Enterprises (ni-msme), Hyderabad on 28 & 29 May 2026.

During the visit, the Hon'ble Secretary reviewed the institute's activities and initiatives through presentations on ni-msme programmes, as well as the COMET and SAMEC projects. He also interacted with faculty members and officers, providing valuable guidance for strengthening MSME development and capacity-building initiatives.

The visit included a tour of the ni-msme campus facilities, interactions with MSME officials, participation in the MSME Connect Programme at ALEAP, and discussions with officials from IIT Hyderabad on collaborative initiatives under the COMET project. The visit served as an important opportunity to showcase ni-msme's contributions towards entrepreneurship development, skill enhancement, and MSME growth, in alignment with the vision and objectives of the Ministry of MSME, Government of India.



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

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Joint Working Group (JWG) Meeting under India-Danish Cooperation

Ms. V. Swapna, Faculty Member and Head, Intellectual Property Facilitation Centre (IPFC), School of Enterprise Management (SEM), ni-msme, visited New Delhi from 25 to 30 May 2026 to participate in the MDO CSTI/CTI Kick-off Meeting and the Joint Working Group (JWG) Meetings pertaining to the Capacity Building Programme for Intellectual Property Facilitation Centres (IPFCs).

During the visit, she attended the MDO CSTI/CTI Kick-off Meeting organized at CSOI, New Delhi, under the chairmanship of Shri S. Vijay, IA&AS, Additional Chief Executive Officer, Karmayogi Bharat. The meeting deliberated on various aspects of the Course Development Life Cycle, instructional design methodologies, content development standards, and the creation of learning modules for the iGOT Karmayogi platform.

Subsequently, she participated in the Joint Working Group (JWG) Meetings held at the Embassy of Denmark, New Delhi, from 26 May 2026 onwards. The meetings involved representatives from the Ministry of MSME, Intellectual Property Facilitation Centres (IPFCs), the Danish Patent and Trademark Office (DKPTO), and Aarhus University. Discussions focused on developing the framework, course structure, and implementation strategy for the proposed Capacity Building Programme for IPFCs.

The meetings also included detailed deliberations on the preparation of module-wise training content, development of training materials, and identification of key thematic areas aimed at strengthening the operational capabilities of Intellectual Property Facilitation Centres. Ms. Swapna actively contributed to the development of presentations and training modules covering various aspects of intellectual property facilitation and management.

On 29 May 2026, the outcomes and progress achieved by the Joint Working Group were consolidated and presented to Shri Vinamra Mishra, Joint Secretary, Ministry of MSME, Gol at Kartavya Bhavan, New Delhi. Discussions were held on the roadmap for implementing the Capacity Building Programme and exploring future collaborative initiatives.

The visit facilitated constructive engagement with national and international stakeholders and contributed significantly to the development of a structured and comprehensive capacity-building framework for Intellectual Property Facilitation Centres under the Ministry of MSME.



Summer AI Boot Camp 2026 Conducted

The Summer AI Boot Camp 2026 was successfully conducted by ni-msme, Hyderabad, in collaboration with MyGo Minds from 11 to 22 May 2026. The two-week hybrid innovation programme was designed for students from Class 8 to Class 12. Mr. Vivek Kumar, Faculty Member, ni-msme, served as the Programme Director, while Mr. Srinivas, Intern, ni-msme, coordinated the sessions.

The boot camp was designed to introduce school students to the exciting world of Artificial Intelligence (AI), Innovation, Entrepreneurship, Robotics, Drone Technology, and Generative AI through a blend of interactive sessions, practical activities, industry visits, and project-based learning. The programme aimed to nurture creativity, critical thinking, problem-solving abilities, and technological awareness among young learners.



Over the course of ten days, participants engaged in a wide range of activities, including Introduction to Artificial Intelligence, Prompt Engineering, AR Robotics, Idea Pitching, Competitive Debates, Chatbot Creation, Retrieval-Augmented Generation (RAG), Design Thinking, AI Tools, and Generative AI Projects. Students also had the opportunity to visit leading innovation hubs such as T-Hub, T-Works, CBIT, and GNITS, gaining valuable exposure to real-world technology ecosystems and entrepreneurial environments.

