



ni-msme News Corner (NNC)



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

ni-msme Earns Global Recognition for Gender Equality and Women's Entrepreneurship

Yet another global milestone for ni-msme! The International Labour Organization (ILO) has acknowledged ni-msme for successfully completing the WE-Check self-evaluation and implementing continuous improvement measures, reaffirming its commitment to gender equality and women's entrepreneurship development.

The National Institute for Micro, Small, and Medium Enterprises (ni-msme), Hyderabad, has been awarded the prestigious ILO WE-Check Certification in recognition of its efforts to promote gender inclusivity and foster an equitable work environment. The certification was formally issued by the ILO on March 7, 2025, during the International Women's Day celebrations at the ni-msme campus.

This recognition stands as a testament to ni-msme's unwavering dedication to workplace equity, fair employment practices, and women's empowerment within the MSME ecosystem.

Dr. S. Glory Swarupa, Director General, ni-msme, extended her gratitude to Mrs. M. Geetashree, the facilitator for the ILO WE-Check certification, along with the dedicated team whose efforts contributed to this achievement. The team included: Dr. Shreekanth Sharma, Director (SEE), Mr. Vivek Kumar, Faculty Member (SED), Mr. V.B. Rajendra Prasad, Faculty Member (SEE), Mr. Gudela Devan Sai, Faculty Associate (SEE), Mrs. G. K. Rama Devi, AA (SEE), Ms. Alla Sai Namrata, Young Professional (SEE) and Mr. K. Ram Kiran, Young Professional (SEE).

This milestone further strengthens ni-msme's resolve to create an inclusive and enabling ecosystem for enterprises, particularly by bridging gender gaps and empowering women entrepreneurs.

ni-msme expresses heartfelt gratitude to the Ministry of MSME for its unwavering support in advancing these initiatives. With this achievement, ni-msme is more determined than ever to pursue further accolades and continue its mission for the holistic development of the MSME sector.



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Collaboration Agreement between ni-msme and NSE Academy

The Centre for Financial Inclusion (CFI) at ni-msme has signed a Collaboration Agreement with NSE Academy, a subsidiary of the National Stock Exchange, in a virtual ceremony on March 11, 2025. The agreement was formalized in the presence of Dr. S. Glory Swarupa, Director General, ni-msme, along with Mr. M. V. Kameswara Rao, Chair of CFI, and his team. Representing



NSE Academy was Mr. Abhilash Misra, Chief Executive Officer, along with his team. This strategic collaboration aims to strengthen MSME training and certification programs, particularly in the credit and financial domains. Additionally, both institutions will jointly design and deliver specialized online training programs tailored to enhance the financial capabilities of MSMEs, equipping them with the knowledge and skills needed to navigate the credit landscape effectively. Through this initiative, ni-msme and NSE Academy reaffirm their commitment to empowering MSMEs with robust financial literacy, fostering sustainable business.

Bond to Strengthen MSMEs: ni-msme and IIM Bodh Gaya signed an MoU

In a significant step toward fostering entrepreneurial growth and MSME development in Bihar and parts of Jharkhand, IIM Bodh Gaya and ni-msme signed a Memorandum of Understanding (MoU) on March 11, 2025. The collaboration aims to conduct joint training and capacity-building programs, with a special focus on Entrepreneurship Development, Training of Trainers, Green Energy, and Digital MSMEs.



The MoU was signed by Dr. Vineeta S. Sahay, Director, IIM Bodh Gaya, and Dr. S. Glory Swarupa, Director General, ni-msme, representing their respective institutions. The event was coordinated by Shri Vivek Kumar from ni-msme and Shri Sathish Ojha.

Prior to the signing, an online meeting was held to finalize key aspects and indicators of the agreement. This was followed by a visit from the

IIM Bodh Gaya team to the ni-msme campus in Hyderabad, led by the Director and a Senior Faculty Member. Several faculty members and administrative officers were also present during the signing ceremony.

Both institutions have committed to immediately launching collaborative programs for the benefit of MSMEs in the region. Key initiatives under this partnership include:

- Internship opportunities for IIM students,
- A Joint Executive MBA program for working professionals,
- Joint research publications,
- Strategic initiatives for MSME development in Bihar.

This partnership marks a milestone in advancing MSME growth and entrepreneurship, reinforcing a shared vision of empowering businesses through knowledge, innovation, and training.



The National Institute for Micro, Small, and Medium Enterprises (ni-msme) organized an interactive workshop on "Accelerate Action Towards Women Empowerment" to commemorate International Women's Day on March 7, 2025, at its campus. The workshop served as a platform to discuss the challenges and opportunities women face in socio-economic and financial domains while sharing best practices for their empowerment.

Among the distinguished speakers at the event were Smt. D. Anasuya Seethakka, Hon'ble Minister for Panchayati Raj & Rural Development, Women and Child Welfare, Government of Telangana; Smt. Divya Devarajan, IAS, CEO, SERP, Government of Telangana; Dr. Shanta Thoutam, Evangelist & Former CIO of Telangana; Dr. Fahmida Bhanu, MD, Femicare Hospitals; and Dr. S. Glory Swarupa, Director General, ni-msme. The program was sponsored by Union Bank of India, Srinagar Colony; IDBI Bank; and Axis Bank, Hyderabad. The workshop was directed by Dr. E. Vijaya, Director, SEM, ni-msme.

Smt. D. Anasuya Seethakka, the Chief Guest, enlightened the participants on the power of women in both family and workplace settings. She emphasized the initiatives undertaken by the Telangana Government to support women's economic empowerment. Smt. Divya Devarajan, IAS, underscored the importance of educating women and leveraging women's groups to disseminate information and provide support, acknowledging that informed and empowered women are instrumental in addressing societal challenges.

