

# ni-msme News Corner (NNC)



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

## National Conference on Digital Marketing, AI Automation & e-Commerce

India is rapidly transitioning into a digital-first economy, enabling even small rural artisans to access global markets. To support MSMEs and startups in this transformation, the National Institute for Micro, Small and Medium Enterprises (**ni-msme**) organized a National Conference on Digital Marketing, AI Automation and e-Commerce on 12 to 13 March 2026 at campus. The conference, driven by the Centre for Digital Branding and Marketing (CDBM), focused on bridging the digital gap for MSMEs particularly Rural Enterprises, Women Entrepreneurs and Small Businesses through Practical Guidance and Mentorship. The conference aimed to address this execution gap by equipping entrepreneurs with AI-driven strategies that can enhance marketing efficiency and improve conversion rates by 20–30%.

A distinguished panel of leaders and industry experts inaugurated the conference. Mr. Sarath Muthyala, Head, CDBM and Conference Director, delivered the welcome address. This was followed by insights from Mr. K. Surya Prakash Goud, Director, SED and a special address by Dr. Ashutosh A. Murukute, Director General, ni-msme.



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

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Dr. Raj Bhandari, Senior Advisor to NCEL, Ministry of Cooperation; Mr. Venkat Kumar Tangirala, Managing Director, Windstream Energy Technologies and Mr. K. Madhukar Babu, Joint Director (MSME), Govt. of Telangana, provided valuable industry perspectives.

**Theme 1: Leveraging AI for Content Creation, Marketing Planning, and Social Media:** Mr. Chakrapani Anumula, Founder, IDoneSEO, highlighted the use of AI-driven content formats such as short videos, AI-generated videos, and visual storytelling, emphasizing the role of algorithms and audience engagement in enhancing digital presence. Ms. Moonmoon Mukherjee from Tata Tele Business Services showcased platforms such as WhatsApp Business and tools like Smartflo for efficient customer outreach. Mr. Sai Ramesh Ponugupati, Founder & CEO, Thanks AI Innovations, emphasized the importance of adopting AI-driven approaches and educating customers to build stronger digital engagement.

**Theme 2: Agentic AI and AI-Driven Process Optimization for Marketing, Sales, and Operations:** Mr. Abhilekh Verma, Founder & CEO, Abhilekh Verma Consultancy, shared his entrepreneurial journey and demonstrated how AI tools enable MSMEs to scale efficiently without large teams. Mr. Naveen Andey, Founder & CEO, Datameadows, emphasized data-driven decision-making through CRM systems and analytics, advocating a shift from intuition-based to data-backed strategies. Mr. Ponnada Manoj, Founder & CSO, Zovia.ai, discussed the rise of Agentic AI in manufacturing and its role in improving efficiency by minimizing unplanned work.

**Theme 3: eCommerce Compliance, Policy, and Digital Readiness:** Mr. Sarath Muthyala, AFM & Head – CDBM, SED, ni-msme, outlined key focus areas for MSMEs standardization, packaging, communication, and commerce along with the need for structured digital strategies. Mr. Anurag Awasthi, Chief Manager, GeM, explained the opportunities available for MSMEs in public procurement through the GeM platform. Mr.



Emani Abhay Krishna, Manager, Invoicemart, highlighted the importance of TReDS in improving MSME liquidity and ensuring timely payments.

**Theme 4: Customer Psychology, Branding, and Packaging Innovation:** Dr. Madhavi Bandaru, Assistant Professor, Nizam College, emphasized the importance of understanding customer psychology across the digital journey. Dr. Jhonson Stanley, Director & CEO, Nutrihub, ICAR-IIMR, discussed startup challenges and the role

of incubators in achieving market penetration. Prof. B.K. Karna, Founder & Director, Packaging Clinic & Research Institute, highlighted the importance of innovative and sustainable packaging in enhancing brand value.

**Theme 5: Startup Launch, Growth Toolkits, and Go-to-Market (GTM) Strategies:** Mr. Sahil Suman, Communication Lead, Telangana Innovation Cell, emphasized the role of storytelling in effective startup communication. Mr. Manoj BadaGhar Wala, Startup Mentor, advised startups to focus on customer needs and build solutions in a phased and iterative manner. Dr. Shashwat Pathak, CEO, Atal Incubation Centre, GNITS, emphasized the importance of a robust GTM strategy, focusing on product-market fit, target audience, distribution channels, positioning, and pricing. This conference was more than just a series of talks; it was a strategic effort to align India's small businesses with the national vision of Viksit Bharat 2047. By equipping MSMEs with AI tools and eCommerce capabilities, the initiative aims not only to support individual enterprises but also to generate sustainable employment and enhance the country's overall revenue potential.