A major highlight of the boot camp was the hands-on project implementation phase, during which students applied their newly acquired knowledge to develop innovative AI-based solutions. The programme concluded with project evaluations, certificate distribution, and a valedictory ceremony celebrating the achievements of the participants.



The Boot Camp received an enthusiastic response from students, parents, and educators alike. The initiative successfully inspired young minds to explore emerging technologies and demonstrated the commitment of ni-msme and MyGo Minds towards building future-ready talent equipped for the digital age.

A grand valedictory session was organized on the final day of the programme, during which the young participants presented their individual and group projects before their parents, teachers, and ni-msme faculty members. Participants also shared their feedback and impressions, with most rating the programme highly and expressing interest in similar programmes being conducted regularly.

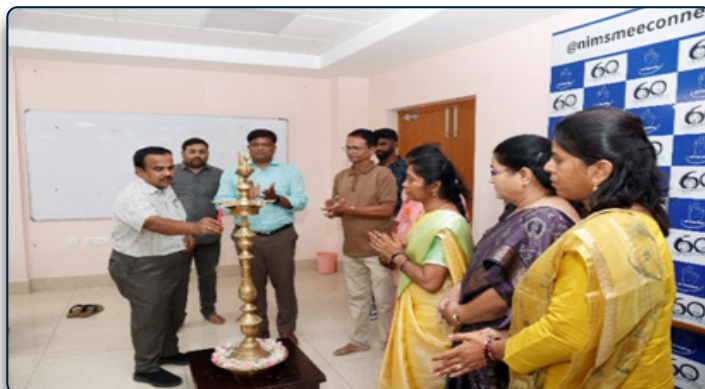
Mr. K. Surya Prakash Goud, Director, School of Enterprise Development (SED), ni-msme, chaired the valedictory session and commended the students for their dedication and efforts throughout the camp. He also appreciated the role of the mentors who guided the participants from the very first day of the programme.

Mr. Kanna Banu, COO, MyGo Minds, proposed the vote of thanks. In his remarks, he expressed gratitude to the parents, teachers, and partner institutions for their valuable support in making the programme a success.

Capacity Building Programme

i) For Assistant District Mission Coordinators (ADMCs) of ULBs on Strengthening of SHGs, Livelihood & Entrepreneurship Promotion among Urban Poor:

The National Institute for Micro, Small and Medium Enterprises (ni-msme) conducted a three-day training programme from 05 to 07 May 2026 at campus for 21 Assistant District Mission Coordinators (ADMCs) of the Mission for Elimination of Poverty in Municipal Areas (MEPMA).



Titled "Capacity Building Programme for ADMCs of ULBs on Strengthening SHGs and Promoting Livelihoods & Entrepreneurship among the Urban Poor," the programme's inaugural session was graced by Shri K. Narayana Rao, Administrative Officer, MEPMA. Shri M. Krishna Chaitanya, SMC-MEPMA, was also present on the occasion. The programme was directed by Dr. E. Vijaya and co-directed by Shri V.B.R. Rajendra Prasad.

The training focused on strengthening participants' understanding of MEPMA's objectives, livelihood development strategies, SHG-bank linkage processes, and the preparation of Micro Credit Plans, along with providing insights into various government schemes for women SHGs. The programme also emphasized the development of soft skills, managerial abilities, and technical competencies to enhance workplace effectiveness. The valedictory session was graced virtually by Smt. D. Divya, IAS, Mission Director, MEPMA, along with senior officials including Shri K. Narayana Rao, Administrative Officer, MEPMA, and Shri M. Krishna Chaitanya, SMC-MEPMA.

In her address, the Mission Director appreciated the active participation of the trainees and highlighted the crucial role of Assistant District Mission Coordinators in promoting community-driven entrepreneurship and urban development.