Dr. Shanta Thoutam encouraged participants to trust their decisions in business management, highlighting self-confidence as a crucial element of entrepreneurial success. She also elaborated on the role of technological advancements in strengthening the entrepreneurial ecosystem for women. Dr. Fahmida Bhanu, in her address, emphasized the theme "Empower HER: Advancing Women's Health & Wellness," sharing vital health and wellness insights to enhance women's well-being at home and in the workplace.

Dr. S. Glory Swarupa, Director General, ni-msme, spoke about gender inequality and urged women to take control of their circumstances instead of waiting for conditions to become favorable, which, she noted, might not happen until the late 2050s. She encouraged young women to step forward with determination and continue working toward their aspirations.

To foster innovation among women, ni-msme organized Women Hackathon 3.0, covering five key sectors: Women Safety & Security, Women Health & Wellness, Textile & Handicraft, Agribusiness & Food Processing, and Environmentally Sustainable Practices. The event saw participation from 40 registered innovators, with 20 actively presenting their ideas before an esteemed panel of experts. The Hackathon provided a platform for women from industry, academia, research, and science & technology sectors to address real-world problems and develop practical solutions, instilling confidence in their ability to innovate. Participants showcased their creativity and problem-solving skills through exciting challenges.

The workshop offered an excellent opportunity for women participants to gain insights into effective management strategies for various challenges. It also facilitated interactions with successful entrepreneurs and allowed women innovators to showcase their products at dedicated stalls. The event witnessed the active participation of ni-msme faculty and staff, entrepreneurs, Women Hackathon innovators, academicians, professionals, aspiring entrepreneurs, and students. The workshop concluded with a vote of thanks delivered by Ms. V. Swapna, FM, SEM, ni-msme.

Grand Finale of ni-msme Women Hackathon Concluded

The National Institute for Micro, Small, and Medium Enterprises (ni-msme) hosted the grand finale of the 3rd Women Hackathon on March 7, 2025, in celebration of International Women's Day. Nearly fifty women innovators from various parts of the country participated in the event. The hackathon was coordinated by Dr. Manisha Kumari, AFM, SEM and Mr. Vivek Kumar, FM, SED.

The competition focused on five key sectors: Women Safety & Security, Women Health & Wellness, Textile & Handicraft, Agribusiness & Food Processing, and Environmentally Sustainable Practices. Within these domains, women innovators worked on specific problem statements, developed innovative solutions, and submitted their proposals to ni-msme. Following a rigorous screening process, a virtual one-on-one presentation round was conducted to select the winners. A distinguished panel of experts from various industries and academia evaluated the participants and provided insightful feedback. Notable jurors included Dr. Tanveer Khalja, Assistant Professor at NALSAR University, and Ms. Maushami Das, Business Analyst at CodeMerit, among others.

The event featured pioneering ideas, ranging from AI-powered safety solutions and healthcare advancements to sustainable textile practices, agritech innovations, and eco-friendly business models. The presentations demonstrated a strong commitment to women's empowerment through technology, entrepreneurship, and sustainability.

During the International Women's Day celebration, winners and runners-up from each sector were recognized with certificates and prizes for their outstanding contributions. The event concluded with a thought-provoking discussion on how such initiatives can drive tangible impact and foster inclusive innovation.

This hackathon marked a significant milestone in encouraging women-led innovation, reinforcing the value of collaborative problem-solving and sustainable development in shaping a brighter future for women and society.

The winners were felicitated with mementos and certificates by the Chief Guest, Smt. D. Anasuya Seethakka, Hon'ble Minister for Panchayati Raj & Rural Development, Women and Child Welfare.



Awareness Workshop on Intellectual Property Rights under the RAMP Scheme

Tamilnadu:

Intellectual Property Rights (IPR) Awareness Workshops, conducted under the RAMP Scheme and sponsored by FaMeTN under the Ministry of MSME, Government of India, were held across multiple locations in Tamil Nadu to educate entrepreneurs, MSME owners, and startups on the significance of IPR.

The National Institute for Micro Small and Medium Enterprises (ni-msme), Hyderabad, organized Intellectual Property Rights (IPR) awareness workshops in March 2025 to educate MSME entrepreneurs on Patents, Copyrights, Trademarks, and Trade Secrets. These workshops offering valuable insights into IPR fundamentals, legal procedures, and government support schemes.

S.no	Locations	Dates
1	Krishnagiri DIC Hall, Krishnagiri	10.03.2025
2	Voluntary Association for Peoples Service (VAPS), Madurai	10.03.2025
3	Mother Theresa Engineering College, Thoothkudi	14.03.2025
4	TIEMA Hall, Kancheepuram	15.03.2025
5	TANSTIA Conference Hall, Chennai	18.03.2025
6	DIC Conference Hall, Chengalpattu	18.03.2025
7	Ramanathapuram Market Committee Complex, Virudhunagar	21.03.2025
8	PSG Itech campus Training centre, Coimbatore	25.03.2025

The workshop was organized for over 500 participants and covered Geographical Indications (GI), Trademarks, and Patent rights, with legal experts guiding attendees through IPR filing processes and government incentives. The session included an interactive Q&A, which received positive feedback. Participants appreciated the practical insights, legal guidance, and resources provided, recommending future sessions for deeper understanding. All the workshops were coordinated by Ms. V. Swapna, Faculty Member, SEM, Head of IPFC.



Telangana:

One-day Awareness programme on Intellectual Property Right Sponsored by DC MSME, IPR division Under IPR Component of MSME Innovative Scheme.

Siddipet, March 17, 2025 - Awareness program on Intellectual Property Rights (IPR) was organized at Siddipet for industry representatives from sectors such as Handloom & Textile, Food Processing, Manufacturing, IT & ITES, and Infrastructure.



In today's competitive global market, Intellectual Property plays a crucial role in economic growth. IP is primarily generated at the state level through industries, academic institutions, and individuals. However, many states have yet to develop effective IP strategies, awareness initiatives, and facilitation services for MSMEs and start-ups.