The conference also featured a business expo and networking sessions, where startups showcased their products and participants explored potential collaborations. The conference was supported by leading partners, including State Bank of India as the Platinum Sponsor, Tata Tele Business Services as the Digital Partner, PRISM Multimedia as the Creative Partner, and Atoms Digital Solutions as the Social Media Partner. Outreach support was extended by Nutrihub and AgHub, further strengthening the conference ecosystem. The event was successfully executed through the dedicated efforts of the CDBM team, including Smt. Deepa Waster and Mr. Parsapu Mani Ratnam, Young Professionals (CDBM, SED), along with team members Mr. B. Praveen Kumar, Mr. V. Ravi Varma, Mr. D. Rupesh Kumar, and Mr. M. Sreekanth.

## National Conference on Digital-Enabled Factories with Industry 5.0

The National Institute for Micro, Small and Medium Enterprises (**ni-msme**) successfully organized a two-day National Conference on Digital-Enabled Factories with Industry 5.0 on 25 to 26 March 2026. The event brought together industry leaders, academicians, policymakers, and students to explore the transition from Industry 4.0 to Industry 5.0, with a focus on human machine collaboration, artificial intelligence (AI), robotics, the Internet of Things (IoT) and collaborative robots (cobots).

The conference was convened by Mr. Vivek Kumar, Faculty Member, SED and Mr. K. Surya Prakash Goud, Director, SED. Key sessions addressed themes such as inclusive innovation, reskilling pathways and the digital challenges faced by MSMEs. Eminent speakers from organizations including Marconi Technologies, HC Robotics, T-Works, NSIC and leading academic institutions



shared practical insights on smart manufacturing and workforce transformation. The inaugural session, conducted in virtual mode, was presided over by Dr. Ashutosh A. Murkute, Director General, ni-msme, who encouraged participants to actively engage with and absorb insights from all sessions. Shri B. Prashant, Managing Director, LIDCO, attended as the Chief Guest, while Shri Madhukar Babu, Joint Director, Industries, Government of Telangana, graced the occasion as the Guest of Honour.

A notable highlight of the conference was the enthusiastic participation of students through an R&D Showcase, where innovative prototypes were presented in an exhibition organized adjacent to the conference hall. Additionally, around 35 student groups presented their research ideas through concise 3-Minute Thesis (3MT) presentations. The conference concluded with a valedictory session, during which participants shared highly positive feedback. Shri Kanna Banu, Operational Director, MyGo Minds (Knowledge Partner), remarked, "We would be delighted to collaborate with ni-msme in organizing similar programmes in the near future". The valedictory function included prize distribution, presided over by Shri Suresh Babu, Zonal General Manager (ZGM), NSIC, who encouraged participants to apply the knowledge gained for holistic personal and organizational development.

Mr. Vivek Kumar, Conference Convener, expressed his gratitude to the dignitaries, session chairs, and speakers for their active involvement throughout the programme. The conference concluded with a strong call to action for industry, academia, and government to collaborate in building sustainable, digitally empowered factories aligned with Industry 5.0 principles.



Student-centric activities during the conference were coordinated by Mr. Lakshya Rao, Mr. Srinivas and Mr. Charan, interns, SED, ni-msme. The concluding session was conducted by Mr. D. Tejeswar Rao, Faculty Associate, SED, who also delivered the vote of thanks.

## Entrepreneurship Skill Development Programmes

### i) Management Development Programmes (MDPs):

From 25 February to 03 March, a focused MDP on Waste Management and Circular Economy in MSMEs was organised at Lords Institute of Engineering & Technology. The programme emphasised sustainable business practices, resource efficiency and circular economy principles, equipping participants with practical strategies to transition towards environmentally responsible enterprise models, where participants gained valuable insights into integrating sustainability within MSME operations.



Further strengthening managerial and analytical capabilities, an MDP on Basics of Data Analysis, Statistical Tools & Techniques was conducted from 10 to 16 March at ICBM School of Business Excellence. The programme introduced trainees to fundamental data analysis methods, statistical tools, and their applications in business decision-making, strengthening their research capabilities and decision-making in their endeavours.