She encouraged participants to apply the knowledge and skills gained during the programme to strengthen livelihood initiatives and support sustainable development at the grassroots level. The programme concluded with the distribution of participation certificates, recognizing the trainees' successful completion of the programme and their preparedness to contribute effectively to sustainable livelihood and development initiatives.



ii) For Community Organizers (COs) of ULBs on Strengthening SHGs and Promoting Livelihoods & Entrepreneurship among the Urban Poor:



The National Institute for Micro, Small and Medium Enterprises (ni-msme), Hyderabad, conducted a five-day training programme titled "Capacity Building Programme for Community Organizers (COs) of ULBs on Strengthening SHGs and Promoting Livelihoods & Entrepreneurship among the Urban Poor" for Batch III from 11 to 15 May 2026 at the ni-msme campus, Hyderabad.

A total of 36 Community Organizers (COs) participated in the programme. The inaugural session was graced by Shri M. Krishna Chaitanya, SMC, MEPMA, a senior official from MEPMA. Shri V.B.R. Rajendra Prasad, Faculty Member, ni-msme, was also present on the occasion. The programme was directed by Dr. E. Vijaya, Director, SEM, and co-directed by Shri V.B.R. Rajendra Prasad, Faculty Member, SEE.

The training programme focused on enhancing the capabilities of Community Organizers by strengthening their understanding of MEPMA's mission and objectives, livelihood development strategies, SHG-bank linkage processes, and the preparation of Micro Credit Plans for SHG members. It also covered key state and central government schemes aimed at empowering women Self-Help Groups (SHGs) in urban areas. In addition, the modules were designed to develop soft skills, managerial competencies, and technical expertise, thereby improving the participants' overall effectiveness and workplace performance.



During the valedictory session, Smt. Divya Devarajan, IAS, Mission Director, MEPMA, Telangana, joined the programme virtually and congratulated the participants on successfully completing the training. She highlighted the importance of effectively applying the knowledge and skills acquired during the programme in their respective roles to enhance efficiency and strengthen professional competencies.

Participants also shared their experiences and key takeaways, emphasizing the practical relevance and positive impact of the training. The programme concluded with the distribution of participation certificates to all participants.



Orientation Programme on Digital Initiatives

The Centre for Digital Branding and Marketing (CDBM), ni-msme, successfully conducted a three-day Orientation Programme on Digital Initiatives for training institutions and empanelled digital marketing agencies from 19 to 21 May 2026. The programme was directed by Shri Sarath Muthyala, AFM & Head, CDBM, SED, and focused on building a deeper understanding of CDBM's vision, objectives, and operational framework in alignment with the vision of Viksit Bharat.

Participants actively engaged in a series of insightful sessions covering key areas such as Digital Branding and Marketing, Entrepreneurship Development, Capacity Building for MSMEs, Government e-Marketplace (GeM), Digital Onboarding and Service Delivery Mechanisms, and Collaboration Opportunities for Future Initiatives. The orientation programme served as a valuable platform for knowledge sharing, strategic discussions, and stakeholder engagement, thereby strengthening partnerships for the effective implementation of digital initiatives aimed at accelerating MSME growth and competitiveness across the country.



As a significant outcome of the programme, participants explored avenues for collaboration in the areas of Certified Training Programmes, Skilled Manpower Development, and Consultancy Services for MSMEs. The discussions paved the way for future partnerships focused on enhancing digital capabilities, Promoting Entrepreneurship and providing end-to-end support to MSMEs across various sectors. The Valedictory Session was presided over by Shri K. Surya Prakash Goud, Director, SED, who emphasized the importance of collaborative efforts in driving digital transformation, innovation, and sustainable development within the MSME ecosystem.

The programme was successfully coordinated by the dedicated CDBM team, with the support of Smt. Deepa Waster and Mr. Parsapu Mani Ratnam, Young Professional, CDBM, SED. Through such initiatives, CDBM, ni-msme continues to advance its mission of empowering MSMEs through digital transformation, innovation, capacity building, and collaborative growth, thereby contributing to the realization of a self-reliant, competitive, and digitally empowered India.