Nizamabad, March 20, 2025 - An awareness program on Intellectual Property Rights (IPR) was organized in Nizamabad, focusing on Nizamabad Turmeric to educate farmers, traders, and stakeholders about the

importance of Geographical Indication (GI) and other intellectual property rights in protecting and promoting the region's turmeric. Experts discussed the legal benefits of GI registration, the filing process, and government schemes available for support. The workshop also highlighted the role of GI in enhancing market value, branding, and export potential. Participants gained insights into securing their product identity, leveraging GI for better pricing, and navigating international trade regulations.

Palwancha, March 21, 2025 – The National Institute for Micro, Small, and Medium Enterprises (ni-msme), with support from DC MSME, Government of India, organized a one-day awareness program on Intellectual Property Rights (IPR) at the Municipal Office Seminar Hall, Palwancha. The program aimed to educate women entrepreneurs on the importance of protecting their business ideas and trademarks. Mrs. V. Swapna, Faculty Member, ni-msme led the session, while Smt. Sujatha,



Municipal Commissioner, was the Chief Guest. Mr. Surdharshan from Sharisth InfoTech also spoke about how technology can help in IPR protection. More than 100 women entrepreneurs attended the session, learning about Patents, Trademarks, Copyrights, Trade Secrets, and Design Rights. The discussions focused on how IPR can help businesses grow and build brand value.



Ibrahimpatnam March 26, 2025 – Ms. V. Swapna conducted an Awareness Programme on Intellectual Property Rights (IPR) at Sri Indu Institute of Engineering and Technology and delivered a session on MSME schemes for the benefit of Aspiring & Existing Entrepreneurs. Key schemes discussed included the PMEGP for self-employment, SFURTI for traditional industries, and ASPIRE for innovation and rural entrepreneurship, RAMP scheme and skill development

initiatives. Information on Institutional support (MSME Development Institutes, Tool Rooms & Technical Institutions) for improving MSME competitiveness.

Dr. Mahesh Patil Guest Speaker explained the significance of IPR in protecting innovations, startups, and creative works. The session offered insights into IP filing processes, government incentives, and career opportunities in IPR. Entrepreneurs, Faculty & Students gained an understanding of how IPR fosters innovation, entrepreneurship, and global competitiveness.

PMKVY 4.0 Short Term Training (STT)

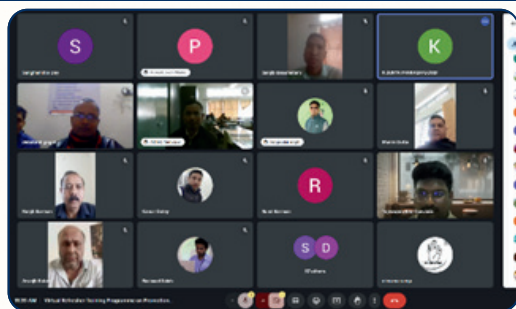
The National Institute for Micro, Small, and Medium Enterprises (ni-msme) is actively conducting Skill Development Training under the PMKVY 4.0 Short-Term Training Programme at its campus. As of March 2025, a total of 660 candidates have enrolled in diverse trades, including Junior Software Developer, Cloud Application Developer, Beauty Therapist,



Self-Employed Tailor, and Craft Baker. Significant progress has been made, with certificates issued for three batches, assessments completed for ten batches, and eighteen batches successfully completing their training programs. Notably, on March 3, 2025, assessments for the Beauty Therapy-3 trade were conducted at ni-msme, with 45 candidates undergoing evaluation. This initiative underscores ni-msme's commitment to enhancing employability and fostering entrepreneurship through structured skill development programs aligned with industry demands.

Promotion & Development of MSMEs for Field-Level Officials

The National Institute for Micro, Small, and Medium Enterprises (ni-msme) launched a virtual Training Programme on the Promotion and Development of MSMEs for Field-Level Officials from March 3 to 13, 2025, under the Raising and Accelerating MSME Performance (RAMP) Scheme. The inaugural session featured an address by Shri Vijay Bhaskar Reddy, IAS, who underscored the significance of strengthening MSMEs through strategic capacity-building initiatives. Mr. K. Surya Prakash Goud, Director, SED, along with the ni-msme team, played a pivotal role in organizing the programme.



A total of 100 Junior Assistants and Senior Assistants from Assam actively participated in the training, gaining valuable insights into MSME promotion, policies, and best practices. This initiative reaffirms ni-msme's commitment to empowering field-level officials with the knowledge and skills essential for fostering MSME growth and long-term sustainability.

Training Programme on Strengthening of Work Efficiency



A three day program on Strengthening of work efficiency of KVIC multi task staff was organised from 06 to 08 March 2025. The programme was conducted by School of Enterprise Development (SED) and Mr. Vivek Kumar was the Programme Director. The programme was sponsored by KVIC, Mumbai.

The visiting participants learnt practical implementation of various innovative operational measures to make their daily work profile easy and effective. Sessions includes Understanding Duties & Responsibilities, Layout, Dress Code, Cleaning Techniques and Inventory Management, Communication & Interpersonal Skills, Stress & Time Management, House Keeping: Skill, Attitude & Knowledge Development, Application of 5S & Kaizen Tools in Workplace and Importance of Guest Management.

One of the most important sessions on "Understanding Duties & Responsibilities" was taken by Mr. Rameswara Rao, Consultant (Admin). The participants felt delighted to learn the modern techniques together with the traditional behavior of treating the guest and also taking our duties and responsibilities as our most sacred worship. Dr. Shirish Kulkarni handles a practical session on how to take care of official notices, submission of documents and also escalating information to various level of officers in an organization that was very well received by the participants.

Apart from the regular session, the participants were also taken on field visits to know the ground situation and how camaraderie and cohesiveness with the guest and visitors can be handled in the most professional way. On the last day a valedictory session was organized. Participants put their impressions about the programme, and they show happiness for being there for the programme. Most of the participants felt the need to extend the duration of the programme for at least one more week and in may be organed at frequent interval to have continual learning. Certificates were awarded. Finally, the programme conducted with vote of thanks proposed by Mr. Vivek Kumar, Programme Director and Faculty Member, SEE.