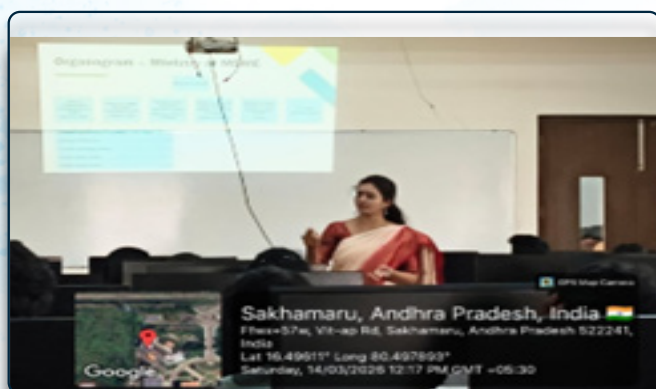


### ii) Entrepreneurship Awareness Programmes (EAPs):

On 11 March 2026, an engaging session at Kasturba Gandhi Degree & PG College for Women introduced participants to the fundamentals of entrepreneurship, emerging opportunities, and government support systems for startups and micro-enterprises. Interactive discussions encouraged creative thinking and laid a strong foundation for

entrepreneurial mindsets.

This was followed by a programme at GITAM (Deemed to be University) on 18 March, witnessing enthusiastic participation, with discussions on business ideation and feasibility. The series continued on 25 March at Vignan Institute of Technology and Science, encouraging students to convert their academic knowledge into entrepreneurial ventures.



On 26 March at Lords Institute of Engineering & Technology, the programme covered key concepts, sharing practical insights, and motivating participants to explore self-employment and enterprise creation as promising career pathways. The string of EAPs concluded on 31 March with programmes at SRM University AP and VIT-AP University, where participants explored innovation-driven entrepreneurship, startup ecosystems and the role of technology in enterprise creation.

**iii) ESDP @ Hyderabad:** National Institute for Micro, Small and Medium Enterprises organized three Entrepreneurship and Skill Development Programmes (ESDP) on Jute Bag Manufacturing at Ramnagar, Manikeswar Nagar, and Borabanda, Hyderabad. The programmes were sponsored by the Office of the Development Commissioner (MSME) under the ESDP scheme, with a total of 75 participants attending. The training focused on practical, hands-on learning, covering various models of jute bag manufacturing, including jute lunch bags, folders, laptop bags, pouches, designer bags, and luggage bags.



In addition to the technical sessions, participants were provided with comprehensive inputs on entrepreneurship development. Key topics included how to start a jute bag manufacturing business, machinery and raw material requirements, MSME schemes, financial assistance, preparation of bankable project reports, and the importance of platforms such as Government e-Marketplace (GeM), Trade Receivables Discounting System (TReDS), and public procurement policies.

At the end of the programme, participants expressed positive feedback, stating that they gained confidence to start their own ventures in the jute sector. They also conveyed their appreciation to the management of ni-msme for successfully organizing the programme.

**iv) ESDP @ Adilabad:** National Institute for Micro, Small and Medium Enterprises (ni-msme), under the Ministry of MSME, Government of India, is implementing Entrepreneurship and Skill Development Programmes (ESDPs) under the ESDP Scheme with the objective of promoting entrepreneurship, enhancing skill competencies, and creating sustainable self-employment opportunities among youth and women across the country. The ESDP Scheme focuses on providing structured training, practical exposure, and entrepreneurial orientation to enable participants to establish and manage their own enterprises. Under this initiative, the Digital Marketing programme, comprising five batches, is being conducted at Kalgi in Gulbarga district, Karnataka, from 04 February 2026 to 28 March 2026. The programme is designed to impart industry-relevant digital skills, including social media marketing, search engine optimization (SEO), content strategy, online advertising, and analytics. It enables participants to leverage digital platforms for business promotion, freelancing, and employment in the growing digital economy, while also encouraging them to explore digital entrepreneurship.

The Artificial Intelligence and Machine Learning programme, consisting of two batches, is being conducted at Bhopal, Madhya Pradesh, from 16 February 2026 to 31 March 2026 under the ESDP Scheme. This programme provides participants with foundational knowledge and practical exposure to AI and ML concepts, including data analysis, basic algorithms, and real-world applications. It aims to prepare trainees for emerging technology-driven opportunities and to foster innovation-led entrepreneurship in the digital and technology sectors. The Handmade Aari and Embroidery programme is being conducted in two batches at Dwaraka Nagar, Adilabad, Telangana, under the ESDP Scheme. Batch 1 is scheduled from 12 February 2026 to 24 March 2026, and Batch 2 from 14 February 2026 to 27 March 2026. The programme focuses on enhancing traditional hand embroidery skills, particularly among women participants, enabling them to create value-added products. It also integrates entrepreneurship inputs such as costing, pricing, and market linkage to support self-employment and micro-enterprise development in the handicrafts sector.