Trademark Registration – Govud

The trademark "Govud" has been successfully registered under the provisions of the Trade Marks Act, 1999, in Class 20, covering furniture, furnishings, and related products. This registration grants exclusive statutory rights over the use of the trademark and strengthens the brand's legal protection and market identity.



The trademark registration was facilitated by the Intellectual Property Facilitation Centre (IPFC) at the National Institute for Micro, Small and Medium Enterprises (ni-msme), Yousufguda, Hyderabad, which provided professional support and guidance throughout the registration process. The successful registration highlights the importance of intellectual property protection in safeguarding brand identity and enhancing market recognition. It also provides legal protection against unauthorized use and infringement, thereby contributing to the long-term growth and sustainability of the brand.

This registration marks a significant milestone for Govud and reinforces its commitment to delivering quality home furnishings and interior products while building a strong and distinctive presence in the marketplace.

Empowering Women SHGs Through GI Tagged Tandur Red Gram Enterprise Development

As part of the Memorandum of Understanding (MoU) signed between the National Institute for Micro, Small and Medium Enterprises (ni-msme), Hyderabad, and the Society for Elimination of Rural Poverty (SERP), Government of Telangana, ni-msme has initiated a diagnostic study for the establishment of a community-owned Red Gram Processing Common Facility Centre (CFC) in Tandur, Vikarabad District.



In this connection, a ni-msme team comprising Mr. V.B. Rajendra Prasad, Faculty Member, SEE; Dr. Sathyendra Kumar A.D., Faculty Member, SEE and technical expert Mr. M.B.K. Raju, visited Tandur on 19 May 2026 to assess the potential for establishing the proposed CFC.



During the visit, the team interacted with key stakeholders, including officials from the District Rural Development Office (DRDO), SERP Headquarters, District Project Managers (DPMs), Assistant Project Managers (APMs), members of the Zilla Mahila Samakhyas and Mandal Mahila Samakhyas and representatives of women Self-Help Groups (SHGs).

A stakeholder consultation meeting was organized at the Mandal Mahila Samakhyas Office, Tandur, where participants shared

valuable insights on the production, processing, and marketing of the GI-tagged Tandur Red Gram. The stakeholders expressed strong interest in establishing a state-of-the-art Red Gram Processing Common Facility Centre in the district and identified potential locations for setting up the facility.

The ni-msme team also visited the Regional Agricultural Research Station (RARS), Tandur, and held discussions with the Head of the Research Station regarding Red Gram production, processing practices, and the significance of the Geographical Indication (GI) status of Tandur Red Gram. These discussions provided valuable inputs for assessing the feasibility and sustainability of the proposed CFC.

The visit marks an important step towards the establishment of the Red Gram Processing Common Facility Centre, which is expected to strengthen value addition, improve market access, enhance income-generation opportunities for women Self-Help Groups, and promote sustainable rural enterprise development in Vikarabad District. This initiative reflects ni-msme's commitment to fostering community-owned enterprises and strengthening rural livelihoods through technical support, capacity building, and entrepreneurship development.



State Level Seminar on Scientific Honeybee Keeping



The National Institute for Micro, Small and Medium Enterprises (ni-msme), Hyderabad, conducted a Two-Day State-Level Seminar on Scientific Honeybee Keeping, organized in the College of Agriculture (CoA), Karekere, Hassan, affiliated to the University of Agricultural Sciences (UAS), Mandya, on 26 & 27 May 2026 at the Hasanamba Auditorium, Hassan.

The seminar was inaugurated by Dr. G. M. Devagiri, Director of Research, UAS, Mandya. The welcome address was delivered by Mrs. Sandhya G. C., Assistant Professor (Horticulture), CoA, Hassan. Dr. Muniswamy Gowda K. N., Dean (Agriculture), CoA, Hassan, presided over the programme. Dr. Sathyendra Kumar A. D., Associate Faculty Member, ni-msme, Hyderabad, and Dr. Madhukeshwar Janaka Hegde, Apiculture Expert, Sirsi, participated as Chief Guests.