Workshop on Transformative Potential of Industry 5.0

The National Institute for Micro, Small, and Medium Enterprises (ni-msme) successfully hosted a virtual workshop on March 20, 2025, exploring the transformative potential of Industry 5.0. Designed to deepen understanding of the next industrial revolution, the event attracted a diverse audience, including government officials, students, and faculty members.

Discussions revolved around the human-centric, sustainable, and resilient aspects of Industry 5.0, with a particular emphasis on the seamless integration of advanced technologies such as Robotics, Artificial Intelligence (AI), and the Internet of Things (IoT). The virtual platform enabled interactive sessions and dynamic knowledge exchange, equipping participants with valuable insights into building adaptable, future-proof business models in the evolving industrial landscape.

Aluminium Dross Recycling Initiative

The National Institute for Micro, Small, and Medium Enterprises (ni-msme) has initiated discussions to establish an Aluminium Dross Recycling Facility in collaboration with the Jawaharlal Nehru Aluminium Research Development & Design Centre (JNARDDC) and Special Purpose Vehicle (SPV) members. A workshop held at the ni-msme campus on March 10, 2025, brought together 32 industry stakeholders to advance plans for a Common Facility Centre (CFC) dedicated to



aluminium dross recycling. This initiative aligns with the government's circular economy objectives, aiming to create a zero-waste ecosystem by efficiently repurposing aluminium dross.

Key discussions centered on crucial aspects such as selecting an optimal location in industrial or rural areas, infrastructure requirements involving modern recycling technologies, and comprehensive operational and financial planning through a

Detailed Project Report (DPR). An SPV will be established to oversee the project, ensuring robust governance, financial management, and regulatory compliance.

The initiative also prioritizes long-term sustainability through revenue generation and the development of market linkages with various industries. To maintain momentum, stakeholders have outlined concrete action points, including securing land for the CFC and finalizing technology procurement. ni-msme remains steadfast in its commitment to driving the circular economy forward through this pioneering initiative.

CEO Visited SEED Project

Shri V. Apparao, CEO, visited Tirupati, Andhra Pradesh, to oversee the implementation of the DNT-SHG initiative and ensure its seamless execution. During the visit, he engaged with 14 Self-Help Groups (SHGs) alongside ni-msme representatives, focusing on expediting the opening of SHG bank accounts and strengthening livelihood opportunities to enhance the income of DNT-SHG members.

Emphasizing the need for swift progress, the CEO underscored the significance of empowering marginalized Denotified Tribes (DNT) communities by promoting skill development and fostering economic self-reliance. His visit reinforced the commitment to accelerating the initiative's impact and ensuring sustainable growth for the SHGs involved.



Andhra Pradesh:

Awareness Workshop on Intellectual Property Rights (IPR) was sponsored by the AP MSME Development Corporation, Govt. of Andhra Pradesh, under the Raising and Accelerating MSME Performance (RAMP) Scheme, Ministry of MSME, Govt. of India. It aimed to educate entrepreneurs, MSME owners, and startups on the significance of IPR. The National Institute for Micro Small and Medium Enterprises (NIMSME), Hyderabad, organized multiple Intellectual Property Rights (IPR) awareness workshops in March 2025 to educate MSME entrepreneurs on Patents, Copyrights, Trademarks, and Trade Secrets.

S.No	Locations	Dates
1	Aditya University, Kakinada	11.03.2025
2	KLEF Deemed to be University, Guntur	15.03.2025
3	KSRM Engineering college, Y.S.R Kadapa	17.03.2025
4	Sankarapuram Nagarjuna B.Ed College, East Godavari	20.03.2025
5	Extension Training centre, Bapatla	22.03.2025
6	Sri Venkateswara College, Kadapa	24.03.2025
7	Dr. B.R Ambedkar Community Hall, Konaseema	24.03.2025
8	Raghu mansion, Guntur	24.03.2025
9	DRDA office, Guntur	25.03.2025
10	MDO office, Gopalapuram	25.03.2025
11	SVR Engineering College, Ayyaluru, Nandyal	25.03.2025



Over 700 aspiring and existing MSMEs, the majority of whom were UDYAM registered, benefited from these workshops. The sessions covered intellectual property laws, including Patents, Trademarks, and Copyrights, highlighting their significance in protecting innovations and creative works. Additionally, state schemes and ESG considerations for MSMEs were discussed. Attendees gained valuable insights into the processes of filing and securing intellectual property. All the workshops were coordinated by Ms. V. Swapna, Faculty Member, SEM, Head of IPFC.



ToT-ED for Unani Doctors of CCRUM

The National Institute for Micro, Small, and Medium Enterprises (ni-msme) successfully conducted the Training of Trainers on Entrepreneurship Development (ToT-ED) from March 3 to 7, 2025. The program, sponsored by the Central Council for Research in Unani Medicine (CCRUM), aimed to enhance the entrepreneurial capabilities of 34 doctors-cum-research officers from eight states and two union territories, equipping them with essential skills to foster entrepreneurship in the Unani medicine sector. The program was inaugurated by Dr. S. Glory Swarupa, Director General, ni-msme; Dr. Younis Ifthikar Munshi, Director, National Research Institute of Unani Medicine for Skin Disorders, Hyderabad; Dr. Shreekanth Sharma, Director, SEE, ni-msme; Dr. Pawan Kumar Yadav, Research Officer (Path.), CCRUM; and Dr. R. P. Meena, Assistant Director (Chemistry), CCRUM. Their addresses underscored the significance of integrating business acumen with healthcare expertise to drive growth and innovation in Unani medicine.