**v) Advanced Entrepreneurship and Skill Development Programmes (AD-ESDP):  
@ NALSAR University of Law, Shamirpet:**

The National Institute of Micro, Small and Medium Enterprises (ni-msme), in association with the Department of Management Studies (DoMS), NALSAR University of Law, organized a five-day Advanced Skill Development Programme titled "Leveraging AI for Improved Work Productivity and Business Efficiency under ESDP scheme of Ministry of MSME Govt. of India . The programme was conducted from March 11 to March 17 at the NALSAR University of Law campus, Shamirpet, Medchal-Malkajgiri. The programme was coordinated by V. Swapna Faculty Member ni-msme, Hyderabad & Dr. A. Sai Kiran, Assistant Professor, Department of Management Studies, NALSAR University of Law.



The primary objective of the programme was to equip young entrepreneurs with practical knowledge and applied competencies in the domain of Artificial Intelligence (AI), with particular emphasis on its relevance to business productivity and operational efficiency. In the context of increasing digital transformation across industries, the programme sought to bridge the gap between emerging AI technologies and their adoption within micro, small, and medium enterprises (MSMEs).

The programme curriculum was designed to provide participants with a comprehensive understanding of AI-driven tools and their applications in business environments. Key areas of focus included process automation, data-driven decision-making, customer relationship management, and operational optimization. The sessions also highlighted the use of accessible and cost-effective AI solutions tailored to the needs of MSMEs.

A total of 24 participants from diverse entrepreneurial backgrounds attended the programme. The pedagogical approach comprised expert lectures, interactive discussions, case analyses, and practical demonstrations, thereby facilitating both theoretical understanding and experiential learning. Participants actively engaged in the sessions and demonstrated keen interest in exploring AI-enabled strategies for business enhancement.

The programme further served as a platform for knowledge exchange and professional networking, enabling participants to share experiences and gain insights into contemporary business practices. The exposure to real-world applications of AI is expected to support participants in improving their organizational processes and maintaining competitiveness in a rapidly evolving technological landscape.

**@ SRM University, Andhra Pradesh:**

A one-week long Advanced ESDP was organised by ni-msme at SRM University AP from 09 to 13 March 2026. It was thoughtfully designed to make digital marketing both accessible and practical for emerging entrepreneurs. With a combination of hands-on workshops, classroom lessons and insightful industrial visits, the programme equipped the participants with an overall understanding of the digital ecosystem, imparting the confidence to meaningfully engage with the digital marketplace and expand their business horizons.



### **@Aeronautical Engineering, Dundigal, Hyderabad:**

The National Institute for Micro, Small and Medium Enterprises (ni-msme), Hyderabad, organized an Advanced Entrepreneurship Skill Development Programme (AD-ESDP) under the ESDP Scheme 2025–26 on the theme “Data Science & Machine Learning Pipeline: End-to-End Implementation” from 02 March to 07 March 2026. The programme was conducted in collaboration with the Institute of Aeronautical Engineering, Dundigal, Hyderabad.

The initiative aimed to enhance the technical and entrepreneurial capabilities of participants by providing practical exposure to data science, machine learning applications, and emerging technology-driven business opportunities. Technical sessions focused on the applications of data science in machine learning, highlighting areas such as predictive analytics, pattern recognition, recommendation systems, and real-world industry use cases. Participants were also introduced to critical stages in the machine learning lifecycle, including model evaluation and deployment, which are essential for developing scalable and reliable AI solutions. Another key session addressed business solutions using analytics and AI/ML, emphasizing how organizations can leverage data-driven insights to improve operational efficiency, enhance customer experience, and strengthen strategic decision-making. The programme provided a comprehensive platform for participants to gain insights into technology integration, innovation driven entrepreneurship, and emerging opportunities within the data science and AI ecosystem.



Ms. V. Swapna, Faculty Member, SEM, delivered a session on MSME schemes and institutional support available to entrepreneurs. Resource persons from The Rupee Company, Hyderabad; the Computer Society of India (Hyderabad Chapter); Creator Technologies Pvt. Ltd.; and Faculty Members from the Institute of Aeronautical Engineering contributed to the Technical Sessions. The interactive sessions and expert guidance enabled participants to understand how advanced digital technologies can support modern business development and startup growth.