The seminar witnessed the participation of 180 farmers, women farmers, beekeepers, and aspiring entrepreneurs from various parts of Karnataka. The programme focused on scientific beekeeping practices, honeybee colony management, honey production, value addition, processing, marketing, and entrepreneurship opportunities in the apiculture sector.

Technical sessions were delivered by eminent experts, including Dr. K. T. Vijayakumar, Scientist and Head, AICRP on Honey Bees and Pollinators, UAS, GKVK, Bengaluru; Dr. Muniswamy Gowda K. N., Dean (Agriculture), CoA, Hassan; Mr. Badari Prasad P. R., Extension Leader, Agricultural Extension Education Centre, Koppal; Dr. Madhukeshwar Janaka Hegde, Apiculture Expert, Sirsi; Dr. Sahana M., Assistant Professor (Agricultural Entomology), CoA, Hassan; and Mr. Ranjith B. S., Founder, Beaubees Beekeeping Services LLP, Sagara.

The programme was coordinated by Dr. Shreekant Sharma, Director, School of Entrepreneurship and Extension (SEE), ni-msme, and Dr. Sathyendra Kumar A. D., Associate Faculty Member, SEE, ni-msme. It was organized with the support of Mrs. Sandhya G. C., Assistant Professor (Horticulture); Dr. A. Nataraja, Professor and Head, Department of Crop Production; Dr. Shashekala S. G., Assistant Professor (Agricultural Extension); and Dr. M. Sahana M, Assistant Professor (Agricultural Entomology), College of Agriculture, Hassan.



The programme reflects ni-msme's commitment to entrepreneurship development, skill enhancement, and the promotion of rural enterprises through sector-specific capacity-building initiatives, thereby contributing to sustainable livelihood generation and rural economic development.

Collaborates with CINICA Creators Council to Launch CINICATHON 2026

ni-msme, in collaboration with the CINICA Creators Council, has announced the launch of CINICATHON 2026, a national-level platform dedicated to fostering innovation, entrepreneurship and talent development in the creative technology ecosystem.

The initiative aims to bring together students, filmmakers, animators, gamers, comic creators, designers, startups, freelancers, and emerging innovators from across the country to develop creative and technology-driven solutions to real-world challenges.

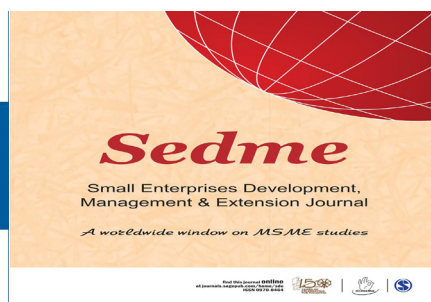
Scheduled to be held on 27 June 2026 at the ni-msme campus in Hyderabad, CINICATHON 2026 will focus on key domains including Hybrid Film & Content Creation, Animation & VFX, Comics & Digital Storytelling, and Gaming & Interactive Media.



Participants will work in teams of three to five members to develop innovative prototypes that integrate creativity with technology and entrepreneurship.

The official poster for CINICATHON 2026 was unveiled by Dr. Ashutosh A. Murkute, Director General, ni-msme; Shri K. Surya Prakash Goud, Director, School of Enterprise Development (SED), ni-msme and Shri P. G. Vinda and Shri Panja Shravan, Directors of the CINICA Creators Council. The launch marked the commencement of this national initiative aimed at nurturing emerging talent and strengthening India's creative economy through innovation, entrepreneurship, and technology-driven creative industries.

The programme aligns with India's vision of strengthening the AVGC-XR (Animation, Visual Effects, Gaming, Comics, and Extended Reality) sector and promoting innovation-driven enterprises among youth and professionals. The event will feature competitions, expert talks, networking opportunities, industry interactions, and showcase sessions, highlighting cutting-edge developments in creative technologies.



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