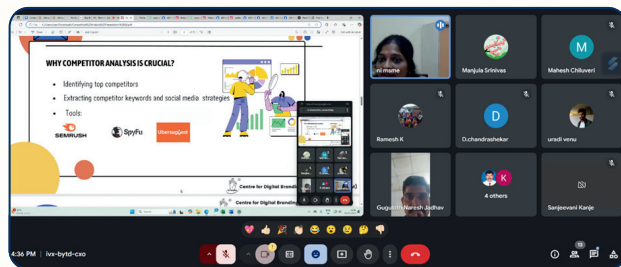
The training, held at ni-msme, featured a comprehensive curriculum covering critical areas such as entrepreneurial motivation, market research, project feasibility, digital branding, MSME policies, innovation, incubation, and intellectual property rights (IPR) for startups. Participants also gained valuable insights into financial management, herbal cluster development, and the vast domestic and global opportunities within the Indian medicines industry. A special session focused on mentoring strategies for marketing and sales promotion of AYUSH products, further enriching the program's practical relevance. Industrial exposure visits to T-Hub, T-Works, and NIPER, Hyderabad, provided participants with firsthand experience of innovation and incubation ecosystems. Additionally, interactive sessions with successful entrepreneurs offered real-world perspectives on navigating business challenges and seizing market opportunities.

The program concluded with project report presentations, followed by a feedback session and a valedictory ceremony, where participants shared their experiences and key takeaways. The valedictory session was graced by Dr. N. Zaheer Ahmed, Director General, CCRUM, who interacted with the participants, commended their engagement, and awarded certificates in recognition of their successful completion of the training.

This initiative reflects ni-msme's unwavering commitment to capacity building in entrepreneurship development, equipping trainers with essential knowledge and skills to drive innovation and business growth in the Unani medicine sector.

CDBM Conducts Expert Session on Digital Growth

As part of the handholding service, Mr. Sarath Muthyala, AFM and Ms. Deepa Waster, Young Professional, conducted the 5th virtual expert session on March 26, 2025, titled "Master Keyword Research, Hashtag Strategy & Competitor Analysis for Maximum Growth!" to 59 participants.



The session focused on Identifying the right keywords for improved SEO and social media reach using tools like 'Ubersuggest'. Leveraging effective hashtags to enhance visibility. Understanding competitors strategies to stay ahead.

New Entrants Assimilation Training (NEAT) - Phase-II

The National Institute for Micro, Small, and Medium Enterprises (ni-msme) successfully organized the New Entrants Assimilation Training (NEAT) – Phase II from March 17 to 21, 2025. Sponsored by Coromandel International Ltd., the program was conducted in two batches, with 52 trainees from six states across India actively participating. The inauguration ceremony was graced by Dr. S. Glory Swarupa,



Director General, ni-msme; Dr. Shreekanth Sharma, Director, SEE, ni-msme; Mr. Sudheer Kumar Baride, Lead, Learning & Development, Coromandel International Ltd.; and Mr. Gudela Devan Sai, Faculty Associate, SEE, ni-msme. They emphasized the institute's commitment to nurturing industry-ready professionals through structured and practical training interventions. The training aimed to equip new entrants with essential skills, industry insights, and professional competencies to enhance their career prospects. The curriculum covered a diverse range of topics, including time management, creativity and problem-solving, conflict resolution, data visualization, digital marketing and branding, entrepreneurial skills, and the impact of climate change on nutrient management. Expert faculty members, including Dr. Shreekanth Sharma, Mr. Sudheer Kumar Baride, Mr. Jitendra, Mr. Vinod Ulchi, Prof. Syed Ahmad Hussain, Dr. K. Anand Reddy, Mr. Vikram Duggal, and Prof. K.H. Rao, led the sessions, delivering valuable insights through interactive learning experiences. To foster team spirit and active engagement, the program incorporated group dynamics exercises, public speaking practice, and real-world problem-solving simulations. Additionally, recreational activities such as a volleyball match, cultural night, and yoga sessions provided participants with opportunities to unwind and interact in an informal setting. The program concluded with a feedback session and a valedictory ceremony, where participants shared their experiences and key takeaways from the training. Through such specialized initiatives, ni-msme continues to uphold its commitment to industry-oriented skill development and capacity-building for professionals.

ToT on Entrepreneurship Development for the Community Resource Persons (CRPs) of SERP – Telangana

The National Institute for Micro, Small, and Medium Enterprises (ni-msme) conducted a Training of Trainers (ToT) program on Entrepreneurship Development for selected Community Resource Persons (CRPs) from the Telangana State Society for Elimination of Rural Poverty (SERP), Department of Rural Development, Government of Telangana.

The primary objective of the program was to strengthen the capacities of CRPs as Micro Enterprise Development Resources, enabling them to provide guidance and support to rural Self-Help Groups (SHGs) in their entrepreneurial ventures. These CRPs will play a crucial role in assisting rural SHGs in establishing new micro-enterprises and enhancing or expanding their existing businesses.

A total of 305 CRPs, representing various mandals of Telangana, were trained in seven batches during March 2025. The training covered essential aspects of entrepreneurship promotion, including identifying viable investment opportunities, preparing project reports, understanding self-employment schemes from state and central governments, enhancing digital presence, and marketing products and services effectively. Dr. E. Vijaya, Director, SEM, and Mr. V.B. Rajendra Prasad, FM, SEE, engaged as the Program Directors for this cohorts.

The inauguration ceremony, held on March 17, 2025, was graced by Dr. S. Glory Swarupa, Director General, ni-msme, as the Chief Guest. Shri Johnson, Director (Non-Farm), SERP Telangana, visited ni-msme and engaged with the participants, inspiring them to actively promote entrepreneurship among SHGs and contribute to rural economic development.

Capacity Building for the officials of SERP-Telangana 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. The objective of the programme is to build the capacities of APMs & CCs in Women Entrepreneurship

Development for rendering services to rural SHGs. These CRPs 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.