**@VNR VJIET Campus, Hyderabad:** Advanced Entrepreneurship Skill Development Programme (AD-ESDP) on “The Power of Quantum & High-Performance Computing (HPC): Transforming Startups & Enterprises.” organised by National Institute for MSME (ni-msme) under ESDP scheme at VNR VJIET campus. The programme aimed to equip Startups and aspiring entrepreneurs with insights into emerging technologies such as quantum computing and HPC. The sessions emphasized the growing importance of deep-tech innovation, skill upgradation, and the role of academia–industry collaboration in fostering technology-driven entrepreneurship.

The inaugural session was graced by Dr. B. Chennakesava Rao, Principal, Dr. M. Raja Sekar, HOD



In-Charge, Ms. V. Swapna, Faculty, ni-msme, Mr. Srinivas Vajapeyajula Member of Board of Studies VNR VJIET, Shri Kode Durga Prasad, IPS (Retd.), General Secretary, Vignana Jyothi Society, and faculty members including Ms. Asha Latha. The sessions were delivered by Dr. Swathi Mummadi, Postdoctoral Researcher at UniMAP, Malaysia, Qiskit Advocate at IBM, and Academic Advisor at QubitSemi Solutions Pvt. Ltd. Mr. Hitardha Bayapuneni, HPC Consultant and Founder of Xenford. Dr. Praveen Alapati, Faculty Member.

Department of Computer Science and Engineering at the Ecole Centrale School of Engineering, Mahindra University.

The participants visited C-DAC where they gained valuable exposure to real-world high-performance computing infrastructure. Ms. Swapna Vanamala delivered session on MSME schemes and Institutional Support. Overall the programme received very good feedback from the participants and thanked ministry of MSME for the programme.

## Public Procurement & Government Tenders for MSMEs

The School of Enterprise Management (SEM) at the National Institute for Micro, Small and Medium Enterprises (ni-msme), Hyderabad, organized a Management Development Programme (MDP) on “Public Procurement & Government Tenders for MSMEs” from 23 to 27 March 2026.

The programme was sponsored under the ESDP Scheme of the Office of the Development Commissioner, Ministry of MSME, Government of India, and was attended by 25 participants, including management professionals, entrepreneurs, and academicians from diverse sectors.

The primary objective of the programme was to enhance participants’ knowledge and operational competencies in understanding the public procurement ecosystem and effectively participating in government tendering processes. The programme focused on building capabilities in identifying tender opportunities, interpreting bid documents, complying with eligibility criteria, preparing competitive bids, and adhering to procurement guidelines and policies, including the Government e-Marketplace (GeM) and other e-procurement platforms.



Special emphasis was placed on documentation, pricing strategies, regulatory compliance, and risk mitigation in public procurement.

The sessions were delivered by ni-msme faculty, along with experienced procurement professionals, government officials, and industry experts, who provided practical insights into tendering procedures, bid evaluation processes, contract management, and common challenges faced by MSMEs in public procurement.



Through case studies, live demonstrations on e-procurement portals, and interactive discussions, participants gained hands-on experience in bid preparation and submission.

Participants expressed that the programme was highly informative, practical, and relevant to their professional roles. They appreciated the expertise of the faculty members and guest speakers, as well as the overall coordination by ni-msme, and rated the programme as “very good.”



## MSME, Govt. of Bihar Visited Campus

Shri Aman Samir, IAS, Director, MSME, Government of Bihar, visited the National Institute for Micro, Small and Medium Enterprises (ni-msme), Hyderabad. He held detailed discussions with the Directors and faculty members of the MSME ecosystem and improving the industrial policies. He also met the Directors of various Schools at ni-msme, along with suggestions on enhancing the industrial ecosystem and interventions.

Shri K. Surya Prakash Goud, Director, School of Enterprise Management, was the visiting dignitary on the institute's past engagements. He proposed a range of initiatives aimed at the holistic development of the state, with support from ni-msme. The visit was coordinated by Shri Vivek Kumar, Faculty Member, SED.



The discussions also emphasized the importance of reviewing and adapting best practices from the industrial policies of progressive states such as Tamil Nadu, Andhra Pradesh, and Telangana. It was suggested that Bihar could strengthen its policy framework by incorporating suitable modifications based on these models. Shri Aman Samir further requested ni-msme to organize

a series of skill development programmes in Bihar to build a more skilled and capable MSME workforce. During the visit, the Director was accompanied by two senior officers, Shri Ajay Dixit and Shri Ashish. The delegation also visited the ni-msme SFURTI clusters at Pembarti and Motkur to gain practical insights and explore the feasibility of developing similar cluster-based initiatives in Bihar.



## Entrepreneurship Awareness Programmes

The National Institute for Micro, Small and Medium Enterprises organized eight Entrepreneurship Awareness Programmes (EAPs) during 2026 across institutions in Telangana, Andhra Pradesh, and Tamil Nadu, benefiting over 600 aspiring entrepreneurs.

The programmes were sponsored by the Office of the Development Commissioner (MSME), Government of India, under the ESDP Scheme.

Coordinated by Ms. V. Swapna, Faculty Member, School of Enterprise Management, the programmes aimed to promote entrepreneurial awareness among students and budding entrepreneurs.



The sessions covered key areas such as business opportunity identification, market understanding, basics of business planning, sources of finance, and government support schemes for MSMEs. Participants also gained insights from real-life entrepreneurial success stories, enhancing their confidence and motivation to pursue entrepreneurship.



## National IP Yatra 2026

The National IP Yatra 2026, a two-day National Awareness Programme on “Intellectual Property Rights in the Digital Age”, was successfully organized on 09 & 10 March 2026 at the SRIX Auditorium, SR University, Warangal. The programme was conducted by the National Institute for Micro, Small and Medium Enterprises (ni-msme), Hyderabad, under the MSME Innovative Scheme of the Office of the DC (MSME), Ministry of MSME, Govt.

A total of 152 participants including MSMEs, startups, STPI officials and aspiring entrepreneurs actively participated in the programme. The initiative aimed to enhance awareness of the significance of Intellectual Property Rights (IPR) in safeguarding innovations, research outputs, and creative works in the digital era. The inaugural session commenced with a welcome address by Ms. V. Swapna, Faculty Member and Head, IPFC, ni-msme, who provided an



overview of ni-msme’s activities and outlined the objectives and key themes of the programme. Dr. Archana Reddy, Dean of Operations, emphasized the institution’s commitment to innovation, design thinking, and entrepreneurship. Dr. B. Girirajan, Dean, Innovation & Startups, SR University, highlighted the importance of IPR awareness among students and emerging startups.

The programme featured expert sessions covering critical areas such as digital intellectual property, copyright protection, patent strategies, cybersecurity, industrial design protection, trademarks, commercialization, and enforcement mechanisms. A panel discussion on “Future of Digital Intellectual Property” provided valuable insights into emerging trends, including the role of artificial intelligence in innovation ecosystems.

The sessions were delivered by distinguished experts, including Ms. V. Swapna; Mr. Srinivas Maddipati (Eeva IP Services); Mr. Vijaya Bhaskar Reddy (Roots IP Services); Mr. Naveen Kumar Anumula (Oscar Global IP Services); Mr. Srinivas Vajapeyajula (Bank of America); Ms. Hima Bindu (IP Advocate); Dr. Radhika Vangala (BITS Pilani) and Mr. Vijaykumar Makyam (IP Advocate). The panel discussion featured Mr. Shashi Preetham (PSP TechHub, Hyderabad), Dr. P. Sammiah (Dean – Research Grants & Consultancy, SR University), and Dr. Shaik Vaseem Akram (Dean – IPR, SR University).

An exhibition of innovative project stalls was also organized, showcasing ideas such as Railmitra; a non-invasive glucometer with SpO<sub>2</sub> and blood pressure monitoring using ESP32;



Can-Glove; Plastic Road System; Tirtha; Campusveio; Smart; Fin 360; Stay Awake; and Synaptix. The programme significantly contributed to enhancing awareness and understanding of IPR among students, researchers, MSMEs, and entrepreneurs. It also strengthened academia–industry collaboration and promoted innovation-driven growth.

## Inter TOLIC Technical Seminar on Official Language

The Insurance Regulatory and Development Authority of India (IRDAI) organized an Inter-TOLIC Technical Seminar on Official Language along with a tagline competition at its Head Office, located in the Financial District, Nanakramguda, Hyderabad, on 13th March 2026. Dr. Shirish Prabhakar Kulkarni, Hindi Translator, participated in the seminar on behalf of ni-msme. The seminar was presided over by Shri Rajay Kumar Sinha, Member (Finance and Investment), IRDAI. Shri Amarnath, Member Secretary, TOLIC (Bank and Insurance), attended as the Chief Guest, while Shri Rudranath Mishra, Deputy General Manager, NMDC, graced the occasion as the Special Guest.