120 APMs & 55 CCs represented from various Mandals were trained of Telangana during March 2025 in 4 batches. APMs & CCs 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, towards promotion of Women entrepreneurship in rural areas.

Workshop on MSME Promotion

The National Institute for MSME, in collaboration with CII Hyderabad, organized a programme on MSME promotion for both established and aspiring entrepreneurs on 6th March 2025 at its campus. The workshop witnessed the participation of around 50 entrepreneurs, focusing on strategies to accelerate MSME growth through expert insights and digital innovation.



The sessions for CII-Yi Hyderabad entrepreneurs covered critical aspects of business expansion. Mr. K. S. P. Goud, Director, SED, provided an in-depth overview of the RAMP scheme, highlighting key areas such as market access, financial support, and technology adoption. Mr. Ramana Murthy, a seasoned trainer and facilitator in management practices, elaborated on the LEAN scheme, emphasizing quality and productivity enhancement. Mr. Vivek Kumar, Faculty Member, SED, ni-msme, shed light on the MSME CHAMPIONS initiative, which aims at modernization and global competitiveness.

Adding a technological perspective, Shri Ranjith Domisetty, Founder of OPSTECH, introduced transformative AI-driven digital manufacturing solutions designed to enhance efficiency and profitability. The session was further enriched by Radhika Agarwal's inspiring entrepreneurial journey, where she shared how MSME schemes facilitated her business's global expansion, motivating participants to leverage government initiatives for tangible growth.

The programme effectively bridged the gap between policy and practice, empowering entrepreneurs to harness government support and digital advancements—not just to scale their businesses but to drive India's MSME transformation.

▶ Training on MSME Promotion



The National Institute for MSME (ni-msme) has been entrusted with the responsibility of conducting RAMP-focused training programmes for officers of the Industries Department, Government of Bihar. The first batch was successfully completed in February, followed by the second and third batches of the five-day Training Programme on Promotion and Development of MSMEs, held at the ni-msme campus from 17th to

21st March and 24th to 28th March 2025, respectively. These programmes were organized by the School of Enterprise Development (SED) and sponsored by the Department of Industries, Government of Bihar. A total of 46 officers participated in the second batch, while 52 officers attended the third batch.

The second batch was inaugurated on 17th March 2025, with Dr. S. Glory Swarupa, Director General, ni-msme, addressing the participants. She emphasized the urgent need to accelerate industrial activities and highlighted the crucial role of industry officers in driving this transformation. She urged participants to apply their learnings practically and underscored the significance of Industrial Extension Officers (IEOs) and senior officers in supporting small and medium enterprises. Additionally, she discussed the Government of India's initiative to establish a Makhana Board, which is expected to be a game-changer for Bihar's economy.

Mr. Vivek Kumar, Programme Director, provided an overview of the programme, detailing its objectives and long-term benefits for the participants. The third batch was inaugurated by Shri K. Suryaprakash Goud, Director, SED, who elaborated on the importance of the RAMP scheme in alignment with the Atmanirbhar Bharat initiative.

Throughout the training, participants received valuable insights on diverse topics, including Cluster Development, Strategies for Effective RAMP Implementation, Project Identification, Project Profile Preparation, Bank Appraisal Perspectives, Financial Management, and Intellectual Property Rights (IPR). They also engaged in group assignments and interactive presentation sessions, enhancing their practical understanding of MSME development.

To provide hands-on exposure, Shri Duvvada Tejeswar, Faculty Associate, SED, coordinated industrial visits for both batches. Officers visited T-Hub and T-Works, where they were captivated by the seamless process of transforming innovative ideas into working prototypes.

The valedictory sessions were held on the final day of each batch, where participants shared their feedback, expressing immense satisfaction with the programme. Many participants even suggested extending the training duration to at least one more week to allow for deeper engagement. Certificates were awarded to all attendees, marking the successful completion of the programme.

Notably, two more batches are scheduled to be conducted in the coming months, bringing the total number of trained officers to 250. This initiative continues to reinforce ni-msme's commitment to building the capacity of government officers and empowering them with the necessary skills to drive MSME growth in Bihar.



Awareness Programme under QCI Guvatta Yatra



As part of a strategic initiative to enhance quality awareness and competitiveness among manufacturing MSMEs, the National Institute for Micro, Small, and Medium Enterprises (ni-msme), with funding support from the Quality Council of India (QCI), organized a series of impactful one-day awareness programs under the QCI Guvatta Yatra. Conducted in collaboration with the Odisha Assembly of Small and Medium

Enterprises (OASME), these programs took place across five key industrial districts of Odisha—Bhubaneswar, Cuttack, Jagatsinghpur, Rourkela, and Bolangir—throughout March 2025.

The sessions were held on 12th March in Jagatsinghpur, 21st March in Bhubaneswar and Cuttack, 27th March in Rourkela, and 28th March in Bolangir, with 25 to 30 local manufacturing MSMEs actively participating in each program. District Industry Officials were invited to address the gatherings, sharing valuable insights on government policy support for MSMEs. QCI experts sensitized participants to the importance of Zero Effect Zero Defect (ZED) Certification, emphasizing its role in quality enhancement, resource efficiency, and environmental responsibility.

The workshops provided step-by-step guidance on the ZED Certification application process, equipping MSMEs with the necessary knowledge to achieve quality compliance. In a hands-on approach, QCI experts also offered on-the-spot handholding support, assisting interested enterprises in initiating their certification journey. This initiative not only raised awareness but also instilled confidence among MSMEs, empowering them to embrace quality standards and enhance their competitiveness in both domestic and international markets.



The QCI Guvatta Yatra in Odisha represents a significant milestone in strengthening the quality ecosystem for MSMEs. The initiative received overwhelming appreciation from participants and local stakeholders, highlighting the growing recognition of quality as a key driver of growth and innovation. Encouraged by this success, ni-msme plans to replicate similar collaborative efforts across other states, ensuring MSMEs become globally competitive, sustainable, and future-ready.