Other distinguished dignitaries present included Ms. Seema Kumari, In-Charge, Hindi Teaching Scheme Office, Hyderabad; Dr. Raj Narayan Avasthi, Member Secretary, TOLIC (PSUs), Hyderabad; Dr. Mohd. Kashif Hussain, Member Secretary, TOLIC (CGO-1), Hyderabad; and Smt. Anita Pandey, Member Secretary, TOLIC (CGO-2), Hyderabad. Shri A. R. Nithyanandam, Chief General Manager (Administration & HR), IRDAI, and Shri S. Ramana Rao, Chief General Manager (Administration & HR), IRDAI, also shared the dais. The programme was conducted by Shri Ravi Ranjan, Rajbhasha Adhikari.



The seminar comprised multiple technical sessions. Shri Rajeev Kumar, Assistant General Manager, IDBI, conducted a session in Hindi on the subject of overall health. The second session was delivered by Shri Shyamsunder Mahakud, Assistant General Manager, IRDAI, focusing on the New Income Tax Act and the New Pension Scheme. This was followed by a tagline competition for IRDAI promotion. Post-lunch, Shri Pradeep Kumar Singh conducted a session on motor insurance. After the tea break, a feedback session was held, followed by the valedictory session, marking the conclusion of the programme.



## Capacity Building Programme

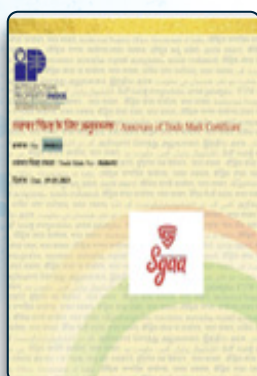
The National Institute for Micro, Small and Medium Enterprises (ni-msme), Hyderabad, conducted a three-day training programme titled "Capacity Building Programme for Town Mission Coordinators (TMCs) of ULBs on Strengthening SHGs and Promoting Livelihoods & Entrepreneurship among the Urban Poor" from 23 to 25 March 2026 at the ni-msme campus, Hyderabad. The programme was organized for Town Mission Coordinators (TMCs) of the Mission for Elimination of Poverty in Municipal Areas (MEPMA), Govt. of Telangana, with the participation of 30 TMCs.



The inaugural session was graced by Shri K. Murali Mohan, Additional Mission Director, MEPMA, as the Chief Guest, along with Dr. E. Vijaya, Director, School of Enterprise Management (SEM), ni-msme. The programme was directed by Dr. E. Vijaya and co-directed by Shri V. B. R. Rajendra Prasad, Faculty Member, SEE.

The training programme focused on enhancing the capabilities of TMCs 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 build soft skills, managerial competencies, and technical expertise, thereby improving the overall effectiveness and workplace performance of the participants. During the valedictory session, Smt. Divya Devarajan, Mission Director, MEPMA, Telangana, graced the occasion and congratulated the participants on successfully completing the training programme. She emphasized the importance of applying the knowledge and skills acquired during the sessions in their respective roles to enhance efficiency and strengthen core competencies. The participants shared their experiences and key learnings, highlighting the practical relevance and positive impact of the programme. The session concluded with the distribution of participation certificates to all attendees.

## Trademark Registration Facilitated for "SGAA" Clothing Brand



The National Institute for Micro, Small and Medium Enterprises (ni-msme) has successfully facilitated the registration of the trademark for the clothing brand "SGAA." The trademark has been registered in the name of SUS Garment Artisans Association, Pune, Maharashtra.

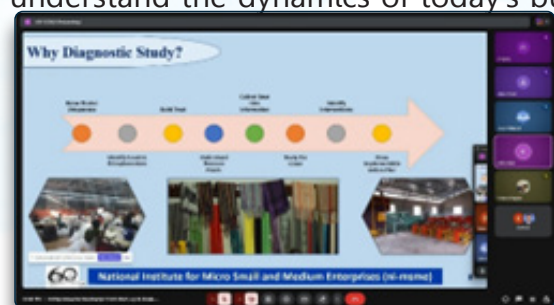
This achievement marks an important milestone in strengthening the brand identity and market presence of the association.