CDBM and NABARD Review Digital Impact

The Centre for Digital Branding and Marketing (CDBM) of ni-msme, supported by the National Bank for Agriculture and Rural Development (NABARD), held its second review meeting with NABARD District Development Managers (DDMs) in the second week of March 2025. The meeting assessed the impact of ongoing Digital Branding and Marketing Handholding initiatives. Participants reported a notable increase in earnings, attributing it to the use of digital tools. Specifically, Google Business Listing and WhatsApp Business played crucial roles in helping FPOs, OFPOs, and SHGs expand their customer bases. The Centre's handholding sessions are equipping members with digital branding and marketing skills, enabling them to build sustainable businesses. With increased digital adoption, rural entrepreneurs are now better positioned to access wider markets and improve their profitability.

Amarchinta Handlooms Success Story

Mr. Mahesh of M/s Amarchinta Handlooms Batch-1 had attended "Leveraging Digital Tools for Market Acquisition: Way forward for Branding and Marketing" program expressed his gratitude and shared a success story illustrating the impact of digital tools on his business. Following his completion of the Digital Marketing Training Program at CDBM, ni-msme, supported by NABARD, Mr. Mahesh learned to leverage Google Maps to improve his store's visibility. Consequently, a customer located his shop using this tool, traveled there, and purchased ₹62,000 worth of handloom sarees. This sale marked a significant milestone in his business growth and underscored the power of digital marketing strategies in reaching new customers and expanding business opportunities.



Mr. Mahesh | M/s. Amarchinta Handlooms | Mobile: 9398970770 | e-mail: chiluverimahesh3@gmail.com

DG's Inspiring Address on All India Radio for International Women's Day

On the occasion of International Women's Day, Dr. S. Glory Swarupa, Director General of the National Institute for Micro, Small and Medium Enterprises (ni-msme), graced the airwaves of All India Radio, Hyderabad, on March 8, 2025, for an insightful and inspiring interview. A distinguished leader and a role model to many, Dr. Swarupa shared her perspectives on women's empowerment, emphasizing the boundless potential of women and the pathways to achieving excellence and self-reliance.

During the interview, Dr. Swarupa eloquently articulated the immense capabilities of women across various domains.

Drawing from her own experiences, she shared compelling anecdotes that underscored the importance of resilience, determination, and self-belief in achieving success. Her personal journey served as a powerful testament to the idea that with unwavering confidence and dedicated effort, women can overcome challenges and reach remarkable milestones.

Encouraging women to cultivate self-assurance and pursue their ambitions with focus and discipline, she highlighted that while talent is essential, consistent effort and perseverance are the true drivers of success. Her message resonated deeply with listeners, instilling confidence and motivation to strive for excellence in their respective fields.

Furthermore, Dr. Swarupa shed light on ni-msme's pivotal role in fostering women's entrepreneurship. She elaborated on the institute's various initiatives and programs designed to equip women with the skills, knowledge, and resources necessary to become

successful entrepreneurs and key contributors to the economy. These initiatives include specialized training programs, mentorship support, and access to funding opportunities, all aimed at creating a thriving ecosystem for women-led enterprises.

The radio program, broadcast across Telangana and Andhra Pradesh, received widespread appreciation from listeners. Many lauded Dr. Swarupa's inspiring words and the valuable insights she shared. The program served as a powerful platform to amplify the message of women's empowerment, celebrate their remarkable achievements, and reinforce ongoing efforts to support their growth and development.



Dr. Ashutosh A. Murkute Takes Charge as Director General, ni-msme, Hyderabad

Dr. Ashutosh A. Murkute has taken over the additional Charge as the Director General at the National Institute for Micro, Small, and Medium Enterprises (ni-msme), Hyderabad, MoMSME effective March 18, 2025. With a distinguished career in agricultural research, rural industrialization, and technology-driven solutions, Dr. Murkute brings a wealth of experience to



his new role. He is currently serving as the Director of the Mahatma Gandhi Institute for Rural Industrialization (MGIRI), Wardha, MoMSME. He spearheaded several initiatives in sustainable rural entrepreneurship and MSME development. Prior to his tenure at MGIRI, Dr. Murkute held the position of Principal Scientist (Horticulture), ICAR-Central Citrus Research Institute (CCRI). He started his career as Scientist – C, DRDO – Defence Institute of High Altitude Research (DIHAR, DRDO) after completing PhD from IIT Delhi.

Beyond his research contributions, Dr. Murkute has held notable positions such as Adjunct Professor at IIT Delhi and membership roles in the Board of Management of Rajmata Vijaya Raje Scindia Agricultural University, Gwalior, and the Academic Council of Nagpur University.

At ni-msme, Dr. Murkute's expertise in research-driven industrialization, technology transfer, and sustainable agriculture can be leveraged to drive holistic MSME growth. His vision aligns with the institute's mandate of capacity building, policy advocacy, and innovation-driven entrepreneurship. Under his leadership, ni-msme is poised to strengthen its role as a key enabler of India's MSME ecosystem, fostering economic resilience, rural empowerment, and sustainable industrialization across the nation.



Change of Leadership

Dr. S. Glory Swarupa's headed the National Institute for Micro, Small, and Medium Enterprises (ni-msme) as Director General from March 18, 2020, to March 17, 2025, marked a period of resilience, transformation, and innovation. Taking charge amidst the unprecedented challenges of the COVID-19 pandemic, she steered the institute through turbulent

times, ensuring continuity in MSME capacity-building initiatives while integrating digital solutions for training, research, and policy advocacy. During her tenure, the Institute celebrated a sparkling Diamond Jubilee function.