Trademark Registration Number: 3958212



## Delivered Online Bootcamp: From Startup to Scale-Up

The National Institute of Micro, Small and Medium Enterprises (ni-msme) delivered an impactful two-day online bootcamp, "Entrepreneurial Bootcamp: From Startup to Scale-Up," on March 10–11, 2026, designed to equip aspiring and emerging entrepreneurs with the knowledge and confidence to transform ideas into scalable ventures. Directed by Dr. Manisha Kumari and coordinated by Ms. Fatima Fareeha, the programme brought together experienced faculty who blended conceptual clarity with practical insights. The bootcamp began by fostering an entrepreneurial mindset, helping participants understand the dynamics of today's business landscape. This was followed by an engaging deep dive into value creation and the Business Model Canvas, enabling participants to design, test, and refine sustainable business models through case-based learning.



The second day focused on execution and growth strategies. Sessions on digital tools highlighted how entrepreneurs can effectively leverage social media, content platforms, and analytics to build visibility and scale operations. Discussions on MSME clusters emphasized the importance of collaborative ecosystems and institutional support in driving business success. A key highlight was the focus on financial pathways, where participants gained clarity on startup funding stages, access to credit, and various government initiatives supporting the MSME sector.

Conducted in an interactive online format, the bootcamp witnessed enthusiastic participation and received highly positive feedback for its relevance and practical orientation. More than just a training programme, it served as a catalyst for action empowering participants with the skills, insights, and strategic direction needed to navigate challenges and accelerate their entrepreneurial journey.

## Copyright Registrations for QCFI

The Intellectual Property Facilitation Centre (IPFC) at ni-msme has successfully facilitated the copyright registration of three important works authored by the Quality Circle Forum of India (QCFI). The registered titles are: LEAN QUALITY CIRCLE: WHAT, WHY AND HOW TO OPERATE (Diary No: LD-38827/2025-CO); SIX SIGMA APPROACH FOR ORGANISATIONAL



EXCELLENCE (Diary No: LD-38932/2025-CO) & PROBLEM SOLVING TOOLS & TECHNIQUES (Diary No: LD-39080/2025-CO). This achievement marks a proud milestone in promoting knowledge and excellence in organizational development and quality management. The registrations not only safeguard intellectual property but also highlight the valuable contributions made towards advancing industry practices.

## International Women's Day

ni-msme commemorated International Women's Day on 06 March 2026 on the theme "Give to Gain: Empowering Women through Leadership, Collaboration and Inclusive Growth," the event captured a simple yet profound idea: empowering women creates a multiplier effect that strengthens society at every level. The programme began on a culturally rich note with an enthralling Bharatanatyam performance by Ms. Kushwita. The ceremonial lighting of the lamp by dignitaries set a tone of shared commitment to knowledge, equality and progress, followed by the National Song. Welcoming the gathering, Dr. E. Vijaya, Director, SEM, highlighted ni-msme's continued focus on enabling women through entrepreneurship development, skill enhancement, financial literacy. Building on this vision, Ms. Chetana Jain, President, COWE, Telangana Chapter, delivered a compelling session on "Capitalizing on Change: Women as Catalysts for Progress," underscoring the transformative role women play in shaping economies and communities through leadership and innovation. The workshop also brought attention to a vital dimension of empowerment health. Leading this topic, Dr. Ismat Fatima from renowned Fahmi Care hospital, emphasized the importance of preventive care, awareness and regular health practices as the foundation for confident and empowered living.

A forward-looking highlight was the launch of Women Hackathon 4.0, introduced by Ms. V. Swapna, aimed at encouraging women to translate ideas into impactful entrepreneurial ventures. The initiative was formally unveiled with the release of its flyer, signaling new opportunities for innovation and participation. Another key highlight was the release of MSME Finance: A Handbook for Entrepreneurs offered practical insights to help aspiring entrepreneurs navigate financial systems effectively.

Certificates were awarded to participants of the Self-Employed Tailor and Assistant Beauty Therapist programmes, while five trainees secured positions as MIS Executives an encouraging testament to the impact of skill development. An entrepreneurial beautician endeavour "Kavya Artist" was also celebrated, with the unveiling of their banner. Addressing the gathering, Dr. Ashutosh A. Murkute, Director General, reaffirmed ni-msme's commitment to fostering inclusive growth by strengthening women's participation in entrepreneurship and innovation. Chief Guest Ms. Sudha Kesari, Additional Development Commissioner, reflected on the progress made toward gender equality while emphasizing the need for sustained and collective effort to achieve lasting change. Concluding with a vote of thanks by Dr. Manisha Kumari, the workshop left behind more than impressions it reinforced a conviction: when women are equipped with opportunity, voice and support, they do not just contribute to progress, they lead it.



### Editorial Board

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### Our Social Presence



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