Under her leadership, ni-msme played a crucial role in supporting MSMEs during the pandemic by launching adaptive training programs, strengthening digital literacy among entrepreneurs. As the economic landscape evolved, she adeptly aligned ni-msme with emerging policy frameworks, such as the revised MSME classification, the Journey from Atmanirbhar Bharat Abhiyan to Viksit Bharat 2047, and new funding mechanisms, enabling greater outreach and impact. The Institute has experienced remarkable growth across all sectors, with revenue soaring 20X (~160 Crores) since FY 2019-20. Strategic initiatives, including securing underutilized land for the establishment of the Centre of Excellence for Technology and Exports (Udyam Alok). Institute's outreach grew to the extent of Ladakh to Puducherry, Participation and Project allocation were observed.

Her visionary approach led to strategic collaborations with national and international institutions, fostering innovation-driven entrepreneurship and skill development. By embracing technology, sustainability, and policy-driven reforms, Dr. Swarupa propelled ni-msme to new heights, cementing its position as a pivotal institution in India's MSME ecosystem. Her tenure remains a testament to resilience, adaptability, and a steadfast commitment to inclusive economic growth. ni-msme family thanked her for efforts towards enhancing the Institute's profile, and wishes her a successful future.



Felicitation of DG at Ministry of MSME, GoI

Dr. S. Glory Swarupa, Former Director General of ni-msme, was honored at Udyog Bhawan, Ministry of MSME, as she concluded her distinguished tenure. The felicitation ceremony, graced by the Secretary, Ministry of MSME, along with the Joint Secretary (SME) and other dignitaries, was a testament to her impactful contributions in strengthening the MSME ecosystem.

Under her visionary leadership, ni-msme advanced its mission of empowering micro, small, and medium enterprises through policy innovation, capacity building, and strategic collaborations. Her tenure has been marked by transformative initiatives that have propelled the sector towards resilience and sustainable growth.

As Dr. S. Glory Swarupa, Former Director General of ni-msme embarks on new endeavors, her legacy at ni-msme will continue to inspire, shaping the future of MSMEs in India. The Ministry of MSME extends its heartfelt gratitude and best wishes for her future pursuits.



Visitors' Gallery



Michigan State University, USA team visited ni-msme to take forward the collaborative initiatives on Entrepreneurship.

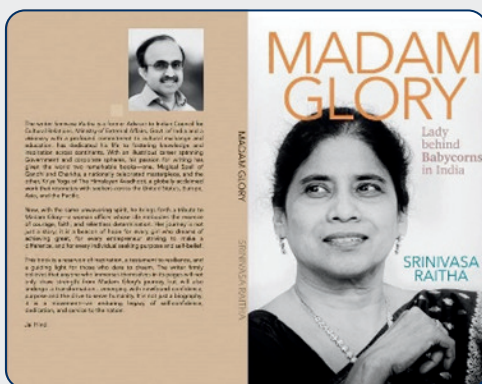
Director General, ni-msme participated in the meeting on Categories for State Grievances in PG Cases on CPGRAMS and Review of Public Grievances under the Chairmanship of JS (AFI) at Udyog Bhawan, New Delhi.

DG's Visits



Director General, ni-msme has participated and Inaugurated the International Conference on Sustainable Management Practices in VUCA World organised by Kerala Central University, Kasargod, Kerala. Appreciate the efforts of organisers for highlighting the most contemporary issues.

Later, visited ICAR-Central Plantation Crops Research Institute (CPCRI), Kasargod, Kerala. Had fruitful discussions with Shri C. P. Yogeshwara, MLA, Karnataka; Dr. K. B. Hebbar, Director and Dr. Maheshwarappa, Principal Scientist.



Participated as Guest of Honour for Inaugural Ceremony of National Level Youth Fest (SITE-2025), Exhibition and Valedictory Ceremony of Shankara Global Hackathon-Innovation International Conference and Award Ceremony of Academic Competitions (SITE – 2025). Chief Guest, H. E. Shri Arif Mohammed Khan, Hon'ble Governor of Bihar; Special Guest of Honours, H.E. Mr. Mikhail Kasko, Ambassador of Belarus in India; H. E. Mr. Shalar Geldynazarov, Ambassador of Turkmenistan in India

and Shri Ashwini Kumar Choubey, Ex – Union Minister. Award Ceremony of Sports Competitions was inaugurated by H. E. Shri Haribhau Kishanrao Bagde, Hon'ble Governor of Rajasthan. The book 'MADAM GLORY', Biography of Hon'ble Dr. S. Glory Swarupa, Director General, ni-msme was released by Hon'ble Governor of Rajasthan Shri Haribhau Kishanrao Bagde ji at Jaipur on the occasion of International Women's Day-2025 and National Youth Festival.



Director General, ni-msme participated as Chief Guest in the 70th Auxilium College Day Celebrations at Vellore, Tamil Nadu offering value based education over 70 years. Exemplary academics & activities. Spectacular cultural show by the girls.

Director General, ni-msme participated in the Womens' International Summit on Entrepreneurship sponsored by Ministry of MSME, Govt. of India organized by Confederation of Women Entrepreneurs of India (COWE) in commemoration of 20 years celebration. Energized by the Impactful women and humbled to honour them.



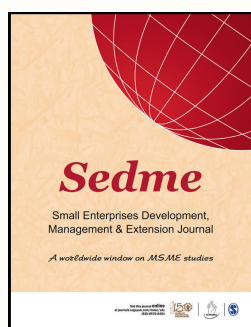
Director General, ni-msme participated in Valediction of AMDP by awarding the certificates in the National Program titled "Navigating Business Success through Networking Strategy Implementation and Risk Management" at NIT Warangal. The program is supported by DC-MSME, Govt. of India under ESDP Scheme.

Director General participated as Chief Guest in the International Women's Day Celebrations at M/s. Shasrith Info Tech, Hyderabad on 11 March 2025. Later, interacted with women entrepreneurs and participation certificates were awarded to the entrepreneurs.



Director General, ni-msme participated and completed the recording on Green & Lean MSMEs by Zee Business, SME Channel through online to support sustainable growth and drive the transition towards a low-carbon economy by ZEE Business Express.

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